



# **Gist of Yojana October 2018**

## **Women Empowerment**

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## Preface

### Yojana, October 2018: Women Empowerment

No one can deny the importance of value addition in the answer writing of CSE mains to get good marks. The magazines like Yojana become essential in this aspect. It is a repository of good points, data, facts and statements which can be used directly to score good marks. Many a times, direct questions are picked up from Yojana in essays or general studies papers. Moreover, it provides you with the good, in-depth and holistic understanding of the specific issue covered with almost all the analytical aspects related to the issue. It helps you in answering questions in mains exam which are becoming more and more analytical. Even in prelims exam, we find statements picked up from Yojana.

All this indicates inevitability of reading magazines like Yojana. Though reading whole magazine has its advantages, but one also has to keep in mind the time available. For this, one can choose to read the summary of magazine which also ensures the manageability of information which can be stored in mind and easily reproduced in exam. Our presented work is an effort in that direction only. It will equip you with all important points and analysis related to the topic which can be used directly in exam to score well.

The present issue is a summary of Yojana, october 2018 edition which discusses important aspects about India's development. We believe it will prove highly beneficial to aspirants in ensuring highest return for the time invested.

All the best 😊

## **Content:**

1. Empowering the Nation with Women Led Development
2. Empowering Women through Continuum of Care
3. Helping Women Control over their lives
4. Empowering Tribal Women
5. Empowering Women: Legal Provisions
6. Communication: Overarching role in Women Empowerment

## Empowering the Nation with Women Led Development

*“To awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves”*

– Pandit Jawaharlal Nehru.

- Introduction
- Increase in Gender equality
- Ending discrimination
- Financial Empowerment
- Encouraging Entrepreneurship
- Empowering motherhood
- Safety at workplace
- Making Inaccessible accessible

### Introduction:

- Women make up half of India’s population. Over the years we have seen women grow in public life – working in offices, representing in international sports, in bureaucracy, politics, international organisations and much more.
- This change is positive and is happening at a pace faster than before.

### Increase in gender equality:

- The first female fighter pilots have recently been appointed in the Indian Air Force. The participation of women in combat roles in the Army is also strongly under consideration.
- The Olympics, Commonwealth and a number of sporting events including cricket have seen outstanding performances by woman.
- The Mangalyaan and the 104 Nano satellites launched into orbit on-board a single rocket had a team of women scientists behind them.
- The literacy rate of women has risen from a mere 9% in 1951 to 65% in 2011.
- In the workplace today, every fourth worker in India is a woman. With their increasing participation in a variety of fields, women’s bargaining power in both private and public life is increasing.
- Elected women representatives now make up about 46% of our panchayat members. Women contesting in general elections has gone up in 2014 elections compared to 1957 elections from 31.7 years to 70 years.
- On the health front, average life expectancy of women have risen from 31.7 years in 1950-51 to about 70 years in 2016.
- Institutional births have risen to an all-time high of 79% in 2014-15. The maternal mortality rate has dropped by half in the decade between 2001-03 and 2011-13.
- The number of women with a bank account has also increased from 15% in 2005-06 to 53% in 2015-16.

### **Ending Discrimination**

- Women still face serious dangers to their life and liberty in our country. We hear of horrific incidents of violence every day and we see young girls dropping out of school to look after their siblings or be married.
- Women still contribute a disproportionate amount of unpaid work in their homes and on farms. They are often not given an equal say in household or work decisions.

### **Financial Empowerment**

- Attacking the root of the problem, government has initiated Beti Bachao, Beti Padhao Programme that addresses the complex issue of mindsets in all districts of India.
- Sukanya Samridhi Yojana was launched in 2015, under which small affordable deposits are made in the bank accounts of girls, with the benefit of higher rate of interest. The amount can be withdrawn by girl on reaching 18 years of age, giving her funds for higher education. Such accounts have already been opened for 1.39 crore girls.
- 16.42 crore woman's account have been opened under PM Jan Dhan Yojana. Women's share of total savings accounts increased from 28% in 2014 to 40% in 2017.

