



Status of Women Empowerment in India: A Conceptual Perspective

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ABSTRACT

Empowerment of women is an important concept that helps the liberalization of women and provides an opportunity for them to embrace independence, to make their own selection/choices/decisions, thus contributing to society. In today's world, the rapid growth of globalization, industrialization, and changes in government policies and legislations have contributed to the development of the concept of Women Empowerment (WE). It is not just a localized social issue, but it has achieved a global importance from various perspectives, including but limited to social justice, economic and political progress, and delivery of education.

Based on a thorough literature review, the article highlights the conceptual framework for the development of empowerment for women in India, regarding five broad empowerment dimensions-economic, political, social, legal, and psychological empowerment. The article focuses on the importance of women's empowerment for the Indian society. The article also identifies some hurdles faced by individuals and institutions who practice and implement Women Empowerment., the article highlights some strategies to support and advance the empowerment of women in an effective, ethical, and efficient manner.

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CONCEPTUAL FOUNDATIONS OF WOMEN EMPOWERMENT

It is from time unknown that women have been the most deprived group in the world, regardless of their race, ethnicity, region, or religion. Women have been the victims of household and societal abuse and violence, molestation, physical abuse, rape, poverty, malnutrition, and murder, besides deep-rooted discrimination at work, in educational and legal systems, to name a few. Empowerment of women has become a global phenomenon which has proven to reduce poverty, increase in consumer and purchasing powers, decrease in domestic violence in households, increase in social and economic justice, more opportunities in education and work, in developing nations. Initiatives, activities, and commitments at local, regional, national, and global levels have encouraged more women (and men) to join the Women Empowerment movement, thus improving society's ability to manage cultural, social, legal and economic challenges. In addition, women's participation in societal activities, involvement in politics, and ownership and management of small and large organizations-business and non-business has given hope and vision for a future to women who have disadvantage and are in poverty (Cattaneo and Chapman 2010; Richardson 2018). A case in point is a study on Women Empowerment in India (Deshpande and Sethi 2001). While a lot more needs to be done regarding the implementation of Women Empowerment (WE), there are many success stories of women, from rural

etc. Kaheer(1999) defines WE as the degree to which women can improve their ability to make important life decisions on their own. According to Malhotra and Schuler (2005), "WE" is beyond the concept of enablement of underprivileged women who face family problems and domestic violence in their household. Mosedale (2005) goes a step further in defining WE as the equality between men and women in each society. Thus, Women Empowerment is the path to improve the conditions of women in poverty, to boost their confidence leading to stand on their own, to start a small business and receive equality, respect and peace in their household, surrounding communities, and in society.



CORE COMPONENTS OF WOMEN EMPOWERMENT

According to Sushama Sahay (1998), "Empowerment is an active, multi-dimensional process which enables women to realize their full identity and powers in all spheres of life.", Women Empowerment's (WE) primary focus is on the balance between men and women in terms of household decision making, cultural equality, financial benefits, and so on (Alsop and Heinsohn 2005; Beteta 2006; OzaalandLosarwar1997), However, to recognize, assess, and apply the concept of WE in an effective manner, one must familiarize oneself with the multi-dimensionality of the concept, As shown in Figure 1, WE's five principal components are economic, social, psychological, political, and legal components (Drake and

