

**ECONOMIC EMPOWERMENT OF WOMEN
JOURNALISTS IN KERALA**

Thesis submitted to the University of Calicut
for the Award of the Degree of

Doctor of Philosophy in Economics

By

DHANUSREE ULLAS K.

Under the Supervision of

Dr. Sinitha Xavier

Assistant Professor

Research and P.G. Department of Economics
P.M. Government College, Chalakudy

Research and P.G. Department of Economics

P.M. Government College, Chalakudy

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Research and P.G. Department of Economics
Panampilly Memorial Government College,
Chalakydy.

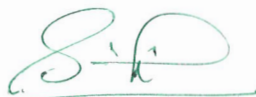
Dr. SINITHA XAVIER
Assistant Professor & Research Supervisor
Panampilly Memorial Government College,
Chalakydy.

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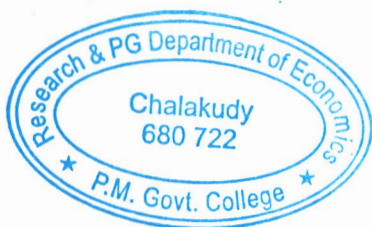
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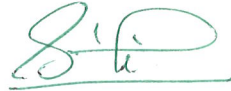
Dr. SINITHA XAVIER

Assistant Professor & Research Supervisor
Research and P.G. Department of Economics
Panampilly Memorial Government College,
Chalakydy



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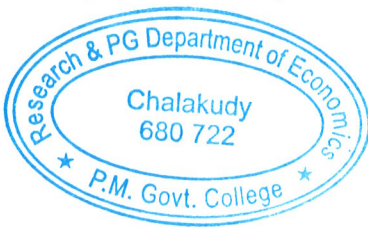


Dr. SINITHA XAVIER

Assistant Professor & Research Supervisor
Research and P.G. Department of Economics
Panampilly Memorial Government College,
Chalakudy.

Place: Potta

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DECLARATION

I, **Mrs. Dhanusree Ullas K.**, hereby declare that the thesis entitled '**ECONOMIC EMPOWERMENT OF WOMEN JOURNALISTS IN KERALA**' submitted by me for the award of the Degree of Doctor of Philosophy in Economics to University of Calicut is the original work done by me under the guidance and the supervision of **Dr. Sinitha Xavier**, Research Supervisor and Assistant Professor, Research and Post Graduate Department of Economics, P. M. Govt. College, Chalakudy, I also declare that this thesis has not been submitted to any other University for the award of any other degree, diploma, associate-ship, fellowship or title or recognition and no plagiarism is made in the thesis.



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LIST OF ABBREVIATIONS

ABC	American Broadcasting Company
AIR	All India Radio
AM	Amplitude Modulation
ANOVA	Analysis of Variance
BBC	British Broadcasting Corporation
BMS	Basel Mission Society
CAP	Children And Police
CBO	Congressional Budget Office
CBS	Columbia Broadcasting System
CD	Compact Disc
CFNEUS	Community Food and Nutrition Extension Units
CMS	Church Mission Society
CNO	Central News Organization
DNA	Deoxyribonucleic Acid
DTH	Direct To Home
DVD	Digital Versatile Disc
DWCRA	Development of Women and Children in Rural Areas
EAS	Employment Assurance Scheme
EIGE	European Institute for Gender Equality
E-Mail	Electronic Mail
ETF	Exchange Traded Funds
FAO	Food and Agriculture Organization
FIR	First Information Report
FM	Frequency Modulation
GAD	Gender And Development
GBV	Gender Based Violence
GBVMC	Gender Based Violence Management Centre
GIA	Grand-In-Aid
GOK	Government Of Kerala
GSMA	Global System for Mobile Communications
HD	High Definition
IAMAI	Internet And Mobile Association of India
IAY	Indira Awaz Yojana
IGNWP	Indira Gandhi National Widow Pension
ILO	International Labour Organization
IMF	International Monetary Fund
IMWF	International Women's Media Foundation
IMY	Indira Mahila Yojana
INSAT	Indian National Satellite
I & PRD	Information and Public Relations Department
IRD	Integrated Rural Development Programme

