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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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APPENDIX/ANNEXURE

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BOOKS

●   Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

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CONTRIBUTIONS TO BOOKS

●   Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

●   Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

●   Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

●   Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

●   Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

●   Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

NEW MEDIA PLAYS AN IMPORTANT AND VITAL ROLE IN WOMEN'S EMPOWERMENT AND ITs DEVELOPMENT

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ABSTRACT

The empowerment of women is being regarded these days as a very important aspect for the development of the country. Empowering women aims to inspire them and persuade them to come out from different adverse conditions, be it societal or religious, that have traditionally kept them suppressed and unable to see their true strength, power and beauty. We are living in the modern era, even though; today in the rural areas women are suffering from various problems in different fields of life. Empowerment of women has emerged as an important issue in recent time. As per the latest Census in the year 2011, the total female sex ratio in India is 940 per 1000 males. The population of India is more than 1.21 billion and out of this, women constitute nearly 50% of the total population, Women empowerment in India is a much debated topic. New Media plays an important and vital role in women's empowerment and its development. Media can create an awakening inspiration to achieve their potential as prime source of change in the society, we live in. With the growing dominance of the Internet, blog, chat, Social sites etc, the use of New Media has already begun and consequently, communication is rapidly changing and becoming mobile, interactive, personalized and multi-channel. Internet has served as a vehicle or as a channel to convey information in a useful and easy to understand manner. This extraordinary revolution is affecting the basic structure of societies, and is raising discussions and debates that are profoundly related to women: the rapid transformation of the boundaries between the public and the private spaces, the relationship between the new media and women's empowerment. New Media is considered as an important source in helping the women empowered. It is helping as the important source and access to speak out against the oppression and marginalization of women at the grass root level. The media is considered as the most potent and influential mean in this regard as it has the capacity of persuading and moulding opinion. The relationship of the media and the women is important because whatever image women have in our country is influenced by media. It is thus vital, to utilize the media for the improving the status of women in India and divulging their role in national development. Basically, this paper deals with empowerment of women through the New Media (Internet). Empowerment of women led to the development of the family, community, society, state and the nation. This paper will specially highlight the positive perception and use of New Media as a development tool to empower the women.

KEYWORDS
media role, women's empowerment.

INTRODUCTION

As far as Gender equality is concerned, its values are being accepted and promoted in almost all regions of the world. The country's overall development depends greatly on the inclusion of women in its development process. The importance of gender equality is well recognized and well accepted for development. Men and women can neither sreach excellence with the cooperation of each other.

In the context of knowledge sphere, the issues of gender equality, equity and empowerment of women become even more significant as women have a strategic role in incubation and transfer of critical knowledge, which often forms the blue print for survival of communities to depth and minimize their risk in adverse circumstances. Women, because of their biological and social roles, are generally more rooted than men in the confines of their locality. They are therefore more aware then men of the social, economic and environmental needs of their own communities. **(Miller, 2000).**

Women play an important role in the development of the society and the nation. In this century in various developments process in scientific and technological era the status of women is changing at a fast pace but at the same time, we cannot ignore the part of the society where women are marginalized, discriminated and feel oppressed because of different gender divide issues. Empowerment of women has emerged as an important issue in recent time and the process of development will be left incomplete without the active participation of women. Women are the transmitters of culture in all the societies. The status of women in a society is a true mirror of its social, religious, cultural and spiritual level.

There is a need to uncover many factors like Cultural and Social aspects, self decision making, economic independency, health and sanitation, participation in decision making, awareness and exercise of rights, political participation and many more issues that can help progressive development of women in the society.

For the emancipation of women in every field self decision making, economic independence and creating awareness in them about their rights and responsibilities is very important. The media is considered as the most effective and important tool in this regard as it has the power of molding public opinion. All over the world, the impact of media and new media has been witnessed in recent years, with online platforms becoming increasingly powerful mechanisms for mobilizing popular support. People in India are demanding change, and they are harnessing the power of modern media to make their voices heard, Media is an important tool that affects all aspects of our life. It can work for the development of women and gender equality. Right information given by the media can empower the rural women and protect them from various problems. Various New Media tools such as blogs, face book, social sites and internet are used

for empowering the women by education, information, awareness, economic empowerment and self decision making. Internet can be easily used for empowerment of women. As we all know that the relationship of the media and the women is important because whatever image women have in our country is influenced by media. It is thus vital, to utilize the media for improving the status of women and empower them and divulging their role in national development. Keeping this in view, the present paper is focused on role of New Media (Internet) in empowerment of women.