### **Encouraging Entrepreneurship:**

- Under the Pradhan Mantri Mudra Yojana, the government has provided credit to small entrepreneurs without collateral. 75% of these loans have been given to women, with 9.81 crore women entrepreneurs already benefitting from them under the scheme.
- Over 47 lakh SHGs have been promoted under the National Rural Livelihood Mission (NRLM). There is a jump of 37% in loan amounts granted to women SHGs in last financial year.
- Skill development is another key aspect. Half of the certificates awarded under Pradhan Mantri Kaushal Vikas Yojana have been given to women candidates.

### **Empowering Motherhood:**

- The paid maternity leave for working women to 26 weeks empowers them as they need not fear loss of salary or job due to childbirth.
- In order to extend protection to the unorganised sector as well, pregnant and lactating mothers are provided cash incentives under the PM Matru Vandana Yojana.
- Having women in senior positions is a positive step in recognising the merit of deserving women while also making organisations more women-friendly. So, representation of women in boards of companies is encouraged. Over 5 lakh women directors are currently appointed in companies, which is the highest ever number in India.
- At the village level, women members of panchayats are leading the empowerment of their villages. Ministry of Women has conducted training for 18,000 women members last year.

### **Safety in Workplace:**

- Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 provides a safe and secure environment to women at the workplace.
- The Ministry of Women and Child Development has setup an online complaint system for cases of sexual harassment at workplace to make it easier for women to report and follow up on their complaints.

- The Ujjwala scheme has been introduced, which provides free LPG cylinders to women from BPL families to replace unclean cooking fuels. Till July 2018, 5.08 crore LPG connections had already been released.
- Government has sanctioned 181 Women Helplines in all states and 206 One Stop Centres.
- 33% reservation for women in the police force is also being implemented.
- The Nirbhaya Fund is also being used to roll-out comprehensive plans to make 8 major cities in the country safer for women and also improve our forensic analysis abilities in cases of sexual assault.

**Accessing the Inaccessible:**

- To reach the yet unreached women across the country, ministry has recently launched the Mahila Shakti Kendra scheme. Under this 3 lakh student volunteers are fanning out across the country to directly reach women at village level with government schemes and services for their empowerment.
- As India looks forward to reaping the benefits from its demographic dividend the role of empowered women becomes more important.

## Empowering Women through Continuum of Care

- Introduction
- Maternity Care
- Shishu Suraksha
- Healthy Adolescence
- Planned Pregnancy
- Caring for the Girl Child
- Drugs and Diagnostics
- Conclusion

### Introduction:

- If a country aims to build a civilization where women are strong, equal, active and productive members of their society, ensuring quality and equitable health services to women is critical.
- Recognizing this, Ministry of Health implements several programmes for health of women following a life cycle 'continuum of care' approach to ensure equal focus on various life stages of women, ranging from a spectrum of programmes of pregnant women, the neonates, infants, young children, adolescents, and family planning programmes for women of reproductive age group.

### Maternity Care:

- Pradhan Mantri Surakshit Matritva Abhiyan has been launched to provide quality ante natal care to pregnant women on the 9<sup>th</sup> of every month. Till April, 2018 more than 1.42 crore ANCs have been conducted and more than 7 lakh high risk pregnancies have been identified.
- ANC services also provided at village level through Village Health and Nutrition Days.
- Mother and Child Protection Cards and safe motherhood booklets are provided to pregnant women.
- The Ministry also runs a Mother and Child Tracking System and Kilkari Mobile services which tracks and facilitates timely delivery of antenatal, postnatal care services to women.

### Shishu Suraksha:

- Janani Shishu Suraksha Karyakram entitles all pregnant women delivering in public health institutions to absolutely free and no expense delivery including Caesarean section. Over 1.33 crore pregnant women have benefitted from this.
- Women can call 102 to contact their nearest ASHA (Accredited Social Health Activist) or ANM (Auxiliary Nurse Midwife).
- Government has also launched LaQshya program- Labour room quality improvement initiative for focused and targeted approach to strengthen key processes related to labour rooms.
- MoHFW also implements Janani Suraksha Yojana- a cash transfer scheme to encourage institutional delivery. The institutional delivery in the country has risen to 78.9% from 47%.
- To educate parents and caregivers about good child rearing practices a book titled "Journey of First 1000 days" has been published by the Ministry of Health.