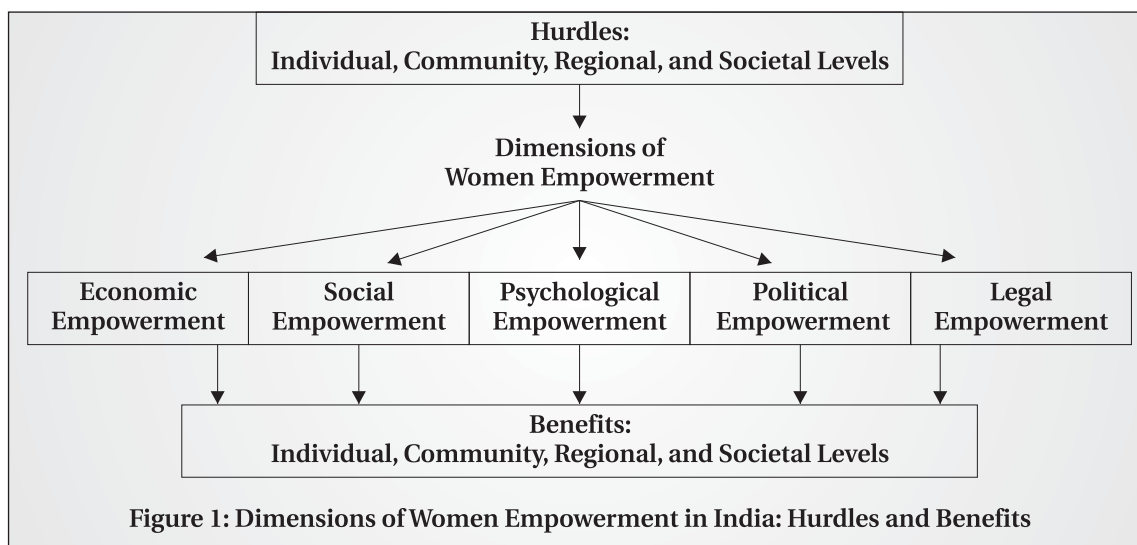


Figure 1: Dimensions of Women Empowerment in India: Hurdles and Benefits

areas, enjoying such initiatives as those of the Ford Foundation, the United Nations Development Programs, Stree Shakti Scheme (Department of Women and Child Development at the State of Karnataka, Bengaluru, India), Micro Finance Institutes (MFIs in India), many more (Shettar 2015). However, the movement, Women Empowerment, has a long way to go to be successful in India and globally.

The term, Women Empowerment (WE), has been defined in many perspectives. According to Mandal (2013). These different perspectives include self-strength, self-control, self-power, self-reliance, choice, capability of fighting for one's rights, independence, own decision-making power, freedom,

Rhyne 2002; Duflo 2012; Galaband Rao 2003; Hennicket al. 2012; Troutner and Smith, 2004).



ECONOMIC EMPOWERMENT

According to Biswas and Kabir (2004), "Economic Empowerment is a powerful tool against poverty.", Elliott (2008) points out, "Wage employment means economic power." Economic Empowerment is an imperative and a precondition for women's empowerment from a long-term sustainability and development perspective. One of the main hurdles to economic empowerment for women in India has been the

societal attitude and stereo-type belief that women's main role in the household is to carry out the job of cooking, laundry, tailoring, washing clothes, baby-sitting, taking care of elderly, to name a few. This hurdle is dominant in the rural parts of India. In addition, inequality, and the lack of women empowerment in educational opportunities have made the achievement of economic empowerment in India very challenging. Hence, it is imperative that efforts at local, state, and national levels must be devoted to creating the positive atmosphere to achieve economic empowerment for women (Golla, et al. 2016; Gupta 2014). These efforts must be coordinated with other dimensions of women's empowerment, such as legal, social, and political components.



SOCIAL EMPOWERMENT

According to Mandal (2013), “social empowerment refers to the enabling force that strengthens women's social relations and their position in social structures.” Social empowerment attempts to reduce, hopefully, eliminate, the social inequalities and discriminations that permeate in the society regarding caste, class, race, ethnicity, religion, region, gender, or disabilities. Social empowerment covers such aspects like household activities, decisions on children's education, marital arrangements, interactions with community, religious rites, and beliefs, etc. (Archer, 2006). The challenge of achieving social empowerment is a complicated task, particularly in rural parts of India. According to Griffin (1987), if social empowerment is achieved, it can advance women's status in a society at large and not just in their households. Social empowerment will also provide a platform based on which men, in India, will have learned to respect and appreciate the contribution made by women in their family, community, and society.



