



ASSIGNMENT OF :- IBIst

GENDER, SCHOOL
& SOCIETY

F.Y.B.Ed - 2021-2022

Submitted to:-

Mrs. Sharmila Kamble

Submitted by:-

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Roll No :- 57

Sr. No.

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INTRODUCTION

Task:- Report On a Movie / Play Review.

I choose the 'Ajay Kashyap' film

"Maa"

The main lead characters in this movie are-

Actor:- Teetendra (Ram Khanna), Shakti-
 - Kapoor (Murli-manghar), Gulshan-
 - Grover (Gulu Gali), Kader Khan (Ravi Kant).

Actress:- Jaya Prada (Momta), Sushma-Seth
 - (Heerabai as mother's of momta)
 Guddi Maruti (Julie), Aruna Irani (Maya Khanna)

They are doing great jobs in this movie
 anyone easily relate to this movie oneself
 According to me this is perfect movie of
'women-empowerment'

Ram and Momta lead a happy married life with their child until a hired hitman kills Momta. Unable to bear the separation from her child, she returns as a spirit to look after her baby.

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→ Ram and Mamta lead a happy married life with their child until a hired hitman kills Mamta. Unable to bear the separation from her child, she returns as a spirit to look after her baby.



ANUJ SHARMA
PRESENTS
A MAALIK PRODUCTION

MAA

PRODUCED BY: ANUJ SHARMA DIRECTED BY: AJAY KASHYAP MUSIC BY: ANURU MALIK

DOLBY

DVD
REGION 4

MAA

Movie Chosen and Why? :-

I choose this movie because of the following reasons :-

i) Mother is Ocean of Love :-

In this movie, I have ever seen that mother is 'ocean of love' and purest form of love. 'Mamta's' love for her child was such that even God had to bow down in front of her.

ii) A Good Protector :-

This movie proves that there is no better 'protector' in this world than 'maa'. This movie is a best example of it because 'Mamta' not only lively but also keeps her child safe (even) after death.

iii) Form of Divine Power :-

In this movie 'Mamta' gets a 'Divine power' after her death. So that she can protect her child and husband from the murderers, and in the end she can secure her child and husband because of these power. That's why I liked this movie so much.

[illegible]

STORY

A-3

Explanation:-

A multi-millionaire, 'Ram Khanna', is advised by a fake astrologer that he will meet a marry a woman whose name will start 'M'. Ram does not meet any woman so earlier but a long time he meet a woman named 'Mamta'. And they both fall in love. Ram marries her. Despite the fact that she is the daughter of a prostitute, 'Heerabai', and brings her home with her. Mamta gets a chilling welcome from Ram's brother's, 'Murli-Manohar' and his wife, 'Maya'. Mamta decides to assert herself and takes over the household matters, forcing Murli and Maya to leave the house.

— Soon Mamta and Ram give birth to a baby boy. One day Ram asked Mamta to take care of a suitcase full of cash, as he has to go out of town. Mamta is lured out of the house along with the suitcase, and is brutally killed by 'Gulu Guli', a hired hit-man who buries her in a secluded spot. Though physically dead and buried, Mamta's spirit is still alive and active, though she can not be heard, not seen by anyone. She decided to return home and expose Murli and Maya.

When she returns home, she finds that she cannot communicate with anyone, and watches helplessly as both Murli and Maya set about a task of killing her son, and getting Ram married to Maya's niece, 'Mona'.

Everybody believes that Manta fled with the money, abandoning her son and husband, but Ram is unable to believe that Manta could go far and do this. He drowns his sorrow in alcohol. Manta is disheartened to see that 'Munna' is the one who is suffering most. Only 'Dobby' (a pet dog) is able to see Manta, who is powerless. Despite being powerless, Manta tries to do what she can.

One day Gullu Gali comes to Manta's house and creates the idea that they must kill Munna by soaking him in the sun. While Manta sends Dobby to save Munna, Dobby breaks out of an iron gate and saves Munna. One day, Murli tells Ram to go to Puna with Mona. Ram agrees and goes with Mona. Murli plans to kill Munna by starving him for 12 hours. Manta's guest wants to touch him, but she is unable.

The weather was very hot and sunny. The children were playing in the park. They were running and jumping. They were laughing and shouting. They were having a great time.



The dog was very friendly and gentle. The child was very happy to be with the dog. They were sitting on the grass and talking to each other. The dog was looking at the child with a happy expression. The child was smiling and laughing. They were having a great time together.

→ As Munna cries from hunger, Mamma goes to mandir and begs her child in front of the goddess - "Agar aaj mere bete ko kuchh ho gya, Toh duniya ki koi 'Maa' teri chaknat per apne bete ki lambi-umar ki bhikhi mangne nahi aayegi".

Where she is blessed with the power to touch everything and then saves Munna. Murli and Maya realize that Mamma's ghost is here. With the help of Kapalik (black magic practitioner), they trap Mamma.

Here, Mamma is helplessly watching the drama she requested to Kapalik that you have to power about knowing her past then Kapalik watched on all past about Mamma. Then he set her free and grants her the power to avenge the wrongs. After that Mamma takes her revenge. Ram, who is still unable to see her, Then Kapalik gives Ram the ability to see Mamma. Ram happy to see her if only for one last time. He proclaims his love for her. Mamma too tells him that she knows everything and tells him to take care of Munna. With her purpose achieved, Mamma's soul is finally set free and she vanishes.





* Plot Summary:-

— The story of this movie is based on 'Mother's love'. The story begins with a millionaire named 'Ram-Khanna' who falls in love with a girl named 'Mamta'. She is the daughter of a prostitute 'Heerabai'. But Ram's elder brother 'Murti-Manohar' and his wife 'Maya' did not want Ram to marry Mamta. Maya wanted Ram to get married with his niece 'Mona' and all the property should be in Mona's name.

— So they made a plan to kill Mamta by sending Ram out. Mamta was blessed by a baby-boy whom she loved heartily. But fate had something else in mind. 'Gullu-Godi' killed Mamta. Mamta was a woman as well as a mother. So after death, his soul could not get peace for his child and husband. Being a spirit she could not touch anything. In the end, she got a boon from the goddess. And then she takes revenge on these killers and saves her husband and child.

Finally, after watching this movie, we can say that "a mother can go any extent in this world for the sake of her child."





* Conclusion:-

This movie depicts the selfless love of a mother towards her child. "On the other hand, love has been shown to be more vater than money." Many scenes of this movie which are going to touch the hearts of the audience. Finally, we can say that the main objective of this movie is to promote 'Women-power'. And I can claim that every woman who watches this movie may have a power to fight against every evil in this society.

* Review:-

In this movie directed by 'Ajay Kashyap', all the characters have played their roles so well. On the other hand, 'Jaya Prada' in the role of a mother leave a life lesson on the hearts of the audience. Some scenes in this movie are very emotional and some scenes are going to fill the audience with enthusiasm and courage.