### **Healthy Adolescence:**

- Ministry of Health has initiated Rashtriya Kishore Swasthya Karyakram with the objective to increase the awareness and access to information about adolescent health, provide counselling and health services, provide sanitary napkins, iron folic acid supplementation etc.
- The MoFHW is also implementing a scheme for Promotion of Menstrual Hygiene among adolescent girls in the age group 10-19 years primarily in rural areas.

### **Planned Pregnancy:**

- The family planning programme implemented by MoHFW provides a basket of choices to help parents decide, freely and responsibly the number and spacing of their children.
- Home delivery of contraceptives by ASHAs aims to improve access to contraceptives of eligible couples at their doorstep. ASHAs have been trained to counsel couples to ensure spacing of two years after marriage and spacing of three years after the birth of the first child.

### **Caring for the Girl Child:**

- Special New Born Care Units have been established at district level and new born care corners at sub district levels. ASHAs undertake visits to provide Home Based New Born Care to new borns.
- 1150 Nutrition Rehabilitation Centres have also been established to provide specialised care to children having severe acute malnutrition.
- Rashtriya Bal Swasthya Karyakram is an initiative to improve overall quality of life of children.

### **Drugs and Diagnostics:**

- Free Drugs and Free Diagnostic scheme for essential medicines at public health facilities are other platforms where women can avail free health care services.

### **Conclusion:**

- These efforts have led to significant reduction in under five and maternal mortality of India.
- India validated for Maternal and Neonatal tetanus elimination in 2015.
- It has accomplished MDG for Maternal Mortality Rate which has dropped by a massive 37 points.

## **Helping Women Gain Control of their lives**

- Introduction
- Development of Women entrepreneurship
- Financial security
- Government initiative
- Conclusion

### **Introduction:**

- India has witnessed a three-fold increase in population over the last half century without corresponding growth in opportunities, especially in rural areas.
- Women constitute 50% of the population and are the backbone of the family. In recent years, the traditional roles of women have undergone some changes due to economic needs and mainstream women's contribution to the overall growth and development of society. It is imperative to enable them to have a choice of defining their own lives.

### **Development of Women Entrepreneurship:**

- Entrepreneurship development and income generating activities are a feasible solution for empowering women.
- Micro-finance with Self Help Groups (SHGs) play an effective role for promoting women entrepreneurship and financial empowerment. It is not only an efficient tool to fight against poverty, but also as a means of promoting the empowerment of the most marginalised sections of the population, especially women. It has raised their social status.
- Micro credit is promoting the small-scale business enterprises and its major aim is to alleviate poverty by income generating activities.

### **Financial Security:**

- Studies unveil the fact that SHGs are primarily established for women, and in states like Tamil Nadu and Kerala they have been tremendously successful. NABARD launched a pilot project for women on SHGs in collaboration with commercial banks and regional rural banks.
- Studies in three states reveal that SHGs have helped in better recovery of loans, development of thrift and self-help among members, effective use of credit for the purchase of income generating assets and empowerment of women.
- RBI also understands the role and importance of SHGs in financing and has extended medium sized loans to women entrepreneurs with the support of NABARD.

### **Government Initiatives:**

- The MSME Development Organisations (MSME-DO), the various State Small Industries Development Corporations (SSIDCs), the nationalised banks and even NGOs are conducting various programs including Entrepreneurship Development Programs (EDPs) to cater to the needs of potential women entrepreneurs.
- SIDBI has been implementing two schemes for women entrepreneurs namely, Mahila Udyam Nidhi and Mahila Vikas Nidhi.

- A few government efforts at promoting entrepreneurship and innovation are:
  - Start-up India – Government of India promotes entrepreneurship by mentoring, nurturing and facilitating start-ups throughout their life cycle.
  - STEP- STEP was launched by Government of India's Ministry of Women and Child Development to train women with no access to formal skill training facilities, especially in rural India.
  - Trade related Entrepreneurship Assistance and Development (TREAD)- It enables credit availability to interested women through NGOs.
  - Pradhan Mantri Kaushal Vikas Yojana (PMKVY)- This is a skill certification initiative that aims to train youth in industry relevant skills.
  - Science for Equity Empowerment and Development (SEED)- It aims to provide opportunities to motivated scientists and field level workers with focus on women to undertake action-oriented projects for socio economic gain.
  - Mudra Yojana for women- This scheme is for individual women wanting to start new small enterprises.
  - NITI Aayog launched Women Entrepreneurship Platform

**Conclusion:**

- Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they represent a minority of all entrepreneurs.
- Women's entrepreneurship can make a strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment thus contributing to the Sustainable Development Goals.

