

Role Of Media In Empowering Women Gram Panchayat Members: A Case Study Of Mysuru District

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Abstract:

Mass Media which consists of print, radio, electronic, internet, cinema, and social media all work together to disseminate useful information, knowledge and education to the public. It is considered as the fourth pillar of democracy and a greatest tool for easy communication. Media carries all news, information, ideas, thoughts and opinions which are necessary for the public. It has a huge impact on lives of men, women, children, youngsters, aged people and others. It influences on the views, ideas, thoughts, principles of people. In this way, media also influences on women's lives, their thoughts, challenges faced by women and so on. Women are participating in all fields such as politics, science and technology, sports, cinema, social work, entrepreneurship, education, etc. They play a vital role in the development of the country. Women empowerment is much needed for the healthier growth of any society. In this regard, media is the key to promote gender equality, eradication of discrimination, raising voice about violence against women, providing platforms for women to showcase their thoughts and ideas and so on. Empowerment of women in all aspects such as individual, political, economic, culture and many more are very important for the development of society. Therefore, this research study focuses on role of media in empowering Women Gram Panchayat members in Mysuru District, Karnataka State aiming to explore how media influences in the lives of rural women and how they access media content. The data was collected through surveys. The study examined the media habits, influence of media and usage of media content by women representatives.

Keywords: Media, Women empowerment, Women Gram Panchayat members, Local governance.

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I. Introduction:

Media plays an important role in the development of a nation as well as community development. It is the important tool of communication. It helps to spread the news, information to a large number of audience using different platforms. People needs media to highlight the problems, issues, current situation of the society so that the officials concerned could take further steps to solve the problems.

Mass Media which consists of print, radio, electronic, internet, cinema, and social media all work together to disseminate useful information, knowledge and education to the public. It is considered as the fourth pillar of democracy and a greatest tool for easy communication. Media carries all news, information, ideas, thoughts and opinions which are necessary for the public. It has a huge impact on lives of men, women, children, youngsters, aged people and others. It influences on the views, ideas, thoughts, principles of people.

In this way, media also influences on women's lives, their thoughts, challenges faced by women and so on. Women are participating in all fields such as politics, science and technology, sports, cinema, social work, entrepreneurship, education, etc. They play a vital role in the development of the country.

Women empowerment is much needed for the healthier growth of any society. In this regard, media is the key to promote gender equality, eradication of discrimination, raising voice about violence against women, providing platforms for women to showcase their thoughts and ideas and so on. Empowerment of women in all aspects such as individual, political, economic, culture and many more are very important for the development of society.

Media is a powerful tool of change and it is a dominant medium for gender equality and strengthening skills, abilities, capacities and status of women. Empowerment of women refers to the participation of women in all domains like politics, economics, education, business, science, and so on. Through media women are coming

to main stream in the society. They also inspired by many successful personalities of the society through media and it helps them to live their own life style.

Therefore, this research study focuses on role of media in empowering Women Gram Panchayat members aiming to explore how media influences in the lives of rural women and how they access media content. The data was collected through surveys. The study examined the media habits, influence of media and usage of media content by women representatives.

II. Review of Literature:

A review of literature means it surveys scholarly articles, books, thesis and other sources related to a specific topic. This part provides literature reviews of scholarly articles related to the research article 'Role of Media in Empowering Women Gram Panchayat Members' and impact of media on rural women especially women representatives.

T Narasimhulu (2019) in his research 'Role of Media in Empowering the Indian Women' stated that empowerment of women can be made possible by education through mass media. The role of women in top positions in the corporate world to self-help groups in villages has been made possible due to the efforts of media highlights. Experience has shown that addressing gender equality and women's empowerment requires strategic interventions at all levels of mass media programming and policy-making.

Gupta Sonia (2018) in her research 'Impact of Media Tools on Women Empowerment: A Study on HP Women' stated that the growth of women's education and their entry into employment has contributed to the growth of media. Media has immense power to influence the masses. The study explored the impact of various media tools on women empowerment. It has been found that television works its magic on women by inspiring them to come out of the four walls of the house and trying hard to improve the social status of women at large. The women who used media felt that they got positive impact on their status and helping them to empower themselves.

Premlata and Jukariya Tanuja (2018) in their research 'Role of Media in Empowering Women' stated that the empowerment of women is much needed for the social and economic growth of any society. They are the creators, teachers and developers of any human generation. While on the other hand, media can play the role efficiently in transmitting information to society in empowering women by educating the society about their stand and worth.