In conclusion we can say that "If a woman can create this world, she has the power to destroy it."





INTRODUCTION

"Draupadi" an 'Indian-television' mythological serial ran for two years from 2001 to 2002 on 'Sahara-One'. It was produced by 'Vijay Kashyap' and directed by 'Surendra Mohan'. The music was composed by 'Surendra Mohan' and 'Talat-Aziz' and 'Jaspinder Narula' sang the title song. The serial is based on the Odia novel 'Yajnaseni' by 'Pratibha Ray'.

Cast:-

- * Marinal Kulkarni - as - Draupadi
- * Rahul Bhat - as - Krishna
- * Rajendra Shringarpure - as - Arjuna
- * Arun Pal - as - Yudhishtira
- * Vindu Dara - as - Bheema
- * Shahbaz Khan - as - Karna
- * Ravi Thonkal - as - Shakuni
- * Farukh Sahni - as - Duryodhana
- * Deepak Jethi - as - Dronacharya
- * Mahendra Sandhu - as - Dronacharya
- * Kaushal Kapoor - as - Dustasana

द्रौपदी





DRAUPADI

* Serial Chosen and Why:- (Aim)

I choose this serial because of the following reasons:-

(i) Mythology:-

In this serial 'Draupadi' is the first feminist of Indian Mythology - that it all starts with 'woman-power', self-belief and being confident. Is what the lady knew right from the beginning. She was strong not because she was born strong but because that she was believed that she was strong.

(ii) Rich heritage and Ancient culture:-

India has its own ancient culture. That's the reason they will obviously enjoy and promote their rich heritage and ancient culture. 'Hinduism' is the oldest and purest religion of the world and have every right to promote and spread their heritage in their own country.

"Our mythological serials portray a living life in front of us except for the unnecessary family drama, that's why I like them very much."





STORY

Indian history as well as regional writers of India have been always inspired by the immeasurable mine of the world's largest epic - 'the Mahabharata'. In this serial frequent re-creations of 'Draupadi' character focusing on her psycho-social struggle is found. The revisionist mythic fictions present Draupadi as the obedient wife of the 'pandavas' who sacrificed her life and desires to fulfill her husband's goal. Sometimes she is portrayed as the reason for the mighty 'Kurukshetra-war'. She is the epitome of sacrifices as well as woman who constantly suffered the ridicule and blames of the society. She was married to the pandavas, the five sons of 'Kunti' namely: (Arjuna, Yudhishtira, Bheema, Nakul, Sahadev).

She was a woman who continuously followed her 'dharma' by obeying the duties assigned to her by father and husband. She was a woman having her own choices, her own voice and desires. Draupadi not only in her traditional terms but also as an individual having her own spirit and thoughtful actions.





* Summary:-

The role of Draupadi was played by 'Mrinal Kulkarni', a famous marathi actress. Supporting actors were 'Pankaj Sahni' and 'Rohit Bhatt' amongst others. Draupadi, born out of a fire from yajna was in love with Arjuna and never wanted to marry five Pandavas but she had to bow to her fate. Her special relationship with 'Krishna' and difficult relations with her five husbands simultaneously were very beautifully depicted in the serial by the director as well as the actor 'Mrinal Kulkarni'. The serial was tracing the life of Draupadi undergoing a journey of searching oneself which ended with her death. In the serial it is shown as if she was born in mission to fight every evil of our society.

* Conclusion:-

The 'Women's issues' raised in the serial is as crucial these days as it was back in the times of Draupadi. The serial was very much appreciated by Indian audiences because of the ancient scene. The serial tells to our woman society in form of Draupadi that she was destined to do things to prove her strength among the cruel men and to keep her head held high in every tough situation.