JERA	Justice Equality Rights Access
JRY	Jawahar Rozgar Yojana
KMO	Kaiser-Meyer-Olkin
KSFE	Kerala State Finance Enterprises
KSWDC	Kerala State Women's Development Corporation
KUJ	Kerala Journalists Union
KUWJ	Kerala Union of Working Journalists
LFPR	Labour Force Participation Rate
MCY	Mahila Coir Yojana
MM News	Malayala Manorama News
M.Phil	Master of Philosophy
MPV	Mahila Police Volunteers
MSK	Mahila Shakti Kendras
MSY	Mahila Samriddhi Yojana
NASCOM	National Satellite Communication
NBC	National Broadcasting Company
NCR	Non-Cognizable Report
NCW	National Commission for Women
NFHS	National Family Health Survey
NGO	Non-Government Organizations
NITI Aayog	National Institution for Transforming India
NSO	National Statistical Office
NSSO	National Sample Survey Organization
OBC	Other Backward Caste
OECD	Organization for Economic Cooperation and Development
OSC	One Stop Centres
PCA	Principal Component Analysis
Ph. D	Doctor of Philosophy
PMMVY	Pradhana Manthri Mathru Vandana Yojana
RCA	Radio Corporation of America
RGSEAG	Rajiv Gandhi Scheme for Empowerment of Adolescent Girls
RMK	Rashtriya Mahila Kosh
RNI	Registrar of Newspapers for India
SC	Scheduled Caste
SD	Standard Deviation
SGSY	Swarna Jayanti Swarozgar Yojana
ST	Scheduled Tribe
STEP	Support to Training and Employment Programme for Women
SW	Short Wave
TRYCEM	Training of Rural Youth for Self - Employment
TV	Television
WAD	Women And Development
WID	Women in Development

WPR	Work Participation Rate or Worker Population Ratio
UPSC	Union Public Service Commission
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
VICTERS	Virtual Classroom Technology on Edusat for Rural School
VIF	Variance of Inflation

ABSTRACT

Media has an implausible role in the life of people. It educates and divulges knowledge to the society. As a profession, it has opened new opportunities for women to share information and explore their talents. The onset of the era of information technology provided women journalists new opportunities in the industry. However, women have to face challenges in sustaining in the media industry. As a result, the work participation of women in the state is bizarrely low when compared to their male counterparts. Only 12 per cent of women journalists are represented in popular media organizations in Kerala. Women journalists are far behind in their economic status and empowerment. The present study analyzed the economic empowerment of women journalists in Kerala. The study further investigated into the work participation of women journalists and the challenges faced by them in personal and professional life.

The first objective set up under the study is to understand the work participation of women journalists in Print, Electronic and New Media in Kerala. Kruskal Wallis Test, Regression Test, ANOVA Test for goodness of fit, Friedman Test and Wilcoxon Signed-Rank Test were used to analyse the work participation of women in media in Kerala. The time period considered for the study was from the year 2010 to the year 2022. The findings of the analysis revealed that the largest number of women journalists were found to be working in Print Media followed by Television, Online Media and Radio. The work participation of women found an increasing trend except in Television channels during this period. However, except for Radio, all other media observed lower participation of women over the 13 years considered for the study. The present study explicated that the maximum participation of women in media in Kerala was only 12.8 per cent and the average female work participation rate was 11.4 per cent. In Kerala the rate of increase in work participation of the women journalists in media per year was only 0.246 per cent and it is one of the most important issues to be considered in the scenario of female work participation of the state.

The study made a detailed analysis of the work participation of women journalists in media in the districts of Thiruvananthapuram, Ernakulam and Kozhikode, where the highest number of women journalists were found. Except the media Television, all other media exposed a positive change in the number of women journalists in the three districts. The district-wise comparison brought out variations in the work participation of women in different media. In Print and New media, the district of Ernakulam had more women working

journalists followed by Thiruvananthapuram and Kozhikode, whereas in Television, Thiruvananthapuram came first followed by Kozhikode and Ernakulam respectively. Radio has news units only in the districts of Thiruvananthapuram and Kozhikode. Though, largest number of women journalists were found in Thiruvananthapuram, the average work participation of women was found to be more in the district of Kozhikode.

