

## ABSTRACT

India with its diversity and rich heritage has an ugly side to it. If women have been worshipped as Goddess, there has been “sati” too. A silent witness, the oppressed women have come a long way. Though the situation has improved some facts (education rate, sexual harassment among others) are daunting. Many women have broken the barriers and we would still witness a lot more. To help women is to help society. And through this journey of women empowerment our nation will achieve its dream.

Women empowerment has become a focal point for development efforts worldwide and there is a need for an updated, critical assessment of the existing evidence on women empowerment. Women empowerment is an important and crucial tool to bring the require changes in social norms in the society and also the mindset of the people. To empower any women of the society it is relevant to make her aware of her rights, duties and her role in the society.

The research topic is the direct turn-out of the ill-treatment given to women in India such as harassment, rape, exploitation, etc. and the social situations which are adverse to women in India. Media has played a very important and proactive role in highlighting the women problems and thereby making aware people of women development.

The finding of the research study brought out the reality that the print media overlooked and ignored the issues of women empowerment. On the other hand, they focused more on women celebrities who are facing issues like violence, suicide, etc. This clearly shows that media houses are clearly looking for their business purpose and gains to their business.

It is unfortunate that women who constitute half the population of our country are being treated poorly and given such a low priority in the society as well as nation. This research project is to create awareness and prompt amongst the present generation to use various media positively in working towards the issues and causes of women empowerment.

Women empowerment is a debatable subject. Today we can see women have occupied the respectable positions in all the fields of work. Yet, they are not absolutely free from various discriminations and harassment of the society. Though few women have been able to establish their own potentialities. Hence, various programmes should be initiated for enhancement of women, to encourage them in every field. Also counselling centres with trained social workers should be established so that family breakdowns can be avoided by taking timely action, and more short stay centres and homes should also be developed for women who need shelter during crisis or any tough situation.