STATUS OF WOMEN IN INDIA

The reality of women's lives remains invisible to men and women alike and this invisibility persists at all levels beginning with the family to the nation. Although geographically men and women share the same space, they live in different worlds. The mere fact that "Women hold up half the sky '- doesnot appear to give them a position of dignity and equality. True, that over the year's women has made great strides in many areas with notable progression reducing some gender gaps. Yet, "the afflicted world in which we live is characterised by deeply unequal sharing of the burden of adversities between men and women". Sprawling inequalities persist in their access to education, health care, physical and financial resources and opportunities in the political, economic, social and cultural spheres. The impact of inequality is reflected in the status of women worldwide and in India.

Women are extensively exposed to the mass media, particularly television and now the Internet, which is allowing them to know of the world around them, their rights and new opportunities. Efforts have been made by incorporating the New media in educating people regarding various programs that can help in their empowerment. This approach will help integrate women more fully into the economic, political, and social mainstream of independent India. According the Jensen and Oster (2003) cable television was impacting the attitudes of women and the authors find an increase in the female school enrolment and decrease in fertility. "Gender inequality holds back the growth of individuals, the development of the nations and the evolution of the societies to the disadvantage of both men and women". Gender issues are not simply talking about women's issues. Understanding gender means understanding opportunities, constrains and the impact of

change as they affect both men and women. (The term "Gender" is used to describe a set of qualities and behaviours expected from men and women by their societies. A person's social identity is formed by these expectations).

In the modern time, women in India were given freedom & right such as freedom of expression & equality as well as the right to be educated. Various prestigious positions at this period were held by women. They're enjoying the 'ladies first' facility in different fields. However, some problems such as dowry, domestic violence, sex selective abortion, female infanticide are still prevalent. The women in rural areas are deprived of minimum facilities of enlightenment and education In urban areas women are educated about the social benefits including awareness about the existing social problems in the society, good recognition & image in the family & community, role in making important decision in their family, plan & promote better education for their children, taking care of health of the aged and the children just to mention a few. Women are also allowed to participate in political and public life. The government of India is also setting aside funds that are used to empower women & other initiatives that will empower them.

NEED AND IMPORTANCE OF NEW MEDIA FOR WOMEN EMPOWERMENT

Women empowerment is very much necessary in the nation's growth be it economically, politically or socially. The term 'empowerment of women' has become popular especially after 1980s. It refers to the process of strengthening the hands of women who have been suffering from various disabilities, inequalities and gender discrimination. The term "empowerment of women" ref ers to the process of providing power to woman to become free from the control of others, that is, to assume power to control her own life and to determine her own conditions. The term of "empowerment of women" could also be understood as the process of providing equal rights, opportunities, responsibilities and power positions to women so that they are able to play a role on par with men in society.

In this contemporary world, women need to gain the same amount of power that men have. There is inequality and vulnerability of women in all spheres of life; they need empowerment in all walks of life. In India, women are still facing different obstacles inmale-dominated cultures. The things are related to women's status and their future. However, Indian women are slowly getting empowerment in the sectors like education, politics, the work force and even more power within their own households, there is a need to work at the grass root level to empower them especially in rural areas. Father of the nation-Mahatma Gandhi firmly states that the status of the women will not change merely by bringing legislations; it must be supported by change in the women's social circumstances and situations and also men's sexiest attitude to women.

Safety for women is an obsolete word for Women in Today's India; they still receive negative sexual attention from males. Indian societies have received notoriety for being unsafe for women. Whereby the fair sex is not only being hassled, stalked and raped but incidents of immoral trafficking also are very high.