The second objective of the study was to measure the economic empowerment of women in media in Kerala. The statistical tools such as; Z-Test, One-Sample Z Statistics, Factor Analysis, Karl Pearson Correlation, Multiple Regression Analysis and ANOVA were used and Economic Empowerment Index was calculated to estimate the economic empowerment of women in media. The study found out that 54.6 per cent of the women journalists had higher participation and decision-making regarding their economic affairs. On the other hand, 31.6 per cent of the women journalists had medium participation (69.1 to 84.6) and 13.8 per cent had lower decision-making power (<69.1) regarding their economic participation in the household matters. The present study calculated an index of Economic Empowerment and found out that 84.7 per cent of the women journalists are not fully economically empowered. The study brought out another important finding relating to the social scenario of Kerala that no representation of the women from the Scheduled Tribe communities were found working in media. The representation from the Scheduled Caste and Backward Communities were negligible. The study found out that 98.8 per cent of the women journalists were from the so called forward, elite or general communities.

The third objective of the study was to analyse the challenges faced by the women journalists in personal and professional life. An Exploratory Factor Analysis was employed to find out the challenges faced by the women journalists in their personal and professional life. Out of the eleven important challenges, the significant factors were combined to four. The first factor was the financial instability, lack of employment and career opportunities (19.8 %), the second factor which affected was the unfavourable working conditions (19.6%), the third factor which challenged the women media persons were family related issues (14.5%) and the fourth and last factor was Gender discrimination and harassments (12.8%). The study suggested that the fair salary, promotions and advances and infrastructural facilities rendered by organizations and government pro-economic policies would enhance the economic empowerment of women in media.

CHAPTER 1
INTRODUCTION

1.1 Introduction

Economic empowerment is one of the most influential paths for women to accomplish their talents and rights. Economic empowerment amplifies women the power to make economic decisions using economic resources to benefit themselves, their family and society. Economic empowerment enhances women to absorb the capacity which enables her to have a control over financial resources and assets and thus investing in long term economic empowerment (Lin, 2015). The long-term economic empowerment for women is the need of the hour and media has an important role in it. Media educates women in social, political, cultural, religious and economic issues. Apart from media education, the work participation in media industry enhances women's capabilities to enhance empowerment. Media is an important industry in which the presence of women has increased tremendously during the past two decades from the year 2000 to 2022. The popularity of media in recent times has made women to come forward to this field and take it as their profession. Though the presence of women in media has increased, it constitutes only 28.6 per cent of the media labour force in Asia and the Pacific. Globally the number of men journalists outnumbered women journalists in media work force and in the case of India the ratio is 4:1(India Today-UNESCO Report, 2019). In Kerala, out of the whole media population only 12 per cent constitute women (Media Hand Book, 2022). The problems faced by women journalists as individuals and in working space reduce their work participation in labour force. The study of work participation of women journalists and their economic empowerment have an important role to explore the challenges faced by women in the work places. Thus, this study is an attempt to find out the conflicts faced by women journalists in media where the exploitations are heard to be high.

1.2 Background of the Study

Women and Media are two important concepts which deal with divergent challenges of the times. Media, from the beginning to now, has been portraying roles of women in the society. The representation and participation of women journalists are significant due to its publicity and popularity. Thus, the gender development can be traced by the representation of the media and participation of women over the years. The history of media is credited with the invention of printing press by Johannes

Gutenberg in 15th century (Gariyan A.A., 2012). In India, the first newspaper 'Bengal Gazette' was circulated by James Augustus Hickey in 1780, led to the printing revolution in the country. But at this time, the representation of women in the industry was negligible. The visible participation of women journalists has witnessed only with the entry of electronic media from the late 1900s. The Radio and Television brought audio and visual treatment to the audience through broadcasting variety of programmes like news, weather, movies, cartoons, soap operas, advertisements, educational, health, recreational programmes and other entertainments and it embroidered the broad cast journalism and the related jobs (Gariyan A.A., 2012). During 1960s and 70s women came forward to journalism and established a strong base (Manjula, 2015). However, majority of the women were assigned with reporting leaving desk jobs. In addition, women got night assignments only in the mid-seventies (Khabar Lahariya, 2014).