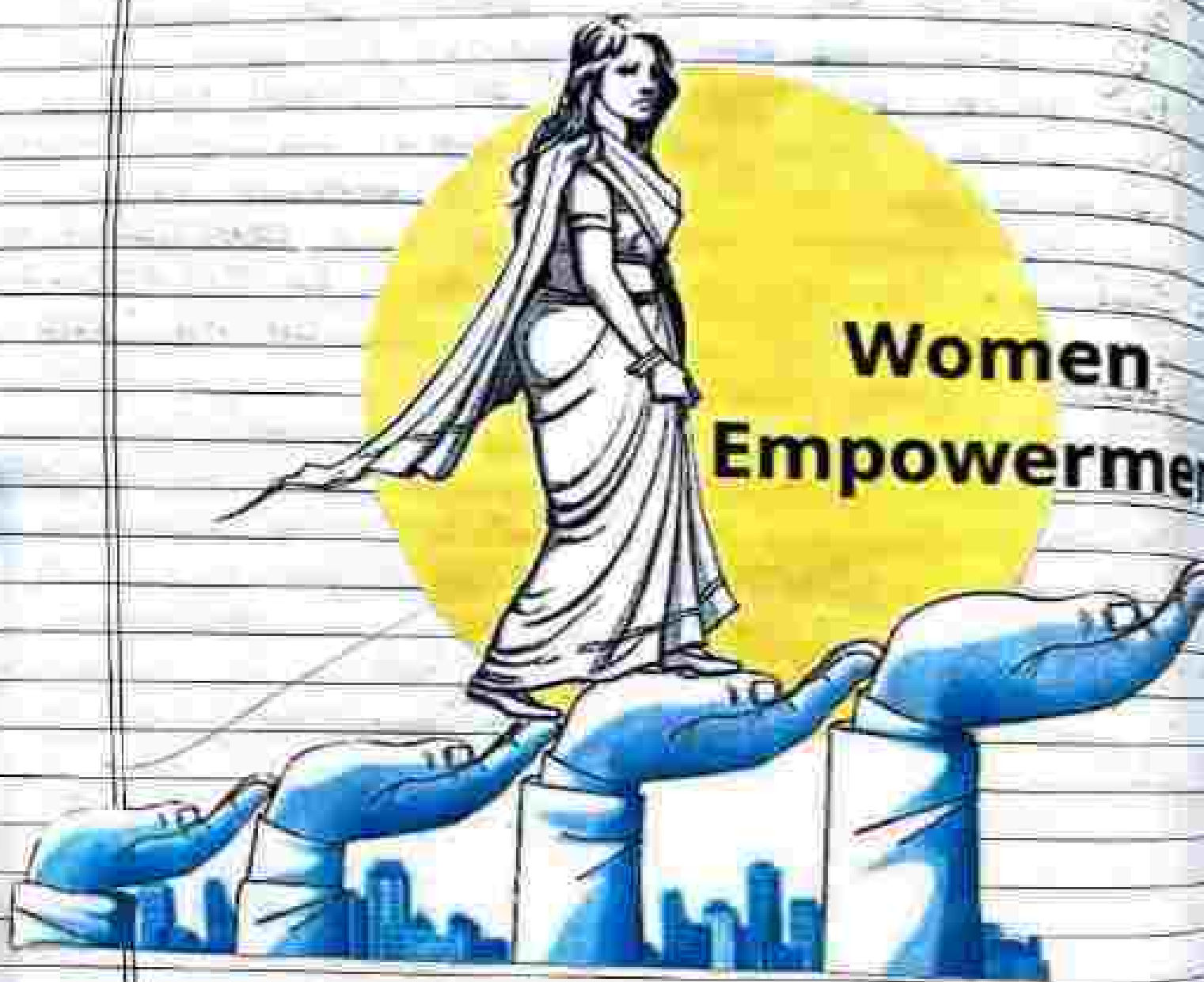




* Review:-

The serial was very much appreciated by Indian audiences because of the ancient scene created and the work of 'draupadi' by 'Minati Kulkarni' was very much appreciated by the audience who stood to be the centre character of the serial. The serial was telecasted in 2001 on 'Sahara-One' channel in 36 episodes and gained much popularity among the Indian audience.





**Women
Empowerment**



WOMEN IN PRINT MEDIA

* INTRODUCTION:-

In today world, 'print media' play a vital role in effectively conveying message that needs to be conveyed. Portrayal of women in media... True role of women in media revolves around the four areas of media. Media-freedom, Media-pluralism, Media-independence and Media-Safety. Women in media do not face the same difficulties and threats as men, but also experience gender-inequalities, safety issues or under-representation.

* Role and Status of Women in Print-Media:-

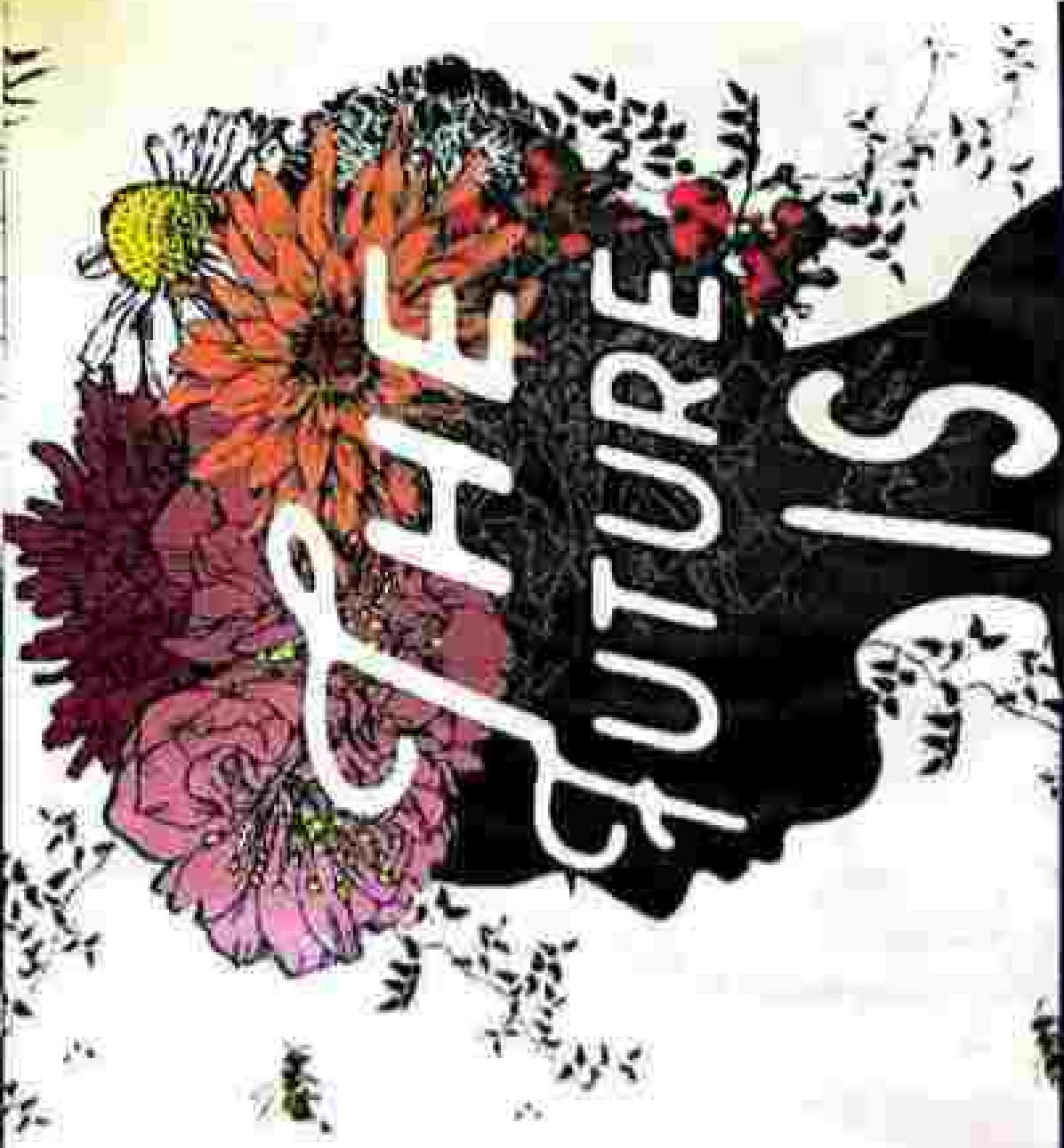
In modern-era, 'print-media' is significant part of our life and a key to change the society.

The role and status of 'Women' in any society can be studied through the 'Image of Women' which the media projects.



VOTES
FOR
WOMEN

We Can Do It!



FEMINIST



* Women in the Media Workforce:

40% women journalists world wide
(International Federation of Journalists June 2001).

3% - 5% of editors, heads of department of directors.

* Asia:-

21% of women are represented in the media workforce but this varies very much from country to country.

- Nepal 6%
- Japan 8%
- India 12%

On the bright side, in Thailand - 50% of all journalist are women (IWJF, 2000).

* Media's View of women and issues:-

- Women are naturally docile and weak; they need men to take care of them.
- They are covered in media mainly as crying mothers and victims.
- They are never asked about their opinion.
- Portrayal of girls in media are always teenage.
- Women are often represented as being part of a context (family, friends, colleagues) and working thinking as part of a team.

Representation of Women in Fashion Magazines





* In Dramas & Movies:-

- Women tend to take the role of helper or object, passive rather than active.
- Rape is seen as an atrocity, that spoils a girl / woman (for other man).
- Men are breadwinners; women are home makers and should take care of the home and children.

* Conclusion:-

In conclusion we can say that:-

Today women are more 'Visible' in the main-stream 'Print-media', where they figure side by side with the old stereotyped sexist images and book page pin ups. There is considerable ambiguity in representation of women and women's issues in the newspapers and magazines.