PSYCHOLOGICAL EMPOWERMENT

Conger and Kanungo (1988) suggested that psychological empowerment focuses on the emotional experience among women as they interact with their family members, workplace, community, and society at large. Zimmerman (1995) postulates psychological empowerment is about individual capability and self-worth, embedded in three factors: (1) intrapersonal: an individual's self-perception, self-efficacy, perceived control, and competence, (2) interactional: an individual's understanding of the relationship between personal growth and environmental factors, such as family members, community groups, religious and political organizations, work-related individuals, and so on, and (3) behavioral: actions taken by individuals to cope with both intrapersonal and interpersonal factors. We can see a combination of three factors in an example: a woman who experiences violent treatment at home shares her problems and issues with her coworkers. Her coworkers then advise her to contact a local non-governmental organization that counsels women who have similar issues or family problems. If the woman then talks it out with her family members and reduces the impact of stressful family issues, we can consider this psychological empowerment for the woman.



POLITICAL EMPOWERMENT

Participation and involvement of women in the political arena and in decision-making processes of various business and non-business organization are critical foundations political empowerment for women (Alexander, et al.,2016). Political empowerment encompasses not only political participation but also includes such activities as social movements, labor strikes, protests, demonstrations, struggles, processions, religion-based disagreements, etc. According to Rajput (2001), “Empowerment of women in all spheres, in particular the political sphere is crucial for their advancement and the foundation of a gender equal society. It is central to the achievement of the goals of equality, development and peace.” As suggested by Mandal (2013), without effective and continuous political participation of women will have a hard time in achieving the four other dimensions of women's empowerment social empowerment, economic empowerment, psychological empowerment, and legal empowerment. Narasihman (1999) support the concept of political empowerment by stating that “... bringing women into the main-stream of national activity as equal partners alongside men...”The challenges and hurdles of achieving political empowerment for women in India dominate rural, city, state, and national levels of politics, but more prevalent in the rural areas of the country.



LEGAL EMPOWERMENT

All nations have a public legal education, also known as civics education, covers an array activity aimed at building public awareness and skills related to law and the justice system. However, having knowledge of legal structures, justice systems, state and private laws does not establish legal empowerment for women. As stated by Golub (2001), legal empowerment is based on enactment of laws and justice systems to improve poverty-stricken women's standard of living, providing facilities for education, opportunities for entrepreneurship and meaningful and sustainable career advancement, healthcare provisions, and protection from violence and discrimination.

As one can surmise, the five dimensions of women's empowerment like economic, social, psychological, political, and legal, are challenging, but achievable, given the commitment and resources provided by various components of a society or nation, including but not limited to, government agencies, non-governmental organizations, small or large corporations, religious entities, educational and social organizations, local communities, and individuals and their families. These five dimensions are interdependent, interactive, and ever-changing. They have become imperatives to the advancement of justice, standard of living, respect, and safety and security not only for women in a nation but also for that nation.

The Justification for Women Empowerment

To make Women Empowerment acceptable by all in India, it is imperative that we highlight the justification for WE in a transparent and thorough manner. A group, known as

Teamwork (2019), has articulated the importance of Women Empowerment as follows:

1. **Underemployed and Unemployed and Unused Women's Talents:** Women make up 50 percent of the world's population; given this, are we not damaging the world's economy by not using the skills, talents, and experience of women workers? By not hiring qualified women for various jobs, positions in corporations, government, social organizations, other societal entities, we are missing the opportunity to advance the wellness of any society or nation.

As for India, if women took part in labor force at the same ratio as male, India would add 235 million workers in its workforce. However, India seems to be sliding backwards in this respect. In 2005, Indian women's labor participation was 35% (which is low). It slid down to 26 percent a decade later. This is the outcome of increased prosperity. Women from middle-class families in India prefer not to work outside of their homes (Economist, 2018).