Journalism is a highly risky job and women have to face enormous challenges and problems in professional as well as social scenario. In Kerala, 30 years ago, women were not allowed to write entrance test in Malayala Manorama (Print Media of Kerala) and were not recruited in office even as a receptionist (Ezhuthachan D., 2012). Even after this period, the media organizations never assigned women with night duties and the society at large was reluctant to bring women to the mainstream. Moral policing is at its alarming stage in the state even during this modern age. Thus, the night travel becomes a discomfort for women journalists in Kerala even when the media houses provide travelling facilities. The professional associations and organisations supported women journalists to some extent but it is not fully optimised. The central and state governments implemented several policies and schemes to empower women but it will take quite a long distance to attain the goal. It is in this backdrop the present study is intended to be undertaken.

1.3 Significance of the Study

Economic empowerment is a significant parameter for assessing the status of women in society. It ensures self-reliance and autonomy to women to get access to material and resources. Economic empowerment enables women to enhance better decision-making power in family as well as society. Financial autonomy has a key role for empowering women and improve their living. It enhances the physical as well as

the mental health of women. Employment is an essential asset for attaining economic empowerment of women. The inheritance of land, ownership of house and other wealth and assets are other important variables. Globally, only 10 per cent of the women have the ownership rights of wealth and assets. Media being a popular industry, women are urged to come forward to take initiatives to raise their voice against the atrocities and encounters happening in the society. Unfortunately, women journalists have only limited power to bargain for their rights in the corporate world. Economic empowerment of women journalists has been confronting challenges from the beginning itself. The invisible gender pay gap and gender discrimination push back women journalists from attaining empowerment. The lower salary and increments and ephemeral job and other challenges confronted by them decrease their work participation and ultimately their empowerment. In this context, this study is significant to address the economic empowerment and challenges confronted by the women journalists in Kerala.

1.4 Review of Literature

The present study has undertaken an extensive review of literature based on the issues pertaining to the objectives set up of the study. Thus, the reviews concentrated on the following issues:

- a) Work Participation of Women in global, national and regional scenarios.
- b) Empowerment of Women and the factors affecting it in the global, national and regional scenarios.
- c) Factors affecting and problems related to the work participation of women.

An elaborated review is given in Chapter 2 of the present research work which is dealt from page 16 to 47.

1.5 Research Gap

It is an undisputable fact that economic empowerment of women journalists is a topic of great concern. However, the studies conducted on women journalists in media are conspicuously few and to be precise, these studies were conducted by making use of the secondary or time series data. The studies reviewed concentrated predominantly on work participation and the employment status of women in media. Thus, there arises

a gap in the literature regarding the empowerment which probe exclusively into the economic empowerment of women journalists by examining the work participation in the ‘media industry’ through the analysis of the primary data collected. Thus, the present research fills the existing research gap by analyzing the economic empowerment of women journalists through primary data collected for the study.

1.6 Statement of the Problem

Empowerment of women journalists has been a debating issue over the years. The problems the women journalists face in personal and professional life drag women journalists far behind compared to their male counter parts and ultimately it affects the economic empowerment of women. It is true that during the past two decades, there has been an increase in the number of female journalists in Kerala. At the same time, the arrival of new media has created new job opportunities to women which reinforced them to work in media. However, they constitute only 12 per cent the of total media population (Media Hand Book, 2022). Inequalities in various forms and inadequate safety measures at work place exist even in this modern era. It is true that work-life imbalance remains as a major concern for the women journalists. This affects the work participation of women journalists and ultimately the economic empowerment which is very essential for the development and well-being of a society. The acts and policy recommendations proposed by the central and the state governments and the media organizations have not completely addressed the aspect of economic empowerment of women. Thus, a scientific investigation into the economic empowerment of women journalists in Kerala is undertaken in the present study which raises the following research questions:

1. Why the women journalists in Kerala are far behind in economic participation in spite of the fact that the state of Kerala has high development indicators?
2. How can the economic empowerment of women in media be estimated?
3. Which are the factors influencing the economic empowerment of women in media?
4. What are the challenges faced by women journalists in personal and professional life?