## Empowering Tribal Women

- Introduction
- Status of Tribal women
- Access to Quality Education
- Schemes for Economic Development
- Right to Forest Produce
- Conclusion

### Introduction:

- Scheduled Tribes (ST) Community constituted around 8.6 per cent of the total population as per Census 2011.
- The population of tribal women is 5.19 crores which is 49.7% of the total tribal population.

### Status of Tribal Women

- Sex ratio which has been a matter of concern for the population as a whole has shown improvement from 978 to 990 females per 1000 males in the period from 2001 to 2011 as far as tribal community is concerned.
- The literacy rates among STs remain below the national average of 73%. The female literacy at 49% compares poorly to 69% among the male counterparts in tribal communities.
- Ministry of Tribal Affairs (MoTA) was carved out in 1999 with a mission to enhance the socio-economic status of the tribal population, preserving their dignity and culture besides working towards bridging gaps in Human Development Indices (HDI) of tribals vis-à-vis other social groups.
- The constitution of India besides granting equality to women, also empowers the state to adopt measures of positive discrimination in favour of women, the National Commission for Scheduled Tribes was established through an amendment to Article 338.

### Access to Quality Education

- One of the flagship interventions of MoTA, the Eklavya Model Residential Schools, focuses on improving access to quality education. More than 50% of students in these schools are girls and they have performed exceptionally over the years in academics, sports and extra-curricular fields. Same is the case with Ashram schools where the focus is on ST girls.
- Financial assistance is provided to girls from the ST community to pursue their education at various levels like Pre and Post Matric Scholarships and National Fellowship and Scholarship for higher education of ST students.
- Support is also given to NGOs to run schools in districts having low literacy among ST girls under the scheme of "Strengthening Education among ST Girls in Low Literacy Districts".

### **Schemes for Economic Development:**

- The National Scheduled Tribes Finance and Development Corporation is an apex organisation under Ministry of Tribal Affairs for economic development of STs.
- The Corporation is having an exclusive scheme for economic development of ST women titled “Adivasi Mahila Sashaktikaran Yojana”.
- Apart from this, schemes like Minimum Support Price to Minor Forest Produce (MSP to MFP) and support to tribal artisans by Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) also benefit the ST women largely.

### **Right to Forest Produce:**

- The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, provides for full and unrestricted participation of women at all levels.
- Under the scheme of Special Central Assistance to Tribal Sub Scheme and grants under Article 275 (1) of the constitution, skill development and capacity building of ST women are taken up by states with complete support of MoTA.
- MoTA has encouraged tribal festivals at National and State levels that serves as a window for tribals including women folk to showcase rich skills and talents in varied art forms.
- More than 50% of the budget of the Ministry is largely spent in sectors including education, health, nutrition and livelihoods benefiting the tribal population and also the tribal women in specific.
- The ministry has been supporting many NGOs who have been able to extend health and education facilities to tribals in deficient areas.

### **Conclusion:**

- The gap between the general population and STs in general and amongst ST population in particular needs to be eliminated.
- Past actions have yielded encouraging results and now the Ministry should redouble its efforts to bring them to the mainstream while ensuring that they remain connected to their roots and preserve their cultural and traditions in perpetuity.

## Empowering Women: Legal Provisions

- Introduction
- Section 497- Adultery
- Issue of Triple Talaq
- Right to Property
- Right to religious identity
- Physical Molestation
- Common Civil Code
- Conclusion

### Introduction:

- Empowering women to make their own decisions without any limitations and treating them at par with men is imperative for holistic progress of the nation.
- This article will discuss some salient issues which Supreme Court has discussed in recent years.