Singh Babita (2018) in her research 'Role of Media in Women's Development and Advancement' stated that women are making their space and presence in almost all sectors of our society. Media plays an important role as it communicates information from government officials to general public. Media play an important role in removing the veil from the position of women in our country. It gives only a limited coverage to role of women and crimes happening against them. The study found that the actual reality is almost subdued and the truth is presented in a very different manner which is far away from the actual happening.

Narayana Ananta and Ahamad Tauffiqu (2016) in their research 'Role of Media in Accelerating Women Empowerment' stated that governments, educational institutions, non-governmental organizations are responsible for the prevention of all forms of discrimination against women. Besides all of them, the responsibility of the mass media is also big in this issue. The study found that the role of media is very important to accelerate women empowerment which will lead to economic empowerment of women. As an important agent of socialization shaping of gender roles, its mechanisms for checks and balances with respect to gender need to be strengthened.

III. Statement of the problem:

To examine the role of media in empowering Women Gram Panchayat Members in the Mysuru District, the study entitled "Role of Media in Empowering Women Gram Panchayat Members: A Case Study of Mysuru District" aims to study the following objectives:

Objectives:

- ❖ To study the media habits among women gram panchayat members.
- ❖ To find out what type of rural development news rural women consume through media.
- ❖ To study the impact of media on women representatives.
- ❖ To study the socio-political characteristic of women gram panchayat members.
- ❖ To find out how Gram Panchayat members utilize media platforms in local governance.

By examining the above objectives, the study aims to provide valuable insights into the role of media in empowering Women Gram Panchayat Members and its impact on their social and political life.

IV. Methodology / Research Design:

Research methodology means it is the specific research procedure to identify the sample, sampling method, sample size, tools of data collection, and statistical methods used to analyze the collected data.

V. Research Design:

The present study aims to know the Role of Media in Empowering Women Gram Panchayat Members. For the present research "Random Sampling Technique" is used to choose the samples. This study was conducted in Mysuru city of Karnataka State with 160 respondents. The primary data was collected with the help of a structured questionnaire. Its main purpose is to study how media has impacted on the ideas, thoughts, status and empowerment of women representatives in local governance.

VI. Data Analysis / Findings:

This part analyses the data collected through a structured questionnaire. The results of the study are presented under the following subheadings with a table.

Table 6.1 Distribution of Respondents by Age

Age Group	Frequency	Percentage
Below 30	37	23.12
31 to 45 years	92	57.5
46 to 60 years	26	16.25
Above 60	5	3.12
Total	160	100

Table 6.1 shows that among the total respondents selected for the study more than half 57.5% (N=92) of the respondents were belongs to the age group of 31 to 45 years, followed by 23.12% (N=37) were below 30 years, 16.25% (N=26) of the respondents belongs to the age group of 46 to 60 years and only 3.12% (N=5) of the respondents belongs to the age group of above 60.

Table 6.2 Distribution of Respondents by Educational Qualification

Educational Qualification	Frequency	Percentage
Illiterate	31	19.37
Primary/High school	91	56.87
College/Degree	36	22.5
PG	2	1.25
Total	160	100

Table 6.2 indicates the educational qualification of the respondents. According to this table, more than half 56.87% (N=91) of the respondents completed Primary and High school education, followed by 22.5% (N=36) of the respondents completed Degree, 19.37% (N=31) of the respondents were illiterates and only 1.25% (N=2) of the respondents completed post-graduation.

Table 6.3 Distribution of Respondents by Category

Category	Frequency	Percentage
SC/ST	74	46.25
OBC	19	11.87
General Category	63	39.37
Minority	4	2.5
Total	160	100

Table 6.3 reveals that among the total respondents selected for the study, nearly half 46.25% (N=74) of the respondents belongs to the SC/ST category, followed by 39.37% (N=63) of the respondents belongs to the General category, 11.87% (N=19) belongs to Other Backward Classes and the remaining 2.5% (N=4) belongs to Minority.