5. What are the reasons and motives behind the work participation of women in media industry even if they face many problems and challenges?

The first research question deals with the inequality in the economic participation of women journalists. This question is intended to analyze the work participation of women journalists and to check whether there is any prevalence of inequality of work participation in media industry. The second research question relates to the estimation of economic empowerment of women journalists in media. Economic empowerment means individual access to economic resources and opportunities including jobs, financial services, property and skill development. The economic empowerment could be measured by analyzing the saving, investment and consumption pattern.

The third research question uplifts the factors affecting the economic empowerment of women in media. In Kerala women are well educated, however the economic empowerment is much lower compared to men. This inquires the role of the social institutions and factors that affect the economic empowerment of women in media. The fourth research question investigates the challenges faced by the women journalists in personal and professional life. There have been problems and inequalities confronted by women in work places especially in the media industry. Women are made to work more hours and paid less than men. The opportunities are more available for men than women. At work stations women suffer sexual harassments, molestation, eve teasing and mental torturing from their boss and colleagues. Besides this, problems related to personal life including work-life balance, child care, support from the family and in-laws, mental and physical well-being have also to be tackled by women journalists.

The fifth research question inquires the reasons and motives behind the women journalists to take initiatives to work in the media industry. These are the significant issues to be analysed in length. In the beam of the above research questions, the following objectives shall be undertaken in the study.

1.7 Objectives of the Study

1. To Understand the Work Participation of Women Journalists in Print, Electronic and New Media in Kerala.

2. To Measure the Economic Empowerment of Women Journalists in Media.
3. To Analyse the Challenges faced by the Women Journalists in Personal and Professional Life.

1.8 Hypotheses

The present study has developed three hypotheses to be tested and they are the following:

1. The differences in the reasons for the declining work participation of women journalists are significant.
2. There are significant differences in the decision making and economic participation of women journalists in their households.
3. There exists significant differences in the challenges faced by women journalists in their personal and professional life.

1.9 Conceptual Clarity

1.9.1 Labour Force Participation

Labour Force Participation is the total active population participating in the labour force or it pertains to the number of individuals who are already employed. This category includes 18 to 64 years of age. The individuals who are physically challenged or who are unwilling to work will not comprise the participation rate (Organization for Economic Cooperation and Development - OECD, 2019).

1.9.2 Economic Empowerment

Economic empowerment is the capacity of women and men to participate in, contribute to and benefit from growth processes in ways that recognize the value of their contributions, respect their dignity and make it possible to negotiate a fairer distribution of the benefits of growth (OECD, 2019). Economic empowerment increases gender access to economic resources and opportunities including jobs, financial services, property and other productive assets, skills development and market information (OECD, 2019). Thus, Economic Empowerment means the access to economic resources and opportunities including jobs, financial services, property and skill development.

1.9.3 Journalist

Journalist means a person engaged in the profession or practice of reporting, photographing, editing, recording or making Television or Radio programs of a news, current affairs, information or documentary character (Dominic Frost, 2021).

1.9.4 Glass Ceiling

Glass ceiling is a metaphor used to denote the invisible barrier applied to people especially women from rising beyond a certain level in a hierarchy.

1.9.5 Sticky Floor Effect

Sticky floor effect is a metaphor used to denote the discriminatory practices to workers especially women to keep them in lower ranks of the job scale with low mobility and hidden barriers to career development.

1.10 Operational Definitions

1.10.1 Media

Media in the present study includes Print, Electronic and New Media. In the present study, print media covers only newspapers. Electronic media comprises the media of Television and Radio. Television entails news channels and in Radio in the present study has included only All India Radio since it is the only Radio channel related to news. By New Media the study intended online version of newspapers and television news channels. The study covers only women journalists working in the popular media organizations.

1.10.2 Popular Media Organizations

The media organizations having large investment and greater popularity by circulation and viewership of print and electronic media came under the definition of popular media organizations in the present study. Local print and news channels and organizations and freelancers and other journalists working apart from the organizations do not cover under the study.

