



**Prof. Suresh Chandra Pachauri<sup>1</sup> & Anjali Pandey<sup>2</sup>**

<sup>1</sup>Research Supervisor, SGRRU, Dehradun

<sup>2</sup>Research Scholar, College of Education SGRRU, Dehradun

**Paper Received On:** 25 MAR 2021

**Peer Reviewed On:** 30 MAR 2021

**Published On:** 1 APRIL 2021

**Content Originality & Unique:** 100%

### Abstract

*Media can increase knowledge and awareness. Nowadays women are working outside homes. Therefore greater emphasis should be paid towards education of girls and young women, to increase the economic and social condition of the country. Awareness raising is a process which helps to facilitate the exchange of ideas, improve mutual understanding and develop competencies and skills necessary. For safety of women and girls many laws are implemented by government. Media can serve better by connecting women with their family and other essential requirements. Thus women can live their lives with dignity.*



*Scholarly Research Journal's* is licensed Based on a work at [www.srjis.com](http://www.srjis.com)

## MEDIA AND AWARENESS IN WOMEN

Media can increase knowledge and awareness. Nowadays women are working outside homes. They are contributing in the development of economic prosperity of the country and in the upcoming years their contribution would become more significant.

Hence we have to pay a greater attention towards the training and development of women. Therefore, greater emphasis should be paid towards education of girls on the grounds of social justice, which further accelerates the economic and social transformation of the country.

Society is a group in which the individuals, who make up that group are motivated to take part in the group purely by self interest. So in the real world, society is a mixture of family, kinship and neighbors. It contained the two or many communities.

L.J.Hanifan's, article regarding 'local support for rural school' - relate social connection with material good by defining as- I do not refer to real estate or to personal property but rather to that in life which tends to make these tangible substances count for most in the daily lives of  
Copyright © 2021, Scholarly Research Journal for Humanity Science & English Language

the people , namely , good will , fellowship ,mutual sympathy ,social relations and safety among a group of individuals and families ,who make up a social unit ..... If he may come in to contact with his neighbor and they with other neighbors ,there will be an accumulation of social connection ,which may immediately satisfy his social needs and which may bear a social potentiality ,sufficient to the substantial improvement of living conditions in the whole community ' .

The community as a ' whole' will benefit by the cooperation of all its parts ,while the individual will find in his associations the advantages of the help ,the sympathy and the fellowship of his neighbors .

Education confirm that education about personal safety ,self protection and sexual harassment dramatically decreases many times the chances of a person ,to be the victim of physical violence or misconduct. A single act of courage is often the catalyst for extraordinary change .Every women or teen who share their personal experience of sexual assault or misconduct can inspire another to do the same. They are not alone and they are" VOICES FOR A CAUSE "

"BE a Voice.....SPEAK OUT " .are campaigns given by NOWSA (National organisation for women's safety awareness ).

Awareness raising is a process which helps to facilitate the exchange of ideas ,improve mutual understanding and develop competencies and skills necessary for societal change .

#### **OBJECTIVE:**

To increase the awareness of the women in society by Media (Newspaper , Radios, Television, Magazine).

#### **SAFETY:**

Safety of girls and women is necessary . The campaign is ' # **Each for Equal** ' . It is a program , which challenges gender discrimination , biases , stereotypes and broadens perceptions , improve situations and results , women empowerment or achievement . As Collectively each can contribute in making a gender equal world and support gender equality worldwide .

Women should be self reliant. It should be achieved by proper education and good environment. Women must have decision making power. Educated women could serve family and responsibilities also. Therefore schools and workplace should have safe and encouraging surroundings.

Gender equality is achieved with upgrade the women .But in reality women are indulge in domestic issues. The major concern of parents and family is their safety and security . hence girls are not getting education. They have less confidence and depend on their male member of the family. Thousands of complains of harassment and assault are registered everyday.

The supreme court proposed sexual harassment be recognized as violation of fundamental rights under article 14,15,19(g) of constitution right to equality. Article 21 right to life and live with dignity. India has signed convention on elimination of all forms of discrimination against women CEDAW on 30 july 1980.It later ratified on 9 july1993.

The Supreme Court in Vishakha Case brought guidelines for the first time for ensuring a safer environment for women to work in . These guidelines later helped to adopt and enact ' Prevention Of Sexual Harassment' (POSH) Act, 2013.Therefore , if strict laws and punishment for wrong doers is put in place , no one would ever think of doing such crimes at workplace .

The sexual harassment of women at workplace ( prevention , prohibition and redressal ) Act", 2013. Act's scope extends to public and private places including schools, colleges and it covers the transportation taken and places visited during the course of employment.

#### **LAWS:**

The legal environment or laws implemented by government play an important role in ensuring , who take to doing such heinous acts .