Table 6.4 Distribution of Respondents by Annual Income

Annual Income	Frequency	Percentage
Up to one lakh	32	20

1-3 lakhs	128	80
3-5 lakhs	0	0
Above 5 lakhs	0	0
Total	160	100

Table 6.4 shows the distribution of respondents based on their annual income. According to this table, more than half 80% (N=128) of the respondents have an annual income of 1 to 3 lakhs, followed by 20% (N=32) have up to one lakh annual income and none of the respondents selected for the study have 3 to 5 lakhs and above 5 lakhs annual income.

Table 6.5 Distribution of Respondents based on Employment

Employment	Frequency	Percentage
Agriculture	78	48.75
Daily wages	12	7.5
Business	31	19.37
Housewife	39	24.38
Total	160	100

Table 6.4 indicates that among the total respondents selected for the study, nearly half 48.75% (N=78) were working in the agriculture sector, followed by 24.38% (N=39) were housewives, 19.37% (N=31) of the respondents run their own businesses and the remaining 19.37% (N=12) of the respondents working for daily wages.

Table 6.6 Distribution of respondents based on the Family structure

Family structure	Frequency	Percentage
Nuclear family	142	88.75
Joint family	18	11.25
Total	160	100

The information in the table 6.6 reveals the family structure of the respondents. It shows that greater majority 88.75% (N=142) of the respondents belongs to the nuclear family, whereas 11.25% (N=18) of the respondents belongs to the joint family.

Table 6.7 Media availability at home

Media	Frequency	Percentage
Newspaper	81	50.62
Radio	27	16.87
Television	142	88.75
Internet	121	75.62

Table 6.7 indicates the media availability in respondents' homes. It shows that a greater majority 88.75% (N=142) of the respondents have a television in their home, while 75.62% (N=121) respondents have access to the internet, followed by 50.62% (N=81) respondents have access to newspapers, and very less 16.87% (N=27) respondents have the radio in their home. It is clear from the present study that a greater majority of the respondents have television and mobile in their homes and radio is the media preferred by very less respondents.

Table 6.8 Distribution of respondents based on radio listening

Radio listening	Frequency	Percentage
Everyday	16	10
Occasionally	66	41.25
Never	78	48.75
Total	160	100

Table 6.8 indicates that greater nearly half 48.75% (N=78) of the respondents never listen to radio news and programs, followed by 41.25% (N=66) respondents listen to radio occasionally and very less 10% (N=16) respondents listen to radio every day.

Table 6.9 Distribution of respondents based on reading newspaper

Reading newspaper	Frequency	Percentage
Everyday	72	45
Occasionally	53	33.12
Never	35	21.88
Total	160	100

Table 6.9 reveals that 45% (N=72) of the respondents read newspapers every day, followed by 33.12% (N=53) read newspapers occasionally and the remaining 21.88% (N=35) of the respondents never read newspapers.

Table 6.10 Distribution of respondents based on watching television

Watching TV	Frequency	Percentage
Everyday	136	85
Occasionally	24	15
Never	0	0
Total	160	100

Table 6.10 indicates that a greater majority 85% (N=136) of the respondents watch television every day, followed by 15% (N=24) of the respondents watch television occasionally and none of them said they never watch television.

Table 6.11 Distribution of respondents regarding usage of Internet

Usage of Internet	Frequency	Percentage
Everyday	81	50.62
Occasionally	53	33.12
Never	26	16.26
Total	160	100

Table 6.11 reveals the usage of internet among the total respondents selected for the study. It shows that half 50.62% (N=81) of the respondents access internet every day, while 33.12% (N=53) of the respondents access internet occasionally and the remaining 16.26% (N=26) of respondents never use internet.

Table 6.12 Purpose of using media

Purpose of using media	Frequency	Percentage
News/Information	116	72.5
Entertainment	133	83.12
Commercial	36	22.5
Education	37	23.12
Communication	82	51.25

The data presented in the table 6.12 indicates the purpose of using media by selected respondents. It shows that the majority 83.12% (N=133) of the respondents access media for entertainment purposes, followed by 72.5% (N=116) access media for news and information purpose, 51.25% (N=82) access media for communication, 23.12% (N=37) access media for education purpose and 22.5% (N=36) access media for commercial purpose. It is clear that the majority of the respondent's access media for entertainment and information purpose and the very least number of respondents use media for commercial purpose.