* Review:-

Women are degraded in today's society. Whether it be on print-media like newspapers & magazines and television. On the big screen or in the music industry. Women are constantly sexualized and made to be seen as a sex figure, which is not fair. Because it's important that women are represented in a more respectful light.

Harnaaz Sandhu of India is the new Miss Universe 2021. On December 12, 2021, the 21-year-old model was crowned Miss Universe 2021 in the Universe Dome in Eilat, Israel.

The News

NEWS

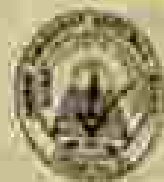
NEWS



**MISS
UNIVERSE
2021
WINNER
HARNAAZ
SANDHU'S
PHOTOS
FROM
FINALE
WEARING
MONOKINI
AND GOWN
GO VIRAL**

2021

Harnaaz has won Miss Universe title for the first time in 21 years. Lara Dutta had previously been crowned Miss Universe in 2000.



Portrait Of Women In Advertising

INTRODUCTION:-

Advertising is one of the major media that affect our daily life consciously and unconsciously and are responsible to play a significant role in shaping the society in a much broader perspective. Advertisers use different way to affect the consumers' perception of the product. Storylines, taglines and portrayal of women are some of the tools used to touch on the specific emotions and make the consumers feel that they are missing out on some things by not using the product.

Role of Women in advertisements:-

Today, women are not just a symbol of delicacy and tenderness. They portray sensuality as well as strong role on the television. Women are also used to 'increase glamour' in the advertisements. Brands like 'Ave' and 'Addiction' (Deodorants) include women in their commercials to make their commercials sensational and tempting.

TELL US - *Leela Chitris* -
WHAT IS YOUR BEAUTY SECRET?



"MY BEAUTY SECRET IS A VERY
SIMPLE ONE. I RELY ON THE GENTLE
CLEANSING OF LOVELY LUX TOILET SOAP.
THIS MILD SOAP KEEPS MY SKIN
BEAUTIFULLY SOFT AND SMOOTH,
AND ITS PERFUME IS SO
REFRESHING AND ATTRACTIVE."



Take this advice from movie stars Leela Chitris. Give your skin the gentle care of Lux Toilet Soap. Every day, before you start to go out, before you go to bed, wash your face with Lux Toilet Soap. The wonderful fresh lovely flower notes in Lux Toilet Soap do what beauty wants. Wash your skin in the wonderful pleasure of Lux Toilet Soap. Send a post card to Dept. 27 45, Park Ave. N.Y.C.

LUX TOILET SOAP

THE BEAUTY SOAP OF THE FILM STARS



First Women in advertising:-

"Mary Wells"

Lawrence at her desk, 1969

Born: Mary Georgene Berg May 25, 1928 - Youngstown (US)

Alma mater: Carnegie Institute of Technology

Occupation: Ad-vertising exclusive.

Portrayal of the woman in advertisements:-

The latest advertisements on health drinks, detergent cakes and powders, soaps, medicines, cosmetics, mobile advertisement have represented woman in a very vigorous way - very energetic, dynamic, strong and enthusiastic. Majority of modern Indian advertisement present a more realistic and balanced picture of a 'Woman'. The project of women in India advertisement can be done for highlighting the real issues of woman lives, for their upliftment, for the awareness among people about the rights of woman, for the empowerment of women etc is being left out.

Conclusions:-

Advertisements in 'India' are not fulfilling their duty towards the society further, women are also depicted as "Submissive to men and may even force aggressive verbal or physical behavior in the advertisement."



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* Conclusions:-

Advertisements in 'India' are not fulfilling their duty towards the society. Further women are also depicted as 'Submissive' to men and may even face aggressive verbal or physical behavior in the advertisement.



Abhay Shikshan Kendra's (Regd.)

KRANTIYOTI SAVITRIBAI PHULE
COLLEGE OF EDUCATION (D.T.Ed., B.Ed.)

NAME: TANUJA S. PENWAL.

SUBJECT: I.C.1- GENDER, SCHOOL
and SOCIETY.

ASSIGNMENT: CRITICAL ANALYSIS
OF RELATED WOMEN IN MASS MEDIA

ROLL No:

GUIDE: MRS. SHARMILA
KAMBLE MA'AM.

SIGN: *S. Kamble*



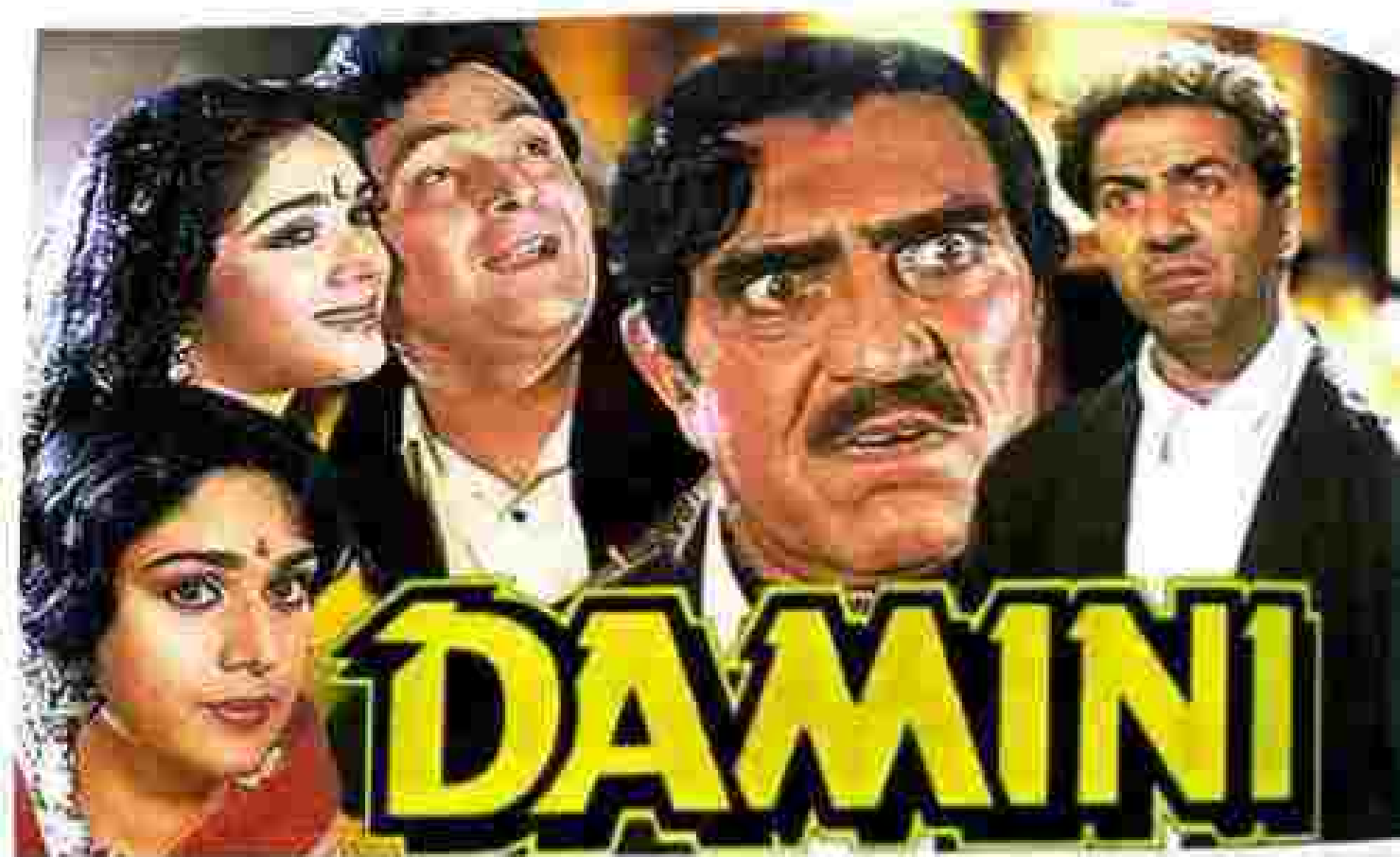
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"MONEY AND NOT SECOND CLASS
LIVING IS THE
GOAL"



