

# POLITICAL PARTY



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# Role of Women in Socio-Political Change in India

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## Introduction:

Women's political participation in each country affects how women are treated in society. The development of each country is also based on the equal participation of men and women. With women's relatively low profile in Indian politics, it is everyone's duty to make women aware of their rights and motivate them to participate in mainstream politics. India's constitution not only states equal rights in society, but also recommends states to make special provisions for women. Women still struggle to achieve a certain level of equality in society. Due to their low representation in Indian politics, their problems and problems are generally ignored and unknown. A separate latest version of the decision plan is not created. Women need assurance that they can make their own decisions. The media play an important role in how society at large views and perceives women in politics and decision-making. It not only plays an important role in shaping society's values, but also determines those values. Playing the role of informant, teacher, and actor for social change. Women's equal participation is essential for strong democracies, so women's contributions to this process need to be analyzed in the appropriate context by the media. There can be no true democracy if the elderly in this country see women's voices and concerns, and are aware of women's concerns. This article analyzes the role of the media in the context of women's participation in national affairs and considers whether women's voices and issues are represented as matters of public concern. Against all odds, even now, 75 years after India's independence, the empowerment and advancement of women remains a distant dream. Only 22 out of 193 countries have a female government or head of state. Her 13 countries are the only countries where women's romantic participation rates exceed her 50 percent. "It is very difficult for women to make decisions in politics. One Eye hears different stories about the opposing male contestants. And when his name finally goes to party leaders, they won't vote for him for fear

of losing their seats. The above quote from Sushma Swaraj provides a glimpse into the reality of how many problems and criticisms women face when entering politics. India, the world's largest democracy, has a very low percentage of women in politics. The number of women in key decision-making positions in politics is declining. The political marginalization of Indian women is as old as Indian society itself, and the low representation of women in the political arena is one of the main reasons for the exclusion of women from governance and development patterns. He has been shunned from political debate since childhood. Men and women have always worked equally for the development of the country. They worked alongside male colleagues in India before and after independence. Contributions by Rani Lakshmi Bai, Durga Bai Deshmukh, Savitribai Phule, Sarojini Naidu, Annie Besant, Madam Bhikaji Cama, Begum Hazrat Mahal, Aruna Asaf Ali, Kasturba Gandhi, Kamala Nehru, Vijayalakshmi Pandit, Sucheta Kriplani. Padmaja Naidu, Kalpana Dutta, Raj Kumari Amrit Kaur, Kamaladevi Chatpadhyay, Sister Nivedita, Margaret Nobel, Meera Alphonse, Meera Behen, Sara Behen, etc. are special in the Indian freedom struggle. has great importance. However, his work did not always attract attention. Women's participation in national politics will send a strong signal around the world, not only in terms of equality and freedom of choice, but also in terms of the place given to women in the democratic framework of electoral politics. This is her one of the strictest laws in India, allowing women to live their lives with complete respect and dignity.

However, customs, patriarchy and social norms have always made them subordinate to men. You are taught to be humble always. Due to the unequal distribution of resources, women do not have sufficient economic, physical and human resources. Women are expected to work only in the private sector and are generally prohibited from working outside the home. Their economic dependence on men also prevents strong political engagement. Politics is usually gender-blind because of the male dominance in policy-making. Keeping women out of the public eye leads to a lack of women's political will. Patriarchy and male dominance of political parties give women the opportunity to vote in elections. Political parties do not include or encourage women in political decision-making when nominating candidates. Women from disadvantaged backgrounds face situations such as last

night's teasing and sexual harassment due to political division by birth, marriage, or another close relative without political division. They do not show full interest in political activities for fear of persecution and violence.

In countries like India, equal participation of women in mainstream political life is a need of the moment. Society needs to break down the stereotype that limits women to domestic activities only. The nature of society has a significant impact on the extent and effectiveness of women's political participation. Their low representation in decision-making bodies reflects a deep flaw in the country's political structure. Historical, social and cultural factors prevent women from exercising their rights

### Importance

Change is the fundamental law of nature, and everything except the law of change is subject to change. A new system will be introduced to replace the old system. Life itself is constantly changing. However, changes in social conditions do not occur spontaneously and must be carefully conceived, designed, planned and executed with precise strategies.

### Political Process:

Barriers to Women's Political Participation Illiteracy are one of the biggest obstacles to women's political advancement. Due to a lack of understanding, they do not know their basic and political rights. Political parties discriminate not only in the distribution of seats in elections, but also in party ranking.

India's patriarchal background is another reason why women do not participate in the political arena. There are many reasons that prevent women from participating in politics. These reasons include pre-existing social values, public-private disparities in domain identity, and male dominance in political institutions. Their small proportion in the political party structure in India has prevented them from mastering the resources and support to advance their constituencies.