2. **Inspiration for Others:** The world across, many women have performed well in various arenas, including politics, corporations, sports, social movements, etc.; in India, there are many success stories. A Web site, www.owlcation.com (2020) provides a list of 51 famous women from India, dating as far back as the 16th century. The list includes the famous names from all walks of life in India- warriors, freedom movement, social reformers, scientists, astronauts, military ranks, sportswomen, arts and medicine, corporate leaders, and many more. These and many more brave and talented women have served as role models for women and girls in India and across the globe. Take an example of a successful and well-known Bollywood movie, *Dangal* (Wikipedia 2020); the movie narrated the challenges, community-based and societal, faced by two youthful girls, the Phogat sisters, Geeta and Babeeta, who aspired to be wrestlers in the male-dominated sports in India. The movie highlighted the hurdles the youthful girls and their father, also a former wrestler, crossed and won national and international championships. According to Wikipedia (2020), the movie has had a deep-seated political and social impact, so much as that the film was screened at the Indian Government's one of the Parliament session (Hindustan Times, March 22, 2017) to spread the message of women's empowerment across the nation. The movie inspired youthful girls to take part in various competitive tournaments, educational opportunities, job search, and so on.
3. **Overall Development of Society:** Women Empowerment helps self-confidence among women and youthful girls, gives them an opportunity to progress on many fronts. All of this has and will continue to help the nation in all interconnected areas- family, local, state, regional and national levels. It is a win-win situation for all. For example, Bangladesh, whose income per person in half of that of India has achieved a better standard of living, if measured in terms of numbers of years added to life, a reduction in premature infant deaths and similar other

socio-economic indicators. They have achieved it through women's empowerment, emanating from added income to (rural) women through garment industry and micro-financing etc. (Economist, 2012)

4. **Economic Development:** Women Empowerment strives to achieve financial and economic independence for women across all the spectrums in India—caste, age, social class, educational level, religion, regional, and language differences. As suggested under Item#1, employment of women will lead to employment, which in turn, will lead to financial independence, plus, development of self-confidence, self-reliance, self-respect, social balance, and overall advancement of the Indian society (Gupta, 2014).
5. **Reduction in Domestic Violence and Corruption:** One of the tragic outcomes of caste system, male-dominated employment situations, outdated traditions and taboos, lack of awareness and ignorance of women's role in the society, has been the domestic violence against women and youthful girls. The laws, justice systems, education (Goswami 2013) and family bringing up have resulted in some reduction in the spread of this plague of domestic violence in India. However, it is imperative that the Indian society advances the cause of Women Empowerment movement; such an effort will cause creating much needed awareness across all the sectors of Indian society, leading to self-confidence self-respect among women and young girls so they can stand up for themselves in the face of any form of domestic violence.

Another impact of Women Empowerment will have been on the reduction of corruption against women, when it relates to the employment and hiring opportunities. With the advancement of Women Empowerment, more women will get educated and develop appropriate hard and soft skills, resulting in the reduction in corruption against women, this benefiting the Indian society.

6. **Reduction in Poverty:** India has been burdened with poverty in many communities, regional and states (Satapathian and Jaiswal 2018). The plague of poverty is harsh and visible in the rural areas of India. It is hoped that the awareness and acceptance of Women Empowerment in India will give job opportunities for women across the rainbow of Indian Society. This will generate additional income for families, reducing poverty of individuals and families. According to one estimate if Indian women, who work for about 6 hours a day of unpaid work, took part in formal labor force, India's GDP would rise by 1.7 trillion dollars (Clinton, 2014).
7. **Psychological Benefits of Women Empowerment:** It will be short-sighted if we focus on the economic, financial, educational, political, and legal benefits of Women Empowerment movement in India. One of the important benefits, often not recognized or not so obvious, is the enhancement of self-esteem, self-confidence, development of soft skills, increased awareness on cleanliness and hygienic practices, and improved health, to name a few.

8. **Advancement of Nation:** As stated earlier, if incorporated in the heart and soul of Indian Society, Women Empowerment will give equal opportunities to women in terms of employment, education, health services, political representation, increased awareness of human rights, and gender equality. All these areas and issues will help in the national development process for India.

The above eight points justify the existence and advancement of Women Empowerment in India and across the globe. Both men and women together can keep families, organizations, communities, states, regions, and nations improve and move forward with moral dignity, social justice, equality (Sethuraman 2008), and integrity. It is in this framework and mindset that we all must support and internalize the movement of Women Empowerment, regardless of our gender, class, caste, ethnicity, religion, and nationality.



