



Participation on women in Indian politics and role of media

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Abstract

Political participation of women's in any nation gives an outline of how women's are treated in the public eye. The improvement of any nation additionally relies upon the equivalent support of people. Since women's presence is appeared to be low in Indian legislative issues, it is the obligation of each and every person to make them mindful of their freedoms and spur them for taking part in standard governmental issues. The constitution of India ensures uniformity in the public arena as well as recommends states to make extraordinary arrangements for women's. Women's actually are battling for equivalent status in the public eye. In light of their low portrayal in Indian legislative issues, their issues and issues are by and large concealed and inconspicuous. Their certifiable requests are not raised before the choice's producers. Women's need be reliant to settle on their own choices. The media assumes a critical part in deciding how women's in legislative issues and dynamic bodies are seen and seen by society overall. It doesn't just assume a significant part in molding the upsides of society yet additionally mirrors those qualities. It assumes the part of a witness, instructor and a go between for social change.

Keywords: participation, empowerment, obstacles, decision making, media

Introduction

Women in India participate in voting, run for public offices and political parties at lower levels more than men. Political activism and voting are the strongest areas of women's political participation. The electoral system is the soul of the democratic system of India. The utilization of social media in political campaigning resulted in an important change in the country's electoral system. Media has become a powerful instrument for political communication and engagement. It has a significant role in forming a public opinion by attracting voters of a different age groups during election campaigning. India, being the largest democratic country in the world has very low representation of women in politics. Lesser women are seen in holding key positions and decision making positions in the political arena. The marginalization of Indian women in politics is as old as the Indian society. Their low representation in political sphere is one of the main reasons for the exclusion of the interests of women in governance and development paradigms. They have been kept aside from political discourse since their childhood.

People have in every case similarly shared their commitment towards the advancement of the country. They have worked side by side with their male partners in pre autonomous as well as post free India. Commitment of Rani Laxmi Bai, Durga Bai Deshmukh, Savitribai Phule, Sarojini Naidu, Annie Besant, Lady Bhikaji Cama, Begum Hazrat Mahal, Aruna Asaf Ali, Kasturba Gandhi, Kamala Nehru, Vijay Laxmi Pandit, Sucheta Kriplani. Padmaja Naidu, Kalpana Dutta, Raj Kumari Amrit Kaur, Kamaladevi Chattopadhyay, Sister Nivedita, Margaret Nobel, Mira Alphonse, Meera Behn, Sarla Bhen, and so forth in the Indian opportunity battle is exceptionally noticeable. In any case, their work was constantly kept inconspicuous. Women's cooperation in governmental issues of any nation gives serious areas of strength for a worldwide not just in terms of uniformity and opportunity of freedom yet additionally in the space accommodated women's in the popularity-based structure of appointive governmental issues. India has quite possibly of the most grounded regulation that give women's an existence with full honor and respect. However, the traditions, male centric set ups and cultural standards have consistently regarded them as subordinate to men. They are constantly instructed to be compliant. Due to inconsistent dissemination of assets, women's don't have sufficient assets, be it monetary, material or human.

The policies generally are made as gender blind because of male dominance over policy framing. Keeping women away from public sphere brings lack of political will amongst themselves. Because of patriarchal set up and male dominance over political parties, women do get chances of contesting elections. The parties do not engage and encourage women in its decision-making policies while finalizing their contestants. Women coming from less privileged background, without any political cleavage by virtue of birth, marriage or other close relative political cleavage have to face molestation and sexual harassment like situations. Because of the fear of harassment or violence, they do not show their full interest in political activities. It is the need of the hour in a country like India to have equal participation of women in mainstream political activity. Society needs to deconstruct the stereotype of women as limited to household activities only. The nature of society has a crucial impact on the extent and effectiveness of women's political participation. Their low representation in decision making institutions signifies deep flaws in the political structure of country. Historical, social and cultural factors have restricted women from enjoying their rights of participation in political processes.

Obstacles in women's political participation

Illiteracy is one of the main hurdles in making women as politically empowered. Because of lack of understanding they do not know about their basic and political rights. The parties not only discriminate in terms of seat allotments in the elections, but also in the party ranks. Patriarchal context of India is also the reason for non-involvement of women in the political arena. There are many reasons which are restricting women from being politically active. These reasons include the existing societal value system, the private-public divide in terms of domain identification and male preponderance in political institutions. Because of their low proportion in inner political party structure of India, they are failed to gather resources and support for nurturing their political constituencies. Women do not get adequate financial support from the political parties to contest the elections.

Role of media in changing the mindset of society

Mainstream media is the source of information for every citizen. People get political news and information through television, newspapers, magazines, radio and news websites. Upto some extent, media is proved to be the strong medium of making women as politically empowered. Women succeeded build a sense of who they are and who they could be. It not only educates the masses but also keeps engaged with the wider world. Media is the backbone of democracy which not only informs us about social, political and economic activities happening around the world but also teaches the ways of living a healthy life. Because of its wide reach, it can spread message to the large audience in a very short time. It informs the masses about government policies and programs and also tells them how these programs can be useful to them. It has the power to change the mindset of public. Acting as an agent of social change, media is a tremendous source of information for individuals as well as in society. Media highlights the people's problems and brings them before the policy and decision makers. By shaping the public opinion, media can be an instrument of effective mobilization of national progress. This is the only way for a democracy to survive which not only draws attention to the bad policies of the government but also draws support for the positive initiatives. The media's autonomy has been reflected in their fast growing diversified content. In this fast growing world, it is also necessary to have a diverse range of media channels and groups. Along with mainstream media, alternative media also have a great impact our audiences for getting information. Mass audiences receive a broad spectrum of information from varying sources. Because of availability of different sources of information, people can make their own judgments and form their own opinions.

Conclusion

The media is advantaged to democratize the correspondence by giving a stage to public discussion and reconstituting resident as a public body as popular assessment. For more effect, public correspondence ought to likewise be made an essential piece of a majority rules government. It is the about time that media ought to feature women's' accomplishments with serious concern so more women's could persuade motivations to be a piece of social change and vote based process. Media must be proactive in this unique situation and requirements to report in a positive way that will draw out the reality that they are capable and compelling pioneers. There is a long relationship among media and legislative issues. No nation could be created except if the women's are politically engaged. Media ought to perceive women's lawmakers, their voices, their commitments in decision making and feature women's' issues and furthermore value the work done by women's all together increment their tendency towards political framework. During discretionary missions, media houses and distributions ought to give orientation delicate inclusion of decisions. These data instruments ought to likewise keep away from negative generalizations of women's rather feature women's' picture as successful heads of the country. These ought not be any predisposition on the grounds of sex during inclusion of races. Electronic media ought to extraordinarily communicate such projects that can teach women's about their metro and political freedoms.

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