### Section 497- Adultery:

- Section 497 penalizes any man who has illicit relations with the wife of another man without the consent or connivance of that man.
- This is an extremely gender biased provision. It treats a woman like property of her husband as it not an offence if such an act is done with the consent of the husband.
- Offence is said to be committed by the man having illicit relations with wife of another man and wife is not punishable.
- The recommendation of 42<sup>nd</sup> Law Report and Malimath Committee Report 2003 to amend the definition to make it gender neutral failed.
- It came to light recently in Joseph Shine v/s UOI.
- In this case, the bench observed that the concept of Gender neutrality is absent and it creates a dent o individual identity of a woman when the emphasis is laid on consent of husband, so this is an archaic provision.
- Centre's stand is that this section supports and safeguards the institution of marriage and if it is struck down it will prove to be detrimental to the inherent Indian spirit which gives so much importance to marriage.

### Issue of Triple Talaq:

- Instant Triple Talaq is an age-old practice among the Sunni Muslims most prominently Hanafi sect under which a Muslim man can irrevocably divorce his wife by pronouncing the word 'talaq' three times in one sitting.
- Over the years this provision has been misused by the Muslim Men to the detriment of Muslim Women.
- In 2017, Allahbad High Court had observed that a talaq pronounced without reasonable cause and without being preceded by attempts of reconciliation of two arbiters would not lead to valid divorce.
- ManU Muslim countries including Pakistan have abolished this practice.

- In 2017, the constitutional validity of Triple Talaq came before SC in the case Shayara Bano v/s UOI. By a 3:2 majority, it was held unconstitutional and arbitrary.
- In December 2017, The Muslim Women Bill 2017 was introduced in the Lok Sabha, which sought to make Instant Triple Talaq a cognizable offence. This in itself is unfair to Muslim men.

#### **Right to Property:**

- The amendment to Hindu Succession Act, 1956 gave women the right to a share in the joint family property of both, the parents and the in-laws.
- The ouster of women from right to inherent and own property, if they married outside the community is present under tribal law as well as under various religious laws.

#### **Right to religious identity:**

- Under Parsi Law, if Parsi women marry outside their community, they are said to have lost their religious identity.
- The children of a Parsi man married outside the community can become a Parsi but born to a Parsi woman in a similar context cannot become a Parsi.
- A Parsi woman married outside the community cannot enter Tower of Silence and attend her parents' funeral rituals which was challenged by a Parsi Woman in Gujarat High Court where court upheld the decision to debar her.
- When this ruling was challenged in Supreme Court, the Parsi Trust went against its age-old tradition and stated that it would allow her to enter.

#### **Physical Molestation:**

- Prior to 2017 the definition of rape under Section 375 of the IPC was a narrow one, including only sexual intercourse within its ambit.
- But after Nirbhaya Gang Rape Case the Criminal Law Act 2013 was passed under which the definition was enlarged to include acts like penetration, insertion of objects etc.
- In 2018, SC upheld the death sentence of four out of six accused. One of the accused was a juvenile and despite of being the most brutal was released after three years.
- Subsequent to this, the Juvenile Justice Act, 2015 was passed which provided that a juvenile, 16 years or older, who commits a heinous offence will be tried as an adult.
- After Kathua gang-rape case, the Criminal Law Ordinance, 2018 was approved by President under which the quantum of punishment for rape was increased, especially in case of girl below 16 years of age.
- A noticeable peculiarity here is no recognition of marital rape till now.

#### **Common Civil Code:**

- A Uniform Civil Code which governs the personal matters of all the citizens irrespective of their religion is the linchpin of true secularism.
- There is a need for such a code as various personal laws prevalent in India discriminate against women and have a long way to move towards promoting gender parity.
- Article 44 of the Constitution of India articulates a provision for the Uniform Civil Code.
- Supreme Court in various cases like Shah Bano v. UOI and Sarla Mudgal v. UOI has again and again discussed the need for a Uniform Civil Code.
- But in a country like India with tremendous cultural diversity it is a very difficult thing to implement.

**Conclusion:**

- Over the years the need for reform has been recognized in India and Supreme Court of India has been playing a constructive role in reshaping laws which have become archaic.
- We still have a long way to move towards achieving an equal status.