"WOMEN ARE NOT SECOND-CLASS
CITIZEN OF THE
WORLD"

INTRODUCTION:

The movie is a classic for its progressive feminist outlook and realistic portrayal of the Indian justice system.

"Damini" is a 1993 Indian Hindi-language crime drama film directed by Rajkumar Santoshi starring Meenakshi Geshadri in the title role alongside Sunny Deol, Rishi Kapoor, Amrish Puri, Parash Rawal in pivotal roles and Adhir Khan is a special appearance.

It is considered a cult feminist film and is still regarded as an all-time classic female oriented film and important for portraying women empowerment in cinema. Damini movie dealt with the sensitive issue of 'rape' and depicted the horror that women face when they stand up against a Patriarchal Society for justice.

INTRODUCTION



HUSBAND & WIFE'S RELATION

MOVIE:

The Power of a Common Woman
and her honesty

In my opinion, 'Damini' is Rajkumar Santoshi's best work to date.

Meenakshi Sheshadri gives a powerful and flawless performance in what can be described as a role of a lifetime, a part every actress decided to or would only dream for.

Damini is a simple honest young lady who lives with her poor parents and sister. To save her parents from misery, Damini's elder sister elopes with an alcoholic. A wealthy businessman Shekhar sets his eyes on Damini and falls in love. The two get married but Damini's in-laws keep her in distant. A lonely Damini develops a close relationship with the young housemaid Urmil.

During the holi festival, the whole household celebrate the colour and music with visitors. Damini's brother-in-law and his three friends gang-rape Urmil. A helpless Damini witnesses the horror and she desperately seeks help from Shekhar. But they are too late and Damini faints from shocks. Shekhar's brother and co dump Urmil's ravaged body in the

MOVIE:



"DAMIAN GIVES HER
EXPLANATIONS"

gutter. When Damini is conscious, she wonders about Urmil and shepher assures her that Urmil's fine and receiving medical attention in the hospital but suddenly the police arrives and wants to interrogate Damini. Shepher begs Damini to 'lie' for the sake of the family honour. But, Damini never lied in her life... she is unable to get this incident out of her mind, and finally decides to inform the police. She does so, and is instantly shunned by the Gupta family, and asked to leave the house. The police arrest Rakesh and three of his friends, and the matter is taken up in court, and Damini is asked to testify.

Damini is portrayed by the Gupta family's lawyer, Indrajit Chaudha, as a mentally unstable person, with evidence from the Gupta family to her very own dad testifying to that effect. Damini is confined in a mental institution for two weeks by a judicial order. Unable to bear the mental torture in the institution, she escapes and runs into a down-and-out alcoholic lawyer by



COURT ARGUMENTS

The name of Govind, who has the rape case re-opened. Then the maid-servant dies in hospital, and the police write her death off as a suicide; but Govind is able to prove otherwise; As for the final test of Damini's sanity, the only person who can restore her rightful place is Sheshar. But will Sheshar be able to stand up against his own family, and testify in favour of Damini and send his younger to prison?

While Damini was facing humiliation, for fighting such a case is clearly depicted in the ensuing court room drama, when Damini's if I can say so, raped mentally and emotionally by the lawyer. "How were they holding the girl?" "who was holding her legs.... who was holding hands?"

Such types of questions are thrown on Damini, and poor being buckles under pressure, and is termed "mentally unstable" and sent off to the rehab center, there she is given mental shocks so that she really snaps and Rishi Kapoor can be married off to another wealthy business man's daughter, whom he was actually supposed to marry.

I had no idea that court room scene will be brilliantly shot. Strong powerful dialogues, shrewd, cunning tricks and technique



**"WOMEN NEED TO BAND TOGETHER
AGAINST THE MANY-TENTACLED
MONSTER THAT IS THE
PATRIARCHY"**

to push the case. The courtroom as close to reality as Hindi cinema can get. But then what is going on as wondering as it can get, we are again treated to some typical Bollywood drama, when Damini is chased by goons and she manages to escape. They could have done without such annoying melodrama. The movie was going on strong on as Sunny deal once again shouts his way into the judges ears and manages him to agree not to re-schedule the case hearing again.

All ends well when Damini is able to reach the reach the court and Rishi Kapoor also has a change of heart and speaks out against his own brother.

WON'T IT BE NICE
IF THEY COULD
JUST STOP
THEM FROM
DOING THIS
TO EVERYONE



**"MEN DON'T ALWAYS LEAD,
AND IF THEY DO, WOMEN DON'T ALWAYS
HAVE TO FOLLOW!"**

SUMMARY:

One of the best performance that could be expected from Sunny Deol and Meenakshi Sheshadri can be seen in this film.

Sunny Deol as the drunken, but hero-for-a-cause lawyer. Meenakshi as the helpless housewife running from pillar to post seeking justice for a rape victim, in the process even alienating her husband and family.

CONCLUSION:

Atlast it has been observed that there was victory of the truth over injustice. The justice however difficult it seems comes at the right time. The person who violates the law gets punished.

SUGGESTION:

I personally feel that the songs in the movie were not placed in the right situation also the music could have ^{had} been better. Overall the movie's storylines and dialogues were excellent!

STAMPED

Jassi
Jassi Koi Nahin



JASSI'S ROLE AS A

INNOCENT GIRL

INFORMATION

I NTRODUCTION:

Jassi Jaisi Koi Nahin (2008) is a popular show on Sony Entertainment Television. The series is an Indian-themed version of the Columbian drama Yo soy Betty, la fea (1999).

story by Fernando Gatten Salom
Directed by Tony Singh, Deeya Singh
Music by Abhijeet Hegdepatil KK.