URDLES AGAINST WOMEN EMPOWERMENT IN INDIA

The Indian society is a complex melting pot of caste, ethnicity, religious factions, language differences, social class, rural versus urban outlooks, family and community traditions, age differences, to name a few. While the complex diversity has made India tolerant and sustainable over many centuries, it also has created many hurdles when it comes to the acceptance and spread of Women Empowerment across the nation (Raju and Venkateswarlu 2011). In a comprehensive study, Shettar and Rajeshwari (2015) have identified the following hindrances or hurdles in the path of Women Empowerment in India:

1. **Gender discrimination:** Gender discrimination or bias is a global scourge that has been in practice across nations in varying degrees. For example, as reported in Times of India on December 9, 2019 (timesofindia.indiatimes.com/india/undp-report), Human Development Report (2019) by the United Nations ranked India at 130 out of 186 nations. According to Ravi and Jayaraman (2012), gender inequalities are entrenched in the Indian Society, particularly in the rural areas of the country. These inequalities cut across an array of sectors of Indian Society: politics, health services, education, birth preference, financial resources, employment opportunities, social status, caste and class recognition, to name a few (Kabeer, 2005; Kadam 2012; Kishor et al. 2009). The gender inequalities are profound in the rural regions of India.
2. **Lack of Education:** Since its independence in 1947, India has improved its educational system and its infrastructure; however, the gap between educated men (over 80 percent) versus educated women (just over 60 percent) is unacceptable as the main cause of low progress rate for women. This gender discrimination against women in the Indian educational system has led to fewer opportunities for women to get higher education, specialized professional training in such areas as medicine, information technology, and engineering (Goswami 2013). This has led to low rates of employment of women, particularly in managerial positions.
3. **Female Infanticide:** Many families still prefer and try to have a male child born in the family; should a woman not deliver a male child, the blame is placed on that woman (Bali 2019). This gender bias is prevalent in the rural areas in India. Amartya Sen introduced the concept of “missing women.” In the 1990s, he estimated that 100 million women worldwide (of which 44 million from China and 37 million from India) died early because of a higher mortality rate amongst the females in many societies. Now, while that gap is being narrowed, wide availability of sexselective female abortion has led to imbalance in the male-female ratio. In Germany girl to boy ratio is 94.8 to 100. This is taken as the benchmark. But the same ratio in the four northern and western states in India (e.g., Punjab, Haryana, Delhi, and Gujrat) are between 79.3 and 87.8 girls per 100 boys, showing widespread practices of female infanticide (Sen, 2003).
4. **Family Responsibilities:** In the Indian society, a woman in the house, (in the role of mother, wife, sister, or daughter) is still responsible to carry out most of the household chores, such as cooking, washing clothes, housecleaning, child care, elderly care, and so on. These multiple tasks are time consuming, leaving no time for women to pursue other aspects of life, such as education, employment, self-improvement. Fulfilling multi-family tasks also curtails the mobility of women to such that they have no choice but to stay home. According to one survey, while male spend 36 minutes per day on unpaid household works, female spend about 354 minutes per day (Wikipedia, 2020, Budlender 2008). This is more pervasive in the rural parts of India.
5. **Demands for Dowry:** The dowry system has been one of the major financial burden on the families while seeking marriage opportunities for their daughters and sisters. Frequently, once married into a family, a young woman faces unpleasant treatment, including verbal insults and domestic violence from her in-laws if the pre-marriage dowry is considered an insufficient and demands for more dowry are placed on such women (Chiplunkar and Weaver 2019 <https://www.ideasforindia.in>). Such violent treatments often result in youthful women being held as household prisoners, leaving them no time and effort for personal improvement and empowerment.
6. **Violence on Women (rapes, acid attacks, verbal insults and humiliations, murders):** Many governmental agencies, newspapers, and non-governmental organizations have reported violence against women, besides domestic violence, in both rural and urban areas (Rana and Choudhary 2014). The threats of such violence make many women to remain at home, instead of trying to prepare themselves for career opportunities. Also, any experience from domestic or street violence makes women and youthful girls lose their self-esteem self-confidence, increasing self-blame and feelings of guilt.