Women do not receive sufficient financial support from political parties to participate in elections. Women's traditional roles are also a major impediment to women's participation in politics. Unequal distribution of resources, lack of resources and lack of education prevent women from receiving proper political training. do not have. Social and cultural norms imposed on women prevent them from

participating in politics. They must accept the imposed dictatorship and bear the burden of society. They look at the culture of society and underestimate their shortcomings and status. Society is full of prejudices and suffers from ignorance and lack of awareness. One of the main obstacles is also the lack of women's participation in community activities. Nearly all resources are managed by male colleagues. Women have no role in these resources. They also have no opportunity to generate income. Poverty is also a major challenge in realizing women's political participation. Girls from poor families are the main victims and have to face many problems. Dropout rates are also higher for women. Social and cultural norms have evolved such that women's thinking is viewed by many in society as being of a lower class than men. On the other hand, the literacy rate of women is improving. Women, on the other hand, leave school as soon as they have completed their basic education, so higher education is rare. The prevalent caste system and class structure in society is also a major obstacle. Women from lower castes were unable to attend school due to the low family income. These women work low-paying jobs to support their families.

Most women in India own neither land nor property. Even they receive little share of their parents' fortune. Women not only lack recognition of their rights enshrined in the Indian constitution, they also lack political will. The low health status of women in the country is also a major obstacle to preferential treatment for women's participation and access to health facilities in the country. Gender discrimination in access to health care also begins before birth. Gender girls are aborted because their families prioritize their sons. After birth, daughters do not receive the same services as boys. Women are also considered less privileged due to marital obligations and dowry practices. Hospitals are also alleged to be gender-biased, with men visiting hospitals more frequently than women.

The media's role in changing the way society thinks requires breaking down all barriers and actively participating in mainstream politics. This is not possible without raising political awareness. The media, considered the best medium for raising public awareness, must play an active role. The role of the media in highlighting women's issues is controversial.

The media created an image of women as housewives and confined them to the private sector. Sometimes the political achievements of women are not the focus. Not only are their values, beliefs and experiences ignored by the media, but their interest in political participation is also criticized by bringing up their cultural beliefs. The mainstream media is the source of information for all citizens. People get political news and information through television, newspapers, magazines, radio and news websites. Media has proven to some extent to be a powerful tool for empowering women politically. Women can see who they are and who they can become. It not only educates the masses, but connects them to the whole world. Media is the cornerstone of democracy. They not only inform us about social, political and economic activity around the world, but also teach us how to live a healthy life. The long reach allows you to get your message across to a large audience in a short amount of time. It informs the public about government policies and programs and explains how these programs can help. You have the power to change the way people think. As agents of social change, the media are a vast source of information for both individuals and society. Media focuses on people's problems and attracts the attention of politicians and decision makers. The media can be an effective means of mobilizing a country's progress in shaping public opinion. Only in this way can democracy survive and attract not only bad government policies but also support for positive initiatives.

Media autonomy is reflected in the increasing diversity of content. In this fast-changing world, it's also necessary to have diverse media channels and groups. In addition to mainstream media, alternative media also have a significant impact on our information audience. The public receives a wide range of information from various sources. The availability of various sources of information allows people to make their own decisions and form their own opinions. The shortcomings of mainstream media can be addressed by supporting alternative media, both print and electronic, including: e. Citizen journalism, which provides individuals with many opportunities to generate and disseminate information and ideas that are marginalized by the mainstream media. There should be no selfish people like politicians or advertisers in the media. Undoubtedly, the media has played a key role in raising awareness and, to some extent, empowering women.

The media helps women identity and adopt pathways to self-actualization. Women are also becoming more active in the field of journalism. Previously, he rarely appeared in journalism. But now we see him sitting with political decision makers. To change anything, to change stereotypes, you have to be part of this group. The role of the media is sometimes criticized for not addressing the serious issues of women's exploitation and inequality in various fields. Her role has also been criticized for using women as subjects to raise issues and attract viewers' attention. The image of a woman is considered submissive to a man. Women's issues rarely appear on the cover.

#### Conclusion

To some extent, the media have contributed to supporting women's liberation efforts and movements and highlighting women's true place in society. It has the power to reinforce stereotypes of women and their role in society. Many efforts should be made to ensure women's equal participation in the political process.

Cultural and social barriers should be given great concern. Like food, housing, and health, communication is equally important to humans. The media have the privilege of democratizing communication by providing a forum for public debate and reorganizing the public as public opinion bodies. To exert greater influence, mass communication should also become an integral part of democracy. The time has come for the media to take women's achievements seriously and to show more women's willingness to participate in the process of social change and democracy. The media must be proactive in this regard, with positive reporting that highlights the fact that they are competent and effective leaders. Media and politics have an old relationship. A country cannot develop if women are not politically empowered.

The media should recognize women politicians and their voices and contributions to decision-making, highlighting women's issues and acknowledging the efforts women make to strengthen the profile of political institutions. During election campaigns, media and publications should provide gender-sensitive coverage of elections. Also, these information tools should avoid negative stereotypes about women and rather emphasize women's image as effective leaders of the country. There should be no favoritism

During election coverage, gender-specific electronic media should broadcast targeted programming that educates about women's civil and political rights. The print media should also report such news so that more women know about it.

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