

This study is helpful to understand the trend of use of media by women in New Delhi. It is most important for women to understand that media is just not a source of entertainment. It is a source of information, education, awareness, women development and women empowerment. This study is also helpful to evaluate role of media by its strengths and weaknesses. To analyze media efforts to improve society by promoting the concept of gender equality and women empowerment. The study will conclude the view of working women about media and is media doing its duty towards women empowerment?

My research aims to evaluate the perception of working women about the role of media in women empowerment in India (New Delhi). . The main reason for considering New Delhi as the core area for this research firstly, Rukmini Devi wrote in her article published in Times of India in 2013. She point out the situation of Delhi working women. She said that “Delhi has the lowest proportion of working women of any major cities of India, According to the census 2011 data Kolkata and Mumbai have nearly doubled the proportion of working women as the capital city. National sample Survey organization first flagged in 2010 that female participation in India’s work force is falling. In 2001 the female workforce as measured by the census is 25.6% but in 2011 it fall down to 0.1 percent and in 2011 it was 25.5%. Secondly, Samudramil wrote in article “Sikkim the best and Delhi the worst for working women” published on “My India” website. In his article he quoted the report of US- Center for Strategic and International studies (CSIS) that gave highest possible rating for a 40 regions, in that Sikkim has scored but Delhi has scored just 8.5% points which show the critical state of conditions for working women.

This study aimed to achieve following objectives. Keeping this view in mind various reports, books, articles, research paper, thesis, dissertations, blogs and news related to the study were reviewed.

The objectives of this study were to identify and examine the role of media in women empowerment (Perception of working women in Delhi, India). Second was to assess the awareness of women empowerment in New Delhi. Third, evaluate the impact of use of media in women empowerment. Fourth, to suggest measures to improve role of media for women empowerment and fifth to identify the media policies and media role for women

empowerment. This was done by detecting the factors through field survey, focus group discussion and interview by working women in Delhi.

The descriptive research design was adopted due to the nature of the study. Research process is same in both, quantitative and qualitative research are differ in terms of the methods of data gathering, the procedures adopted for data processing and analysis, and the style of communication of the findings.