## **Communication: Overarching role in Women Empowerment**

- Introduction
- Current Status of Women
- Mass media and its role in development
- Gender Inequality in Mass Communication Media
- Policies for Women Empowerment
- Conclusion

### **Introduction:**

- Communication has an overarching role in human society. It injects life blood into our day to day life.
- At the macro level it sets the ball rolling in the process of development and social change, by reaching out to people, and influencing them into action, either by participation or through behavioural change.
- The amalgamation of human lives and mass media in the present technology enabled society has given rise to a tremendous force in stimulating a sense of involvement among masses, an essential prerequisite for transformation in society.

### **Current Status of Women:**

- According to Upanishads, man and woman are the two manifestations of one supreme power and are equal in strength, power and disposition.
- Over the age's women became subject to social exclusion, multiple deprivation and mental and physical abuse.
- The vicious cycles of inequality perpetuated a decline in the status of women and fostered lopsided development.
- The 21st century, however, presents a paradoxical situation. Now a section of women enjoys the fruits of socio-economic development, and they have made a place for themselves in the society.
- But a large number of their counterparts remain deprived even of the right to live with dignity. A girl child is sometimes, considered unworthy of life itself.

### **Mass Media and its role in development:**

- In today's India, print, visual and electronic media wield tremendous potential as effective messengers and change agents and thus in uplifting a large chunk of disadvantaged women from the fringes to the mainstream of development.
- Social media has opened up a new form of interactive communication and engagement, without being hindered by any traditional limitation of time, space and quantity of information exchange.
- The expansion of communication facilities has been instrumental in bringing to the fore gender issues, hitherto remaining outside the limelight.
- Women as communicators are gradually coming forward and raising their voice. They tend to give a new approach, perspective, and edge to the gender issues and are unravelling the stories of sufferings and human rights violations with sensitivity.
- Mass media is also gearing up in popularising women-oriented programs for empowerment.

- Women's empowerment has remained at the top of the agenda in All India Radio (AIR) and Doordarshan. 'Stree Shakti', on DD National, highlights the success stories of women achievers.
- DD News airs 'Tejaswini' which showcases stories of exemplary women who dared to tread unbeaten tracks and reached goals.

#### **Gender inequality in mass communication media:**

- The uneven representation of women in all economic and social services holds true in case of mass communication media too.
- Stereotyping of women continues. New stories of violence or sexual harassment against women do appear on newspapers, but often with a bias in reporting.
- Women as serious decision makers or as hard-core professionals are mostly being overlooked. Their success stories only find place, when they have been able to break the glass ceiling and or have reached the pinnacle of success.

#### **Policies for women empowerment:**

- The National Policy for Women (NPW), 2016, is a landmark document which pronounces the resolve realising the constructive engagement of women in nation development.
- The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 is a path-breaking law enforcing an obligation upon every employer for ensuring a safe working space.
- National Mission for Empowerment of Women (NMEW) scheme 2016-17 is a combined strategy for inter-sectoral convergence of programs for women, with the use of multiple communication tools in advocacy campaigns.
- Women's helpline came into existence to reach out to women in distress.
- Support to Training and Employment Program (STEP) is aimed at adding new skills to women.
- Women's SHGs have mobilised and facilitated women in availing facilities for development, be it information, financial or material resources or services.
- In all such women-centric programs, Information, Education and Communication (IEC) forms an inseparable part. Integrated media communication strategy is a part and parcel of such schemes.
- The issue of women's empowerment caught the entire nation's imagination with the launch of 'Beti Bachhao Beti Padhao' program at Panipat in Haryana in 2015, one of the worst affected districts in the state, with the abysmally low Sex Ratio at Birth (SRB). The program has already begun showing positive gains. Reason for its success is the success of public communication strategy which is based on innovative local level interventions.
- Pradhan Mantri Jan Dhan Yojana, has within two years brought in 16.34 crore women under the banking system.
- Under the Sukanya Samridhi Yojana, more than 1.26 crore new accounts have been opened in the name of girl children up to November 2017.
- Women again surpassed men in garnering more than 75% of sanctioned loans under the Mudra scheme for entrepreneurship development.
- Adding to this, these days stories of women's trials, tribulations and triumphs are finding place on newspaper pages. TV industry is not far behind in showcasing stories of women achievers.