Table 6.13 Usage of different social media sites

Social media sites	Facebook		WhatsApp		Instagram		YouTube	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Regularly	42	26.25	85	53.12	37	23.12	87	54.37
Occasionally	78	48.75	55	34.37	51	31.87	48	30
Never	40	25	20	12.5	72	45	25	15.62
Total	160	100	160	100	160	100	160	100

The information in the table 6.13 shows the usage of different types of social media sites among selected respondents. It reveals that 48.75% (N=78) of the respondents use Facebook occasionally, followed by 26.25% (N=42) use Facebook regularly, and the remaining 25% (N=40) respondents never use Facebook. While, more than half 53.12% (N=85) of the respondents use WhatsApp regularly, followed by 34.37% (N=55) use WhatsApp occasionally and the remaining 12.5% (N=20) respondents never use WhatsApp. It is also found that 45% (N=72) of the respondents never use Instagram in their daily life, followed by 31.87% (N=51) use Instagram occasionally and the remaining 23.12% (N=37) respondents use Instagram regularly. Whereas, more than half 54.37% (N=87) of the respondents use YouTube regularly, followed by 30% (N=48) use YouTube occasionally and the remaining 15.62% (N=25) respondents never use YouTube.

Table 6.14 Media helps in empowering women politically

Issues of women empowerment	Newspaper	Radio	Television	Social Media
	Frequency/ Percentage	Frequency/ Percentage	Frequency/ Percentage	Frequency/ Percentage
Awareness about local gov	88 (55)	43 (26.87)	94 (58.75)	90 (56.25)
Educate women	98 (61.25)	29 (18.12)	97 (60.62)	102 (63.75)
Knowledge about local gov	106 (66.25)	24 (15)	96 (60)	80 (50)
Personality development	91 (56.87)	22 (13.75)	101 (63.12)	78 (48.75)

The data presented in the table 6.14 reveals how media helps in empowering women politically. It is found that more than half 58.75% (N=94) of the respondents opined that television is helpful in creating awareness about local governance, followed by social media 56.25% (N=90), newspaper 55% (N=88) and radio 26.87% (N=43). The table also indicates that more than half 63.75% (N=102) of the respondents opined that social media helps to educate women to participate in politics, followed by newspaper 61.25% (N=98), television 60.62% (N=97) and radio 18.12% (N=29). It is also found that more than half 66.25% (N=106) of the respondents opined that newspaper is helpful in conveying knowledge about local governance, followed by television 60% (N=96), social media 50% (N=80) and radio 15% (N=24). It also reveals that more than half 63.12% (N=101) of the respondents opined that television is helpful for personality development, followed by newspaper 56.87% (N=91), social media 48.75% (N=78) and radio 13.75% (N=22). So it is clear from the above table that newspaper and television provides more information regarding women empowerment issues.

Table 6.15 Media helpful for local governance

Media helpful for local governance	Frequency	Percentage
Newspaper	89	55.62
Radio	37	23.12
Television	104	65
Social Media	83	51.87

Table 6.15 shows that more than half 65% (N=104) of the respondents express that television is helpful for local governance, whereas 55.62% (N=89) of the respondents opined that newspaper is helpful for local governance, while 51.87% (N=83) of the respondents express that social media is helpful for functioning in local governance and only 23.12% (N=37) of the respondents express that radio is helpful for functioning.

Table 6.16 Media helps women to be empowered in following aspects

Factors of women empowerment	Newspaper	Radio	Television	Social Media
	Frequency/ Percentage	Frequency/ Percentage	Frequency/ Percentage	Frequency/ Percentage
Good Leader	106 (66.25)	40 (25)	92 (57.5)	89 (55.62)
Good speaker	112 (70)	54 (33.75)	94 (58.75)	83 (51.87)
Independent decisions	92 (57.5)	47 (29.37)	105 (65.62)	79 (49.37)
Self-confidence	116 (72.5)	58 (36.25)	106 (66.25)	89 (55.62)
Courage in public life	121 (75.62)	49 (30.62)	111 (69.37)	92 (57.5)
Overcome dominance	112 (70)	41 (25.62)	96 (60)	97 (60.62)

Development plans	97 (60.62)	39 (24.37)	107 (66.87)	106 (66.25)
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The data presented in the table 6.16 reveals how media helps women to be empowered in aspects such as leader, speaker, courage and implementing development plans. It is found that more than half 66.25% (N=106) of the respondents express that newspaper helps women to be a good leader, followed by television 57.5% (N=92), social media 55.62% (N=89) and radio 25% (N=40). Whereas, more than half 70% (N=112) of the respondents express that newspaper helps women to be a good speaker, followed by television 58.75% (N=94), social media 51.87% (N=83) and radio 33.75% (N=54). While, more than half 65.62% (N=105) of the respondents express that television helps women to take independent decisions, followed by newspaper 57.5% (N=92), social media 49.37% (N=79) and radio 29.37% (N=47).