STRATEGIES TO SUPPORT THE MOVEMENT OF WOMEN EMPOWERMENT IN INDIA

Undoubtedly, the benefits of Women Empowerment are far-reaching, cutting across all the sectors of India. In other words, the Women Empowerment movement will not only help women and young girls in India to become self-reliant, self-confident, safe, and healthy, but it will also advance and progress the entire nation of India (Nagaraja, 2013). The question is: what strategies can various entities—individuals, communities, governmental agencies, non-governmental organizations, corporations, educational institutions, religious groups, to name a few—can plan and apply in order to implement Women Empowerment in India in an effective and efficient manner? (Raju and Venkateswarlu 2011). Team Work (www.importantindia.com 2019) has proposed several strategies to move WE forward.

1. **Role of Government and Non-Government Entities:** Having laws and legislation to advocate gender equality, to protect from domestic violence is one way of empowering women and girls. For example, the Government of India has several ministries or agencies, including Ministry of Women and Child Development, Ministry of Health and Family Development, Support to Training and Employment Program for Women (STEP), One-Stop Centre Scheme, “Save the Child” Movement, Mahila E-haat, to name a few (Shettar 2015). Similarly, there are many non-governmental organizations (NGOs) that support Women Empowerment, including but not limited to, Self-Employed Women's Association (SEWA), Snehalaya, North East Network. Azal Foundation, Mahila Kisan Adhikaar Manch (MAKAAM), Centre for Social Research (CSR), and Stree Shakti Scheme (Bengaluru, India). The Governmental agencies and NGOs must make sure to implement the laws and policies in a transparent, effective, efficient manner. It is equally important that both governmental entities and NGOs coordinate their processes, initiatives, and activities to achieve a positive, synergetic impact on Women Empowerment.
2. **Legal Platforms:** Women in India can be empowered through the creation and application of relevant legal platforms. Certainly, India has several legal tools to protect women from discrimination, child abuse, violence, etc. Examples of legal platforms are: The Dowry Prohibition Act of 1961, the Prohibition of Child Marriage Act of 2006, the Immoral Traffic (Prevention) Act of 1956, the Commission of Sati (Prevention) Act of 1987, and the list goes on. In addition, the Government of India launched a program called National Policy for Empowerment of Women in 2001 (www.edugeneral.org). This agency strives to achieve nine empowerment goals, such as “Changing societal attitudes and community practices by active participation and involvement of both genders: men and women,” “Mainstreaming a gender perspective into all policies and programs for women development in the Indian system.”
3. **Educational Opportunities:** One of the most important pathways of success for WE is the availability and

opportunities for women and young girls to receive appropriate education at all levels—high schools, vocational institutes, colleges and universities (Goswami 2013; Stormquist 2005; Suguna 2011). In these regards, it is critical that both state agencies and private and public entities make certain that their educational programs focus on developing both soft and hard skills in girls and women in order for them to prepare for the real world of business and non-business environments. In addition to providing education on an individual basis, efforts are necessary to educate the communities regarding the importance of educational opportunities for young girls and women, especially in the rural areas.

3. **Equality in Health Care and Medical Services:** There is a widely known common saying “Health is Wealth.” This is true for both men and women, but particularly for women in the rural sectors in India, there is a significant shortage and biases when it comes to the provision of healthcare and medical services. Hospitals, health clinics, and other medical entities must provide timely and much needed health and medical services to women, particularly those with limited financial resources Bloom et al. 2001). In this regard, major cities are able to provide health and medical services on an equal term, but such case is not with the villages and small towns in India (Balarajan, et al. 2011).
4. **Development of Mentors and Leaders:** Communities, organizations (state or private), laws and legislation are important in empowering women in India. However, the commitment, dedication, and efforts by individuals are equally important. In this regard, having mentors and leaders at community, regional, state, and national levels will provide young girls and women much needed role models for their inspiration and improvement (www.importantindia.com 2019). The identification and training of mentors and leaders can be assisted by various governmental agencies, NGOs, and educational institutions. A series of workshops at local, community and state levels can be conducted to assist the development of mentors and leaders who will then contribute to the advancement of Women Empowerment.
5. **Commitment from Indian Men:** The primary beneficiaries of Women Empowerment are undoubtedly young girls and women. However, the advancement of Women Empowerment will also benefit households and communities across the regions, thus benefitting men as well. Therefore, it is imperative that men in India dedicate their time, effort, and commitment in making sure that 'WE' is successful. In this regard, educational institutions, mentors and leaders can help men understand the mission, scope, and benefits of Women Empowerment by providing appropriate information via written material, the Internet sources, and community dialogues.
6. **Creation of Equal Opportunities across the Spectrum:** Ultimately, the mission of Women Empowerment is to create equality for women in a fair and consistent manner, across all aspect of the Indian society