All over the world, the impact of New media has been witnessed in recent years, with online platforms becoming increasingly powerful mechanisms for mobilising popular support. India is no exception, and the media coverage of this particularly horrific Delhi gang rape case and the online responses changed the mindsets of the youth and it seems that people are no longer willing to accept rape and sexual assault as "a simple fact of life." People in India demanded change, and they used the power of modern media to make their voices heard. In Delhi gang rape case Platforms such as the Face book group 'Gang Rape in Delhi' and 'Justice for Raped Girl in Delhi' have united people in expressing their hopes for a future free from similar cases. People raised their voices through Twitter, Face book and other new media, expressing their frustrations against the government and administration. Following news of the case reaching the masses, the huge crowds of protestors taking to the streets provide an indication of the growing strength of the internet and new media in harnessing public support. Perhaps for the first time, internet and new media were utilised as tools to mobilise public support throughout India. People contacted each other and established platforms from which they campaigned for governmental action, with the intention of ensuring justice for the victim and offering protection for all Indian women. This outpouring of public outrage was not accidental; it was organised through new media and other messages which brought people – especially Indian youth – together in support of a cause which they feel has become extremely important in their country. Within 10 days of the incident, Face book groups 'Gang raped in Delhi' created on December 20, 2012 and 'Delhi for Women's Safety' created on December 18, 2012 received 5046 and 4263 'Likes' respectively. Other Face book groups such as 'Another girl gang raped in Delhi – Can we stop it?', 'Delhi Gang Rape – Please Don't Ignore "Must Read" For Damini', and 'Delhi Gang Rape – Protest' emerged as individual ightf against such crimes. These groups acted like platforms for justice and empowering women and have given a voice to everyone, even those who want to protest against sexual assault cases in India even if they are out of the country.

Empowerment of women is a long and difficult process which is to be promoted with full public support and this could be successful only when those women who have been suppressed by the male dominated society taking undue advantage of their lack of education and poverty can fight to claim their true place in the society.

NEW MEDIA: A TOOL FOR WOMEN EMPOWERMENT

Gender researchers and feminist scholars have also become interested in new media as a development which has the potential to break down or flatten social hierarchies (Friedman, 2005) in more general terms. For example, Williamson suggests that digital media have already begun to challenge socio-cultural and political norms in Britain (Williamson, 2009). New media differs from traditional 'old' media in that its structures of ownership and participation are new and directly challenge the monopoly on mass communication possessed by traditional media producers: 'The internet has fragmented and decentralised the context in which communication occurs' (ibid, 2009).

Blogs are used as public diaries where women discuss public and personal issues in their life and development. Storytelling used by women in blogs to introduce their thoughts has been proven to have its major effect (Ayish, 2009).

Geniets (2010) also finds that new media provides a potential break with old social hierarchies: 'new technologies give individual producers of media content more freedom, and empower them to expose, interact with and reveal backstage behaviour related information about themselves as well as others to a mass media audience'. However, while new media, overall, is identified as an agent for (generally positive) social change, its effects are not gender neutral.

New Media help people to connect, it easily collaborates with other people and create new content, services, communities and channels of communication that help people to deliver information and services.

People of all ages and backgrounds are online and using new media tools for a variety of reasons such as searching of information and connecting with others. The term "**New media**" may be defined as an interactive forms of communication that use the Internet, including podcasts, RSS feeds, social networks, text messaging, blogs, wikis, virtual worlds and more. We take as a starting point the basic definition of 'new media' provided by Google web definitions and Wikipedia which defines it as 'on-demandaccess to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation. Another aspect of new media is the real-timegeneration of new, unregulated content' (Google web definitions, Wikipedia). The rise of new media has increased communication between people all over the world and through Internet. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated media. New media makes it possible for *anyone* to create, modify, and share content and share it with others, using relatively simple tools that are often free or inexpensive. New media requires a computer or mobile device with Internet access.

In new media, the product is called website. Every website has an address. To see a website one needs a computer. On every computer there is an icon, called internet explorer. After clicking on it, a screen opens up, after typing the address of the website, it opens up. Then one can see and read whatever is posted on website.

According to Mia Consalvo the term new media is ambiguous and relative—what was new in the early 1990s (World Wide Web pages, for example) became mundane and accepted within a decade and was quickly replaced by newer new media such as digital video recorders and Weblogs. Moreover, many new technologies (or media) fail to take the path predicted for them in their use or future development (Marvin, 1988).

One of the innovations in recent years has been the use of internet as a form of new media., the creation of different websites that focus on women empowerment in terms of education, literacy, health, knowledge, lifestyle and many more areas have been proliferated. Today it is possible, to find anything related to empowerment by typing keyword searches using a reliable internet browser.

The characteristics of New Media are:

CONNECT people with information and services.

COLLABORATE with other people—including those within your orga nization or community.

CREATE new content, services, communities, and channels of communication that help you deliver information and services.

INTERACTIVITY New media is known for its ability to involve the audience. This is known as interactivity. In comparison to other media forms, new media has the most evolved feedback system in place.