1.10.3 Work Participation

In the present study, work participation denotes women working in media from the age of 18 and above. The study used the terms Labour Force Participation and Work Participation interchangeably.

1.11 Methodology of the Study

The study covered Print, Electronic and New Media. The total population of the study is 435 (compiled from Media Hand Book, 2022, Kerala Union of Working Journalists Voter's list 2022 and All India Radio, 2022). The sample population consists of 196 women journalists. The primary data were collected using a well-structured interview schedule which was employed to elicit the appropriate responses to the enquiries made through the specific objectives raised by the present research work. The secondary source of data was collected from various journals, theses, books, websites, newspapers, government and authorized publications. The secondary data were also collected from Media Hand Book published by Public Relations Department, Government of Kerala, Kerala Union of Working Journalists (KUWJ) and All India Radio. In primary data, the Economic Empowerment Index was calculated to measure the economic empowerment of women journalists. In the present study the secondary data was analyzed to understand the work force participation of women journalists in media industry.

1.11.1 Area of the Study

The universe of the study confines to the state of Kerala. Three districts of Kerala namely Kozhikode, Ernakulam and Thiruvananthapuram were selected for the study. These districts were selected as the areas of the present study due to the fact that the highest number of women journalists work in these three districts.

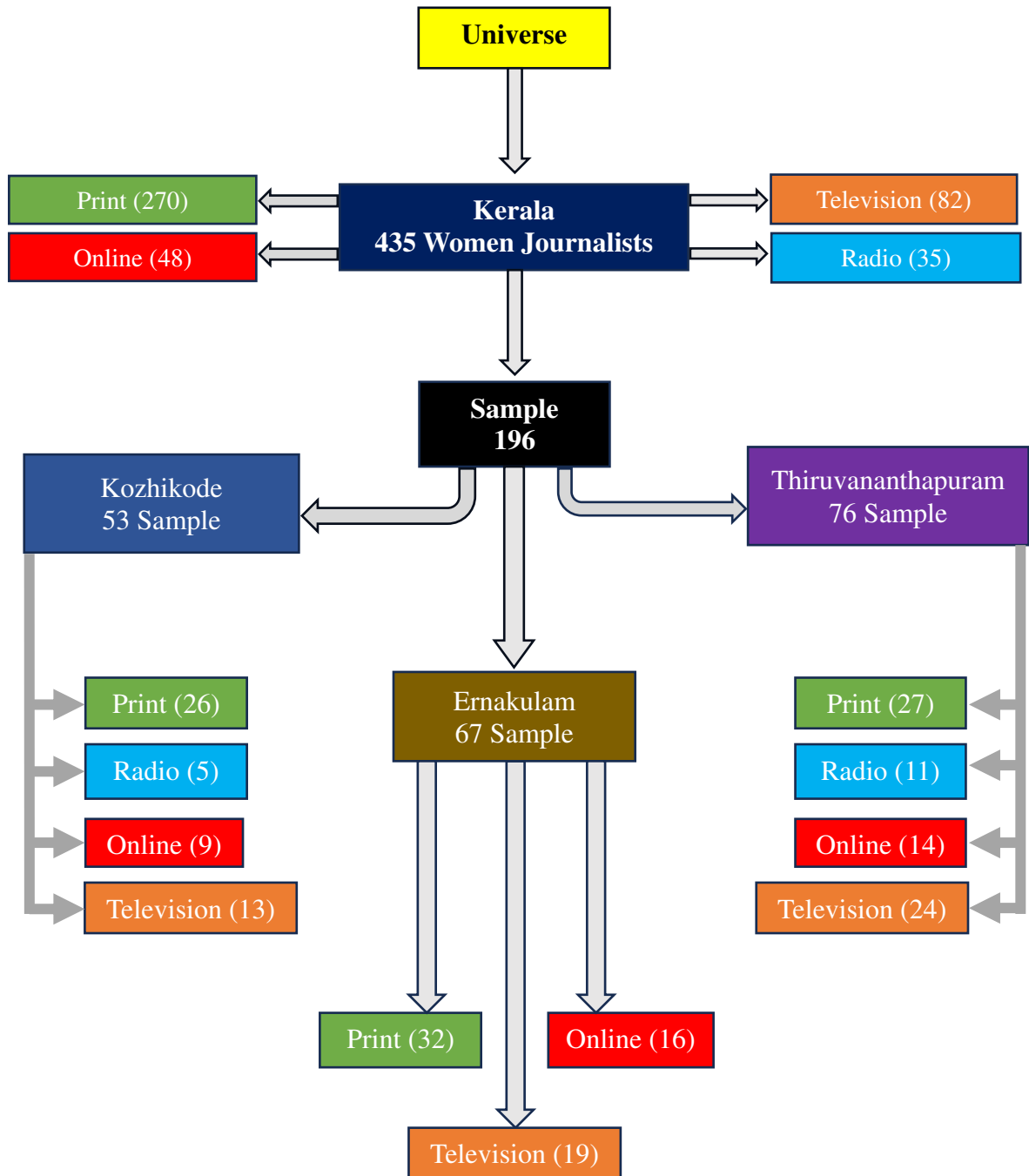
1.11.2 Sample Design

In Kerala, the highest representation of women journalists is found to be in Print Media followed by Television, Online Media and Radio while higher proportion of women is from Online Media followed by Radio, Print Media and Television. Hence, to represent the whole population with utmost priority, the study used disproportionate stratified sampling, the strata being the type of media. The study is confined to news

media and concentrates on popular media organizations. Thus, the study covered 196 women journalists in which 85 samples from Print, 56 from Television, 39 from Online media and 16 from Radio were collected from 33 media organizations which is considered to be popular in Kerala. The population of the study (435) constitutes 270 women journalists from Print, 82 from Television, 48 from Online Media and 35 from Radio respectively. Thiruvananthapuram district has the highest concentration of female journalists and 27 were selected from Print, 24 from Television and 14 from Online Media were collected from the district for the study. Ernakulam