Monica Singh as Jasmeet Walia (Jassi) also called Chasmish Chuhiyar in negative tune.

Apurva Agnihotri as Armaan Suri, the heir to the Gulmohar business empire who starts out as a rich and arrogant businessman.

Rakshanda Khan as a Mallika Seth — she is fashionista and Armaan's girlfriend from a well to do business family.

Parmeet Seth as Raj Mathotra — he is Armaan's best friend and Gulmohar's commercial vice president.



JASSI WITH HER FATHER AND BOSS

Jassi
and **Koi Nahin**



SERIAL

Based largely on the show, Jo soy la fea, the show follows the life of Jasmeet Walia known as Jassi (Mona) who is a plain-looking young woman from a middle-class family in Mumbai. Jassi is a sincere worker and has been working to support her family. She is naive but intelligent. She has always been supported and encouraged by her father and grandmother (Bebe), and close friend Nandu (Gaurav Gera) but has faced rejection largely from society simply because of her looks. Jassi somehow gets her dream job at Culmohar, a fashion empire. She is appointed as secretary to Armaan Suri (Apurva Agnihotri) after a rough start. She becomes indispensable at work. She falls in love with Armaan but keeps her feelings to herself. Jassi becomes successful at Culmohar but faces difficulties and trouble created by several people unhappy with her success, one of whom is Armaan's arrogant girlfriend Mallika (Rakshanda Khan). She is forced to disappear when things get too murky and is saved by businessman Purab Mehra (Samir Jani) who eventually becomes responsible for Jassi's real identity. She can hide her

SERIAL

Based largely on the show, Ya soy Betty, la fea, the show follows the life of Jasmeet Walla known as Jassi (Mona Singh) who is a plain-looking young woman from a middle-class family in Mumbai.

Jassi is a sincere worker and has been working to support her family. She is naive but intelligent. She has always been supported and encouraged by her father and grandmother (Bebe), and her close friend Nandu (Gaurav Gera) but she has faced rejection largely from society simply because of her looks. Jassi somehow lands her dream job at Gulmohar, a big fashion empire. She is appointed as the secretary to Armaan Surti (Apurva Agnihotri) and after a rough start, soon becomes indispensable at work. She falls in love with Armaan but keeps her feelings to herself.

Jassi becomes successful at Gulmohar but faces difficulties and trouble created by several people unhappy with her success, one of whom is Armaan's arrogant girlfriend Malika (Rakshanda Khan). She is forced to disappear when things get too murky and is saved by businessman Purab Mehra (Samir Soni) who eventually becomes responsible for Jassi's makeover so she can hide her real identity.

EXHIBIT



**ARMAAN: FEELS IN
LOVE
WITH JASSI**

and avenge the wrongs done to her and her family.

Meanwhile, Armaan falls in love with Jassi and while mourning his disappearance, is inexplicably attracted to her alter ego Jessica Bedi.

In the end, Armaan and Jassi unite and gain control of Gulmohar.





"NOT TO JUDGE PEOPLE
By THEIR LOOKS".



SUMMARY

The story revolves around the problems Jassi faces in her home and workspace, especially from the people who think of themselves as good looking. She is abused a lot of times for her looks and personality but, she keeps working on her dream without shedding any thought to other people. Eventually, due to her good behaviour and warm heart, she ends up winning the hearts of everyone around her, even her husband handsome boss Armaan. They fall in love and end up getting married.

Then Jassi is seen taking a huge makeover and starts looking like Mona Singh as we know her today.

CONCLUSION:

The serial has portrayed that a brilliant mind is more important than lavish looks. However, one should not judge Book by its cover. It was also observed that family support is equally important in shaping brighter future of women.

The story revolves around the problem of
 in her home and workplace - especially
 the people who are not of the same
 as to her a woman is a person of
 and personality but she keeps

on her dream without shedding any
 to other people. Eventually, she is
 up the end of the story. They
 and her a
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 and.

conclusion
 and her



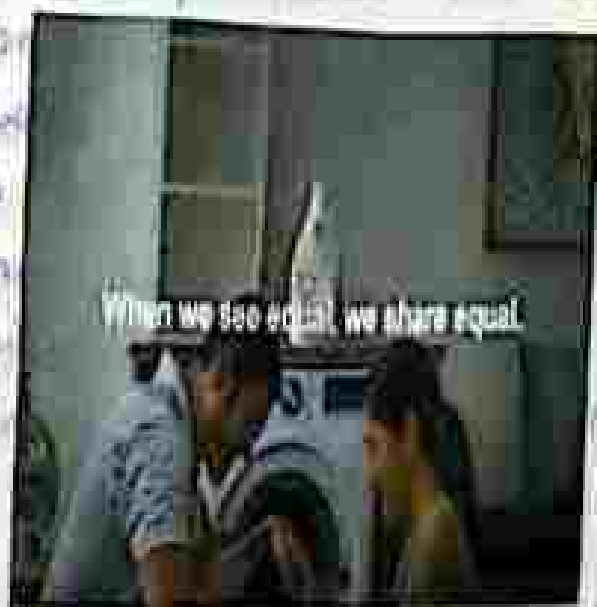
The basic idea of **# Leading by example** is
 that important and interesting work
 should not be done by the boss. It
 is observed that the best way to
 leading others is to lead by example.

ARIEL

#sharetheload

inequality
men Ariel has been unearthing the reality of within households in India since 2015 with award-winning campaign #sharetheload.

unequal
starting
questions The movement was started to address the expectations placed on men and women from a young age, by asking pertinent questions that make the audience think, introspect and act.



#ShareTheLoadForCouples



"This is one of the most powerful videos I have ever seen — showing how stereotypes hurt all of us and are passed from generation to generation."

The ad begins with a father watching his daughter managing her home and career beautifully with a sense of raw awe. But, he feels a sense of regret seeing his young daughter juggle multiple jobs, while her husband watches TV oblivious to the chaos surrounding him.

The father goes on to apologise on behalf of all fathers who have set a wrong precedent by not sharing domestic responsibilities, and hereby reinforcing the cliché that domestic chores are a women's job.

The ad ends with a thought-provoking question: why is laundry only a mother's job?

A happier household where men and women share the load equally.

Is laundry only a woman's job?



Sons & Share the load



SUMMARY:

Ariel's globally renowned #sharetheload is all about the impact of an unequal home, and urging action to correct this gap.

It is all about giving the men yet another reason to start sharing the load, and take the first step towards it!

CONCLUSION:

When the feminist movement took center stage, the women knew exactly what to do and how to behave but the men were left behind. This has been captured so beautifully in the Ariel ad with a powerful thought "Humne Ladkiyon ko toh apne parion par khada hona sikhadliya, par ladkon ko hath bartana nahin sikhadaya".