NARRATIVE - New Media uses a narrative style of writing. The other special feature of new media is the use of multimedia

WOMEN EMPOWERMENT THROUGH NEW MEDIA

A nation that wants to progress cannot afford to ignore capacity building and empowerment of women. Gender sensitivity is the prerequisite that must prevail and be strengthened at all levels. Women's development is now linked with technology. Thus, technological intervention assumes a greater and more vital role, especially when viewed globally. Since, women have limited access to technologies in India However; there are now experiences to show that when women are trained, they show remarkable understanding and control in using technologies effectively.

Barriers to engendering knowledge networking process with the inception of ICT and convergence technologies, it is possible to bring up a significant fraction of women communities in a more symbiotic digital network which focuses on localized information and customized solution's, and works on the theme of Global Technologies for local use. Women, however, are still very much in a minority among the beneficiaries of knowledge networking. Women still face huge imbalance in the ownership, control and regulation of these new Information technologies, similar to those faced in other areas. (New York Times, 2000).

New Media have a huge potential for the empowerment of women, however the overall use of this media by women is very low. New Media has played an important role in empowering the women. The way new media has played its part in portraying about the atrocities faced by the women and empowering the women, no other sector has done.

The urban educated women need information mainly on the following things:

- Employment /Job Prospects in India and Abroad
- Research and Information
- Educational opportunities
- Career advancement facilities
- Beauty and Fashion, Hair care, Health & Lifestyle, Apparel and accessories
- Matrimonial ads
- Art and Entertainment, Music videos and films
- Social Support system for working women

The urban lower middle class women need information mainly on the following topics:

- Employment /Job Prospects in India /self locality
- Inexpensive childcare & Healthcare
- Educational facilities at their doorstep
- Dowry system, other legal rights like self help, violence etc
- Information about NGO's
- Legal provisions against Sexual harassment, Domestic Violence and Social injustice

We know that women are looking for information on various issues mentioned above*New media* provides them with opportunities to bring information on every issues / topic to them at their doorstep, and reach everyone in new ways. In women, Internet user base is increasing rapidly. New Media is emerging as a powerful tool for gender empowerment in a developing country like India. There has been a rapid growth in the ICT sector since the late 1980's and the use of ICT has dramatically expanded since 1990's. The Internet has rapidly evolved its ability to inform, connect, enable, and empower. From distance learners and small business owners to democracy activists and music downloader's, the Internet has allowed people around the world to imagine and construct new possibilities for them-selves, their families, and their nations. Internet has changed lives of women, empowered them, enabled them and connected them to rest of the world.

"In a recent report published by Goggle, it is clear that Internet is empowering Indian women with easy access to information and helping them to make more informed decisions in their day-to-day life."

According to the report released in June 2013 titled "Women & Web Study", out of the total 150 million Internet users in the country, around 60 million women in India are now online and use the Internet to manage their day-to-day life. With easy access to Internet at homes, cyber cafes, offices and growing adoption of smart phones, the Internet is being used by women for a variety of things, It noted that women who are online are relatively more affluent and younger—75% are in the 15-34 age group, with over 24 million women accessing the Internet daily. In terms of top searched categories by women on Google in India, apparel and accessories were the biggest followed by food and drink, baby care, hair care and skincare.

In terms online activity, email, search and social networking are the biggest drivers for women. Downloading music, looking for educational content, job search, watching videos and consuming news are the other top activities. The report also indicated adoption of ecommerce by women in India, with 1 in 4 shoppers buying baby products online. Women also emerged as strong brand advocates – with 80% saying that they recommend their purchases to other women and 25% stating that they share it online.

Video on the web are also the key drivers of Internet usage among women in India. With women accounting for 40% of the total monthly YouTube user base in India. Apart from music videos, TV shows and film content – beauty & fashion videos were popular among women on YouTube. Education, health and fitness, home care & cooking were also rated among the top 10 video content categories of choice on YouTube.

Indian females make for 27% of the total Indian Facebook population on Facebook. More than **60 million** people in India use social networks – equivalent to the total population of Italy India is home to a staggering **934 million** mobile subscriptions – equivalent to more than **13%** of the world's entire population Social Networking continues to be the main driver behind much of India's increased online activity, although social media penetration in India remains remarkably low at just**5%.**Facebook continues to dominate India's social media landscape with more than**60 million** active users, and the world's most popular platform show no signs of slowing either, adding a new Indian user **every single second**.