It is also found that more than half 72.5% (N=116) of the respondents express that newspaper helps women to be self-confident, followed by television 66.25% (N=106), social media 55.62% (N=89) and radio 36.25% (N=58). Whereas more than half 75.62% (N=121) of the respondents express that newspaper helps women to be courageous in public life, followed by television 69.37% (N=111), social media 57.5% (N=92) and radio 30.62% (N=49). While, more than half 70% (N=112) of the respondents express that newspaper helps women to overcome dominance of male members, followed by social media 60.62% (N=97), television 60% (N=96) and radio 25.62% (N=41). Whereas, more than half 66.87% (N=107) of the respondents express that television helps women to implement development plans in rural places, followed by social media 66.25% (N=106), newspaper 60.62% (N=97) and radio 24.37% (N=39).

Table 6.17 Media helping women by creating awareness regarding empowerment

Useful information about women empowerment	Individual empowerment	Social empowerment	Political empowerment	Cultural empowerment
	Frequency/ Percentage	Frequency/ Percentage	Frequency/ Percentage	Frequency/ Percentage
To high level	92 (57.5)	98 (61.25)	85 (53.12)	88 (55)
To moderate level	45 (28.12)	42 (26.25)	51 (31.87)	42 (26.25)
To low level	23 (14.37)	20 (12.5)	24 (15)	30 (18.75)
Total	160 (100)	160 (100)	160 (100)	160 (100)

The data presented in the table 6.17 indicates how media is helping women by creating awareness and information regarding empowerment factors. It is found that more than half 57.5% (N=92) of the respondents express that media is highly useful for creating awareness about individual empowerment, followed by 28.12% (N=45) of the respondents opined that media is moderately helpful and the remaining 14.37% (N=23) respondents opined that media is very less useful for creating awareness. Whereas more than half 61.25% (N=98) of the respondents express that media is highly useful for creating awareness about social empowerment, followed by 26.25% (N=42) of the respondents opined that media is moderately helpful and the remaining 12.5% (N=20) respondents opined that media is very less useful.

While more than half 53.12% (N=85) of the respondents express that media is highly useful for creating awareness about political empowerment, followed by 31.87% (N=51) of the respondents opined that media is moderately helpful and the remaining 15% (N=24) respondents opined that media is very less useful for creating awareness. Whereas more than half 55% (N=88) of the respondents express that media is highly useful for creating awareness about cultural empowerment, followed by 26.25% (N=42) of the respondents opined that media is moderately helpful and the remaining 18.75% (N=30) respondents opined that media is very less useful.

Table 6.18 Women empowerment news useful for functioning as a GP member

Women empowerment useful for functioning	Frequency	Percentage
Yes	82	51.25
No	46	28.75
Sometimes	32	20
Total	160	100

Table 6.18 shows that more than half 51.25% (N=82) of the respondents opined that news related to women empowerment in media helpful for functioning as a Gram Panchayat member, followed by 28.75% (N=46) of the respondents opined that news related to women empowerment does not helpful for functioning

and the remaining 20% (N=32) of the respondents opined that sometimes news related to women empowerment in media helpful for functioning as a Gram Panchayat member.

Table 6.19 Problems will be solved through media

Problems solved through media	Frequency	Percentage
Yes	104	65
No	40	25
To some extent	16	10
Total	160	100

Table 6.19 indicates that more than half 65% (N=104) of the respondents opined that village problems will be solved through media, followed by 25% (N=40) of the respondents opined that village problems will not be solved through media and very less 10% (N=16) of the respondents opined that to some extent media will solve village problems.

Table 6.20 More importance to women empowerment news

More importance to WE news	Frequency	Percentage
Always	70	43.75
Sometimes	65	40.62
Never	25	15.63
Total	160	100

Table 6.20 indicates about more importance given to women empowerment news by media. It found that 43.75% (N=70) of the respondents opined that media always gives more importance to women empowerment news, followed by 40.62% (N=65) of the respondents opined that sometimes media gives importance and the remaining 15.63% (N=25) of the respondents opined that media never gives importance to women empowerment news.