It is clear that unlike earlier time's ,women have a platform of media (mass media and social media ) to share their issues. Therefore with the legal environment, no one would ever think of doing such acts.

In India POSH ACT 2013, requires every organization with employee more than 10 to constitute a committee known as internal committee in each and every administrative units, branches and offices. At least 50% of total nominated member shall be women.

It is important to have maximum women representation in such committee so that women can raise their voice more strongly .If the number of workers is less than 10 or if the complain is against the employer himself then the acts provide provision to constitute local committee by district officer at district or block level.

The district officer or employer is responsible for prevention ,prohibition and constitution of redressal mechanism. Many a time laws fail to redress the issue in reasonable timeperiod.

POSH ACT ensures fast enquiry and judgement as the employee need to complain within 3 months and the committee need to complete the investigation within 90 days and send the report to district office ,who have to take action within 60 days.

It is necessary that women should be self-reliant and independent . Women should enhance their decision their making power . This can be achieved by providing them a proper and good environment .An educated woman is always ready and capable to contribute in family welfare and the total income . It is the need of the hour to provide women a safer place to work freely and peacefully , without any tension of their safety .

In India a research conducted in 2017 , found that 70% of the cases of the sexual harassment of women goes unreported . Sexual harassment not only inflicts physical pain but the victims also suffer with mental and emotional trauma .

#### **Suggestions for presenting issues in media -**

To control over the various forms of conventional and modern media is still limited in most societies. So we should increase the knowledge of women about media. Programming that reinforces women's traditional roles can be equally limiting. Use of women as a consumer (object) . Empowered by-

- \* Enhancing their skills.
- \* Knowledge and access to Information Technology.
- \*To challenge the instances of abuse of the power of an increasingly important industry
- \* Self regulatory system for the media needs to be created and ways of approaching them should be developed to reduce gender biased programming.
- \*Women need to be involved in decision making bodies regarding the development of the new technologies in order to participate fully in their growth and impact.
- \*Government and other actors should promote an active and visible policy of mainstreaming a gender perspective in ads. and programmes.
- \*To promote the human rights of women and equality between women and men.
- \*Ethic forms of media Story telling, drama, poetry song, reflecting their cultures and utilize communication to disseminate information on development and social issues.
- \*Encourage gender sensitive training for media professionals , including media owners and managers to encourage the creation and use of non stereotyped balanced and diverse image of women in media.

\*Present women as creative human beings , key actors and contributors to and beneficiaries of the process of development. Sexist stereotyped displayed in the media are gender discriminatory degrading in nature and offensive.

\*By the mass media and advertising organizations , develop a gender perspective on all issues of concern to communities, consumers and civil society.

\*Promote the equal sharing of family responsibility through media campaigns.

\*Show the successful women in media, who bring to their positions of leadership many different life experience, as mothers as professionals, as managers, as an entrepreneur to provide role models for young women.

**ROLE OF MEDIA AND WOMEN SAFETY :** Media can play effective role for the safety of the women .Violence against women is rooted in discrimination and inequality . It is difficult making it challenging to address. Men and women who have not taken opportunity to question gender roles ,attitudes and beliefs ,can not change them .Women who are unaware of their rights can not claim them .

Governments and organizations without access to standards ,guidelines and tools can not adequately address these issues. Once awareness grows the potential for stopping all forms of violence does too .

Today women are facing many challenges like a lack of access to the job market ,unequal paid system ,low rates of political participation and high rates of gender based of violence and sexual harassment .

This Global pandemic " UN WOMEN Ending Violence against women " the global database on violence against women is online resource , provide comprehensive and up to date information on measures taken governments to address violence against women .

Raising awareness to end violence is about changing people's heart and minds -- in governments ,civil society organizations and in the general public . Support researches and studies ,case study to determine the level of violence experienced by women and girls ,collect data on the causes and consequences of violence . Study the attitude of people and perceptions towards violence against women, do the analysis on behaviors of men and boys .

Personal safety has become an issue of importance for everyone ,but especially for women concerned is more .Safety seminars ,self- de fence classes, pepper spray ,safety bracelet, whistle blowing are methods to increase general awareness .

The information of ACTS (POSH and CEDAW) can circulate properly to mass by the media. Media can play significantly this role. Therefore we can create a healthy and encouraging atmosphere for girls and women.

Hence women can move forward. Definitely the growth of SHG (self help groups ) and business must increase income and status of family .It also increase the education and developments of the women ..Women will be enable to take decision and they can live their lives with dignity.

For the effective and sustainable economic growth of any country/ the equal participation of both gender is crucial. It is well known that the achievement of economic growth is contingent upon the full use of the skills and qualification of women (OECD 2008).

**References:**

*www.indiaagristat.com*

*www.smilefoundationindia.org*

*www.unwomen.org*

*www.issuesiface.com*

*www.thenowsa.org*