



Role of electronic media in rural women empowerment

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ABSTRACT

Rural 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" refers 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. There must be opportunities for people to meet and exchange views and opinions, and ways of recording what is agreed and done and there must be scope for having fun and celebrating achievement. As far women empowerment is considered these are few indicators considered useful which are as confidence and understanding, skills in analysis and communication, trust, caring and tolerance, communication and co-operation.