Table 6.21 Utilization of women empowerment news

Utilization of news	Frequency	Percentage
Completely	82	51.25
To some extent	50	31.25
Not at all	28	17.5
Total	160	100

Table 6.21 reveals the utilization of women empowerment news. It indicates that more than half 51.25% (N=82) of the respondents opined that they completely utilize women empowerment news and stories published in media, followed by 31.25% (N=50) respondents opined that to some extent they utilize and 17.5% (N=28) respondents opined that they not at all utilize the women empowerment news published in media.

Table 6.22 Quality of women empowerment news

Quality of news	Frequency	Percentage
Excellent	15	9.37
Good	88	55
Not good	43	26.87
Very poor	14	8.75
Total	160	100

Table 6.22 indicates that more than half 55% (N=88) of the respondents opined that quality of the women empowerment news published on media is good, followed by 26.87% (N=43) respondents who opined that quality of the women empowerment news is not good, 9.37% (N=15) respondents opined that quality of the news is excellent and the remaining 8.75% (N=14) respondents opined that quality of the women empowerment news published on media is very poor.

Table 6.23 Understanding of women empowerment news

Understanding of news	Frequency	Percentage
Very easy	18	11.25
Easy	98	61.25
Difficult	35	21.87

Very difficult	9	5.62
Total	160	100

Table 6.23 shows that more than half 61.25% (N=98) of the respondents opined that language used in media is easy to understand, followed by 21.87% (N=35) respondents opined that language used in media is difficult to understand, 11.25% (N=18) respondents opined language used in media is very easy and 5.62% (N=9) respondents opined language used in media is very difficult to understand.

Table 6.24 Women empowerment news published in media provides complete information

Complete info	Frequency	Percentage
Yes	83	51.87
No	77	48.13
Total	160	100

The information in the table 6.24 indicates that more than half 51.87% (N=83) of the respondents express that media provides complete information about women empowerment news and the remaining 48.13% (N=77) respondents express that media doesn't provide complete information.

Table 6.25 Need to increase the number of women empowerment news

Increase news	Frequency	Percentage
Yes	112	70
No	48	30
Total	160	100

Table 6.25 shows that more than half 70% (N=112) of the respondents express that there is need to increase the number of women empowerment news in media and the remaining 30% (N=48) of the respondents express that there is no need to increase the number of women empowerment news in media.

Table 6.26 Questioning the credibility of women empowerment news

Credibility of news	Frequency	Percentage
Always	76	47.5
Sometimes	54	33.75
Never	30	18.75
Total	160	100

The information in table 6.26 reveals that 47.5% (N=76) of the respondents always questions the credibility of the news they consume, followed by 33.75% (N=54) of the respondents sometimes questions the credibility of the news and 18.75% (N=30) of the respondents never questions the credibility of the news they consume through media.

VII. Conclusion/ Summing up:

This study focused on the role of media in empowering women gram panchayat members of Mysuru District. The findings reveals about the media usage among women members and its impact on their social and political lives.

Among the total respondents selected for the study, it was found that a majority of women representatives were involved in the agriculture sector. The study revealed that the majority of the respondents watch television daily, while the number of radio listeners was low. Whereas, more than half of the respondent's access social media every day. It is clear that the majority of the respondent's access media for entertainment and information purpose and the very least number of respondents use media for commercial purpose.

The study highlighted the fact that media plays an important role in empowering women representatives in their political and social life. Respondents selected for the study expressed that different types of media platforms helps to increase awareness about local governance, encouraging women's participation in politics, conveying knowledge about local governance processes and helps for personality development.

Additionally, the findings revealed that media helps women members to be a good leader, good speaker, to take independent decisions, to be courageous in public life, to overcome the dominance of male members and to implement developmental plans in rural areas. Respondents also express that media helping women representatives by creating awareness regarding empowerment factors like individual empowerment, social, political and cultural empowerment.

In conclusion, this study emphasizes on the importance of media in empowering Women Gram Panchayat Members and how it impacts on the social and political lives of women members. In today's society,

media is considered as a significant tool for communication, for disseminating useful information and also for positive change. So it helps women representatives enabling women representatives to play a dynamic role in local governance and decision making process.

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