(www.importantindia.com 2019). It is not just about the equalities in employment, but also, in terms of social justice, political representation, education and training, healthcare and medical services, protection against domestic violence, financial and psychological support, and respect and appreciation. Every effort, individually or organizationally, must be made to achieve the mission of Women Empowerment.

7. **Role of Information and Communication Technology:** Information and communication technology (ICT) is all-pervasive development, across nations and continents, that has been the hallmark in the development of the world economy (Baruah 2013; Chandrashekhar et al. 2010; Sharma, D. 2016; Sharma, U. 2003). Also, ICT has been instrumental in spreading the importance of equality, education, healthcare services, etc. Particularly in India, the last two decades have seen an exponential growth of ICT, specifically, in the regions surrounding such major cities as Mumbai, Bengaluru, Pune, and Hyderabad, resulting in a much needed economic and social development of the nation. The impact of ICT has been widespread, including supply chain and transportation, agriculture, manufacturing, and service sectors (e.g., banking, education) The impact of ICT on women Empowerment can be seen in terms informing and educating women (and men) on the foundations and importance of empowerment of women.

According to Ghosh (2015), the first publicly available internet service in India was introduced by state-owned Videsh Sanchar Nigam Limited (VSNL) on 15 August 1995. According to Telecom Regulatory Authority of India (2020), about 688 million (about 53 percent) Indians have the access to the Internet. Of these, only 36 percent of residents living in the rural areas have the Internet connections. Thus, the increase and improvement in the Internet infrastructure in both urban rural areas will speed up the acceptance and implementation of Women Empowerment in India (Chandrashekhar and Shivaprakash 2010).

8. **Role of Bollywood Celebrities:** Bollywood celebrities have played an influential role in the daily lives of Indians. These celebrities also serve as role models and mentors for many Indian citizens, regardless of their

caste, income, class, religion, age, gender, educational levels, and regions. Certainly several Bollywood actors (Farhan Akhtar, Aamir Khan, Rahul Bose, Siddharth S. late Sridevi, to name a few), directors, musicians, and writers have participated in activities and movements supporting Women Empowerment in India (www.mensxp.com, June 18, 2018). They have contributed not only financially but also serving as messengers and spokespersons for Women Empowerment.

9. **Role of Media Outlets in India:** Undoubtedly, governmental agencies, non-governmental organizations, educational institutions, social and religious entities, political leaders at various levels play critical roles in advancing the mission of Women Empowerment. In the same context, mass media outlets (e.g., TV stations, newspapers, magazines, radio stations) have their responsibilities to report on the status of Women Empowerment in India, in a truthful, apolitical, and factual basis. According to Sonia Gupta (2018), "Media is the mirror of society and media reports are a reflection of happenings in the society. Communication is extremely important for women's development and mass media play a significant role in it."



CONCLUSION

In summary, Women Empowerment is not just a conceptual framework, but a real-life phenomenon that aims to support and advance the liberalization of women and provides an opportunity for them to become self-sufficient, self-confident, and productive, thus contributing to their community and society. In today's world, the rapid growth of globalization, industrialization and changes in government policies and legislations have made the concept of Women Empowerment (WE) not just a localized social issue, but it has achieved a global importance from various perspectives, including social justice, economic and political progress and delivery of education. Women Empowerment has and will continue to face the challenges and hurdles along its path to success. These obstructions have been overcome on the basis of help and commitment from various individuals, communities, organizations and nations. Both the individual and collective efforts need to keep defeating those hurdles. As they say, Women Empowerment is a win-win for all.

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