As far as the education among women is concerned internet can create awareness among the women about health issues. Nutrition education and other important component. Through nutritional education, women's health status can be improved. For creating awareness about the Dietary Patterns in Various Age Groups different blogs can be create to add on awareness about dietary pattern among women with the help of nutritional experts and dieticians. Information about Cause of Various Health Problems, such as solutions to problems with reproductive health and fertility, and knowledge about breastfeeding, contraception etc is available on different health and fitness related websites like doctorndtv.com and other health related blogs. There are different Government Facilities as well, this information can be provided among women in the various formats of Internet advertising, and advertisements can be designed in a way to make the women aware of and informed about government hospitals, and various rules and laws on gender.

Women, who constitute half of the population, need particular attention of the media for their optimal development - both material and intellectual. Internet can be useful to create in women a sense of self respect, self reliance, economic independence and equality in status with men. Information to educate women about the constitutional and legal rights and the special provision made and measures adopted for their welfare by the Government and other agencies is necessary apart from creating the awareness about the Dowry Prohibition Act, Maternity Right, and other aspects of law. For many women in the developing world, the Internet serves as a gateway to benefits clustered around empowerment connoting a variety of ideas, includingself-confidence, autonomy, and the capacity to alter the structures that govern one's situation. Internet use also provides more subtle, longer-term benefits around empowerment, such as increased confidence,

external validation, and expression. Empowerment benefits flow from the fact that the Internet permits information, ideas, and perspectives to travel with greater ease. Social networking allows women to enlarge their communities and to retain their old ones. New media can provide effective tools for women to:

- document and generate knowledge on important issues like health, education, empowerment
- represent and share their experiences and their knowledge
- Provide a platform to speak out about their lives, needs and the issues they face
- Help them to develop their ideas and creativity
- offer means for self-reflection and self-advocacy
- Improves standard of living
- Self Confidence and Increases social interaction
- Enhance awareness and sense of achievement Apart from Internet other forms of New Media are:

BLOGS: Blogs are website with regular updates and typical combine text, image (graphics or video), and links to other web pages.

MOBILE: Mobile is a way of receiving, viewing and /or sending information to and from celluar phones and other wireless devices.

PHOTO SHARING SITES: Photo sharing sites allow to literally "share photos", online with friend family and colleagues, like Flickr.

SOCIAL BOOKMARKING: Social bookmarking is a way to store, organise and search your favourite web pages on the Internet.

TEXTING: - Text messaging is a way of sending information to and from cell phones and other personal digital assistants (PDA's) like tablet.

WEBCAST /WEBINARS: A webcast is a way of broadcasting over the internet. A webinar is a specific type of web conference.

MASHUPS: A mashup is a website "that combines data from more than one source into a single integrated tool".

PODCASTS: Pod casts (a blend of the term "I Pod" and "broadca st") are audio or video files that you can listen or watch on your computer or on a variety of media devices like i Pod and cell phones.

SOCIAL NETWORKING SITES: Social networking sites are online communities that give opportunities to connect with, or provide resources to friends, family, clients and colleagues with common interests.

VIDEO SHARING SITES: Video sharing sites allow uploading and sharing online videos similar to photo sharing sites. You Tube is the most well known of these types of sites.

TWITTER: One can think of "Twitter" as a micro blog. Computer/Mobile Phone can be used to broadcast short messages or tweets. People can sign up on Twitter to follow the tweets.

CONCLUSION

Today, Information Technology has changed the communication paradigm, making it no longer difficult to reach a large number of people. It can be seen that new media has played a significant role in the empowerment of women through the help of Information and Communication Technology. Out of the total 150 million Internet users in the country, around 60 million women in India are now online and use the Internet to manage their day-to-day life. With easy access to Internet at homes, cyber cafes, offices and growing adoption of smart phones, the Internet is being used by women for a variety of thingsThe development of New Media has enabled the women section to participate in the daily affairs of the state, which range from the household work to education, health, governance and so on. New Media is emerging as a powerful tool for gender empowerment in a developing country like India. There has been a rapid growth in the ICT sector since the late 1980's and the use of ICT has dramatically expanded since 1990's. The use of internet as a form of new media., the creation of different websites that focus on women empowerment in terms of education, literacy, health, knowledge, lifestyle and many more areas have been proliferated. Today it is possible, to find anything related to empowerment by typing keyword searches using a reliable internet browser. New Media have a huge potential for the empowerment of women, however the overall use of this media by women is very low. New Media has played an important role in empowering the women. In sum, the way new media has played its part in portraying about the atrocities faced by the women and empowering the women, no other sector has done.

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