"This is exactly the need of the hour. We must show this ad as much as we can"

After the first session, the girls were very happy and enjoyed the session. They were very active and participated in all the activities. They were very happy and enjoyed the session. They were very active and participated in all the activities. They were very happy and enjoyed the session. They were very active and participated in all the activities.



"KAIFI AZMI SCHOOL IN MIJWAN;
WHERE YOUNG GIRLS DARE TO
REALISE THEIR DREAMS"

March 9, 2022.

Azamgarh

The school and the computer training centre have quietly transformed the lives of many girls in the villages in the nearby areas and continue to do so.

The diverse stories of struggle are united by the platform that helps them dream big and provides the knowledge of how to achieve the goal.

Once a village frozen in time and bound by patriarchy, Mijwan is where dreams are born, nurtured and take wing. That is why perhaps class 12 student wants to join the Army.

The Kafir Azmi Girls Inter College and Computer Training Center has given them the impetus to break out of their sheltered upbringing and aim for the sake of the girls.

Named after the famous poet who made this village in Azamgarh district his home in the early 1930s, and funded by him, the school, about 45 km from Azamgarh town, has 300 students from Mijwan and other villages in the district.

The Computer Training Centre is the first in entire Azamgarh.

The parent community mainly comprises with daily wage earners, who sometimes find it difficult to pay even the Rs. 90 a month fees and get a waiver so their daughter's education can continue.

School mantra is quite in keeping with the lines from one of Azmi's poems painted on the wall: Uth raha hai jaha-lat ka dera, aa gaya muskurata savera
(Illiteracy is moving out and the dawn has smiled with a smile).

Abhay Shikshan Kendra's

***Kranti Jyoti Savitribai Phule
College of Education (B.Ed)***

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Year : 2018-2019
Name of Course : B.Ed.
Name of Task : Women Empowerment
Name of Incharge : Prof Sharmila Kamble

I.

Meaning of Women Empowerment

It is the process and the outcome of the process by which women challenge gender based discrimination against women in all the institutions and structures of the society.

Empowerment means power, growth, self-image, moral, positive thinking, learning. It increases the spiritual political, social and economic strength of individuals And communities. It often the empowered developing confidence in their own capacities.

OBJECTIVES :

- Establish high-level corporate leadership for gender equality
- Treat all women and men fairly at work—respect and support human rights and non-discrimination
- Ensure the health, safety and well-being of all women and men workers
- Promote education, training and professional development for women
- Implement enterprise development, supply chain and marketing practices that empower women

Abhay Shikshan Kendra's
**KRANTIYOTI SAVITRIBAI PHULE COLLEGE
OF EDUCATION (B.Ed.)**

REPORT WRITING

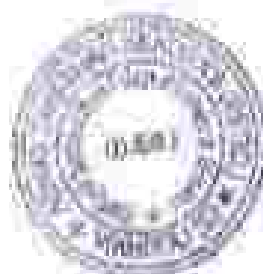
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Year : 2019-2020

Course: B.Ed.

**Topic : Women's Education and Literacy
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Incharge : Mrs. Sharmila Kamble



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Education is a fundamental human right and a critical tool for empowering women, improving their social and economic status, and promoting gender equality. Women's education and literacy are central to national development, as they contribute not only to individual growth but also to the progress of entire communities. Despite significant improvements in recent years, many challenges remain in ensuring equal access to education for women and girls, especially in rural and underprivileged areas.

This report explores the importance of women's education and literacy, the current global and national status, the challenges women face, and the strategies that can help improve access and opportunities for women's education.

Importance of Women's Education and Literacy

1. **Economic Empowerment:** Educated women have greater opportunities to participate in the workforce, gain financial independence, and contribute to their families' and communities' economic well-being. Studies have shown that when women are educated, they tend to earn higher incomes, which directly improves the economy and reduces poverty.
2. **Improved Health and Well-being:** Educated women are more likely to make informed decisions about their health and that of their families. They are better equipped to understand health information, access healthcare services, and promote practices like immunization, hygiene, and nutrition. Moreover, women with education tend to have fewer and healthier children.



3. **Reduced Gender Inequality:** Education empowers women to challenge traditional gender roles, resist oppression, and advocate for their rights. It enables women to participate in decision-making processes within their families, communities, and nations, contributing to greater gender equality.
4. **Enhanced Civic Participation:** Literacy provides women with the ability to engage more fully in civic life, including voting, understanding political issues, and advocating for social justice. Educated women are more likely to participate in local governance and take leadership roles in their communities.
5. **Breaking the Cycle of Poverty:** Women's education has a generational impact. Educated mothers are more likely to prioritize their children's education, which leads to better outcomes for the next generation, thus breaking the cycle of poverty.



Global and National Status of Women's Education and Literacy

Globally, there have been significant advances in women's education over the past few decades. According to UNESCO, the global literacy rate for women aged 15 and above reached 83% in 2021, up from 76% in 1995. However, disparities still exist, particularly in developing regions like sub-Saharan Africa and South Asia, where female literacy rates are below 60%.

India's Scenario

In India, substantial progress has been made in improving women's access to education. The female literacy rate has risen from around 54% in 2001 to 70.3% in 2021, according to the National Statistical Office. The Indian government has implemented various initiatives like the Beti Bachao Beti



Padhao campaign, which encourages the education of girls and addresses issues related to gender-based discrimination,

However, significant disparities exist across different states and regions. While urban areas show higher literacy rates among women, rural areas, particularly in states like Bihar, Uttar Pradesh, and Rajasthan, still have low female literacy levels. Additionally, marginalized groups, such as women from tribal communities and economically weaker sections, face greater challenges in accessing education.



Challenges to Women's Education and Literacy

1. **Cultural and Social Barriers:** In many societies, deeply ingrained patriarchal values prioritize boys' education over girls'. Cultural norms and traditions often view women's roles as primarily domestic, leading to early marriages, childbearing, and household responsibilities that hinder their educational pursuits.
2. **Economic Constraints:** In low-income households, girls are often pulled out of school to help with family chores, contribute to household income, or care for younger siblings. The direct and indirect costs of education (such as tuition, uniforms, and transportation) can prevent families from sending their daughters to school.
3. **Safety and Security:** In certain areas, a lack of safe transportation, school infrastructure, and secure learning environments can deter girls from attending school. Fear of harassment or violence on the way to school is a significant barrier for many girls.
4. **Inadequate School Infrastructure:** In rural areas, schools often lack basic facilities such as proper toilets, clean water, and electricity. A lack of



gender-sensitive infrastructure, such as separate toilets for girls, can contribute to high dropout rates, especially once girls reach puberty.

5. **Gender Bias in Curriculum:** Educational materials and curricula often reflect traditional gender roles, which reinforce stereotypes about the roles of women and men in society. This bias can discourage girls from pursuing higher education and non-traditional careers.
6. **Early Marriage and Childbearing:** In many communities, early marriage and childbearing are significant obstacles to girls' education. Once a girl is married, her education often becomes a lower priority, leading to early dropouts.