**Conclusion:**

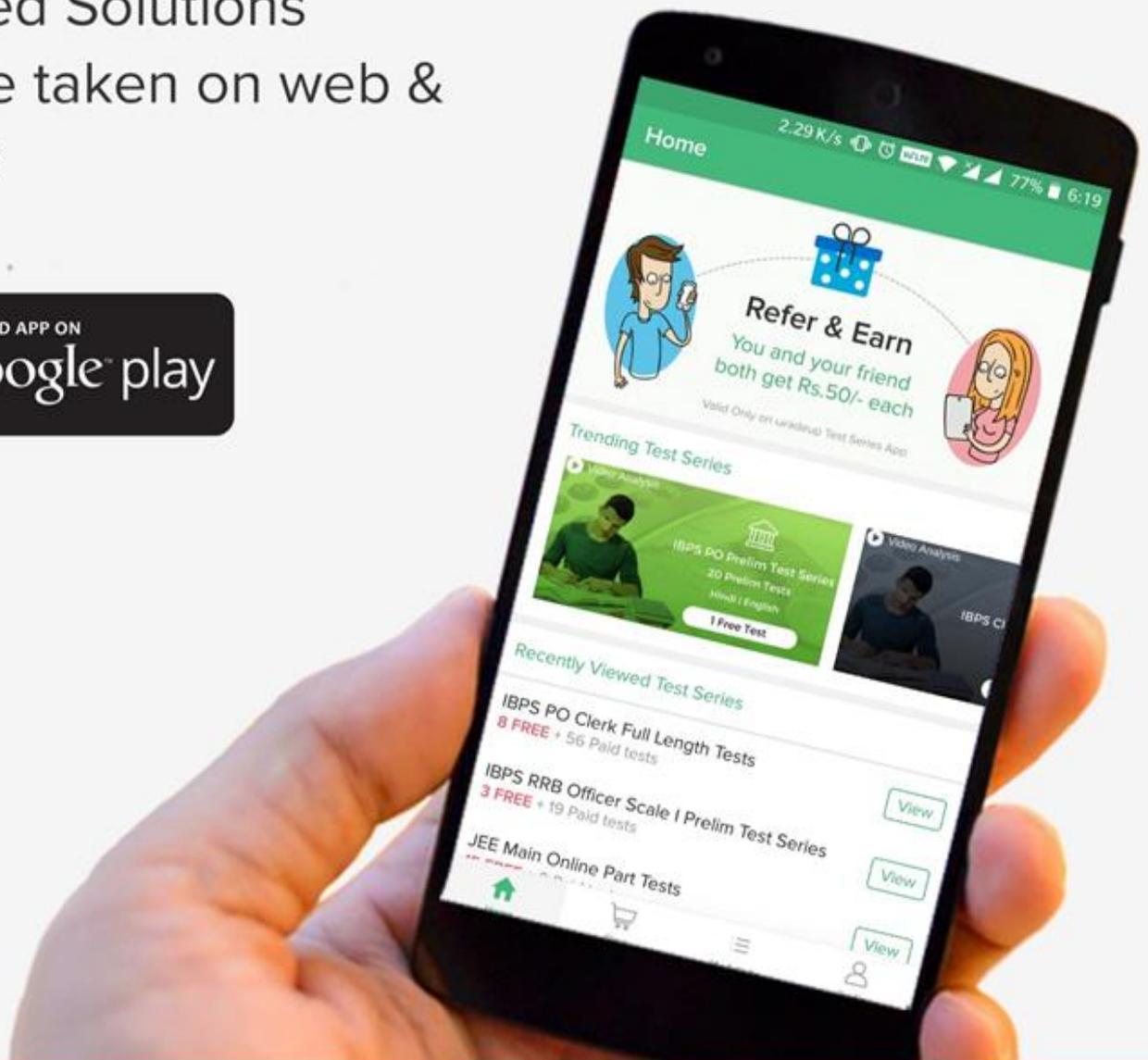
- Mass media has played a critical role in yielding beneficial results from the schemes for women's empowerment and in highlighting the issues of gender rights to a larger audience base.
- The immense power of communication and new technologies has triggered a motivation for enhanced participation and also generated an in articulating a demand for change.
- Today majority of women are in a position to fight for their rightful place in society. This newly earned confidence will go a long way in heralding a new era for women's multifaceted development.



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