Initiatives and Strategies to Improve Women's Education and Literacy

1. **Government Policies and Programs:** Many countries, including India, have implemented policies that promote girls' education, such as free and compulsory education, scholarships, and conditional cash transfers for girls attending school. For example, India's **Right to Education Act** guarantees free and compulsory education to all children between the ages of 6 and 14.
2. **Community-Based Initiatives:** Community engagement programs that raise awareness about the importance of girls' education are crucial. These initiatives work directly with families to change attitudes about the value of education for girls.
3. **Improving School Infrastructure:** Ensuring that schools have adequate facilities such as separate toilets for girls, proper sanitation, and clean water is essential for keeping girls in school. Building safe, accessible schools in remote areas can also increase attendance.
4. **Scholarships and Financial Support:** Providing financial incentives, such as scholarships, free textbooks, and meals, can help reduce the economic burden on families and encourage them to keep their daughters in school.
5. **Promoting Role Models and Mentors:** Encouraging women who have succeeded in various fields to serve as role models and mentors for young girls can inspire them to pursue education and break gender stereotypes.
6. **Integrating Gender-Sensitive Curriculum:** Reforming school curricula to include gender-sensitive topics and removing sexist content can foster a more inclusive and equitable learning environment for girls and boys alike.
7. **Technology and Digital Education:** Digital education platforms can provide access to quality education for girls in remote or underserved

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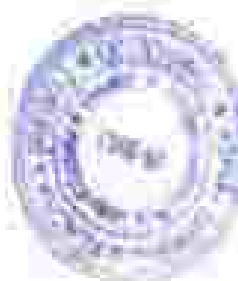
Course: B.Ed.

Topic : Women Empowerment

Incharge : Mrs. Sharmila Kamble



Introduction



Phyllis

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Women empowerment refers to the process of increasing the social, political, economic, and legal strength of women, to ensure equal rights to participate in decision-making in all aspects of life. It involves breaking down the barriers that limit women's opportunities, ensuring that women have the same access to resources, opportunities, and power as men. Empowering women is essential for fostering gender equality and achieving sustainable development.

Historical Background Historically, women have been marginalized in various societies across the globe. In many cultures, they were confined to domestic roles, with limited access to education, employment, and political participation. However, the 20th century saw a significant shift in attitudes towards women's rights. Movements like women's suffrage and feminism began advocating for equal rights, leading to major milestones such as the right to vote, the right to education, and improved labor rights.

Key Areas of Women Empowerment Women empowerment spans across various dimensions of society. Some of the key areas include:

1. **Education:** Education is one of the most powerful tools for empowering women. When women are educated, they gain the knowledge and confidence to participate in decision-making processes, pursue careers, and contribute to the economy. Education helps women challenge traditional gender roles and contributes to improved health and well-being.
2. **Economic Empowerment:** Economic independence is crucial for women's empowerment. When women have access to employment, entrepreneurship, and financial resources, they can achieve autonomy and break the cycle of poverty. Initiatives like microfinance, vocational training, and access to credit help women to start their own businesses or secure employment.
3. **Political Empowerment:** Women's participation in politics is critical for ensuring that their voices are heard and that their issues are addressed. Political empowerment involves creating opportunities for women to hold leadership positions and influence policy-making. Gender quotas in parliament and political leadership roles are often implemented to ensure fair representation.
4. **Legal Rights:** Protecting women's legal rights is a fundamental aspect of empowerment. This includes securing rights related to property ownership, inheritance, marriage, and protection from gender-based violence. Ensuring that laws are implemented and enforced equally is key to safeguarding women's dignity and freedom.

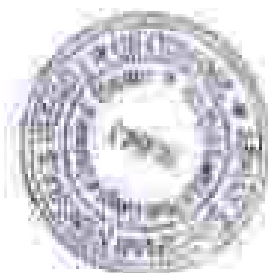
5. **Health and Well-being:** Women's empowerment also involves improving access to healthcare, reproductive rights, and addressing issues such as maternal health and child care. When women have control over their bodies and health decisions, they can lead healthier and more fulfilling lives.

6.



Challenges to Women Empowerment Despite the progress, several challenges still hinder women empowerment:

- **Cultural Norms and Stereotypes:** In many societies, traditional gender roles and cultural norms still place women in subordinate positions, limiting their access to education, employment, and leadership roles.
- **Gender-based Violence:** Women around the world face various forms of violence, including domestic violence, sexual harassment, and human trafficking. Such violence severely impacts their ability to participate fully in society.
- **Economic Inequality:** Women continue to earn less than men for the same work and are often concentrated in lower-paying, insecure jobs. This economic disparity limits their ability to achieve financial independence and affects their overall empowerment.
- **Limited Political Participation:** While progress has been made, women are still underrepresented in political leadership positions. In many countries, societal and institutional barriers prevent women from participating equally in politics.

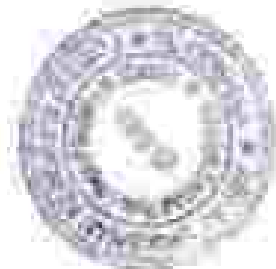


Strategies for Enhancing Women Empowerment To overcome these challenges, several strategies can be employed to enhance women's empowerment:

1. **Education and Awareness:** Increasing awareness about gender equality and providing education to both men and women about the importance of women's empowerment is key. This includes integrating gender equality into school curriculums and community programs.
2. **Economic Policies:** Governments and institutions should implement policies that support women's economic participation, such as equal pay for equal work, parental leave policies, and access to affordable child care.
3. **Legal Reforms:** Strengthening legal frameworks that protect women's rights and ensuring effective enforcement of laws that prevent gender-based violence and discrimination are critical.
4. **Mentorship and Leadership Programs:** Encouraging women to take on leadership roles through mentorship programs and leadership training can help increase their representation in decision-making roles.
5. **Grassroots Movements:** Supporting local and global movements that advocate for women's rights can help create a broad-based impact. These movements provide platforms for women to voice their concerns and work towards common goals.



WOMEN EMPOWERMENT



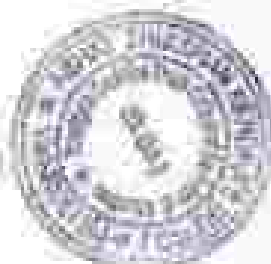
"I raise up my voice—not so that I can shout, but so that those without a voice can be heard... We cannot all succeed when half of us are held back."

— Malala Yousafzai

Conclusion Women empowerment is not only a matter of social justice but also a key driver for economic growth and development. Societies that empower women tend to be more prosperous and sustainable. While progress has been made, ongoing efforts are needed to address the barriers that still limit women's full participation in society. By working collectively across governments, institutions, and communities, we can achieve true gender equality and empower women to reach their full potential.

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