district is the second district having higher representation of the women journalists and also having higher representation in Print and Online Media. Thus, 32 from Print, 19 from Television and 16 from Online Media were collected from the district. Kozhikode is the third district having the highest representation of women journalists in Kerala. From the district of Kozhikode, 26 from Print, 13 from Television and nine from Online Media were selected.

The study considered only All India Radio from the section of radios and it has only two news units in Kerala, which is located in Thiruvananthapuram and Kozhikode. Only All India Radio is selected in the study due to the reason that all other radios are considered as 'entertainment media'. The All India Radio is included in the list of news-units. Thus, the district of Ernakulam District was not covered under the sample of Radio since there is no news-unit in Ernakulam whereas from the districts of Thiruvananthapuram and Kozhikode 11 and five samples were collected respectively.

**Figure 1.1
Sample Design**



1.11.3 Estimation of the Sample Size

The present study used Cohen's Table for the estimation of the sample size. American statistician Jacob Cohen introduced Cohen's Table in the year 1988. As per Cohen's Table, the sample size for the population between 400 and 500 at five per cent margin of error is 196. The population of the present study is 435. Hence the sample size is estimated as 196.

1.11.4 Sample Frame

Women journalists from the popular news media of Print, Television, Radio and Online from the selected districts such as Thiruvananthapuram, Ernakulam and Kozhikode constitute the sample frame.

1.11.5 Interview Schedule for the Study

An elaborate and well-structured interview schedule was carefully constructed to collect the responses from the women journalists. The questionnaires were administered predominantly by visiting the women journalists both at their work station and home. Indirect method of collecting data was also adopted such as interview over telephone, via email, through postal communication and through google forms since the women journalists too busy during the working hours.

1.11.6 Pilot Survey

A pilot survey was conducted on June 2022 to test the appropriateness of the schedule to elicit the needed information systematically.

1.12 Methods of Data Collection, Management and Analysis

The primary data was collected from the women journalists from Print, Television, Radio and Online Media of the three districts of Kerala, Thiruvananthapuram, Ernakulam and Kozhikode. Descriptive, parametric and non-parametric statistical tools were used for the analysis of data. The parametric statistical tools of Z-test, ANOVA, Karl Pearson correlation, Regression analysis and Factor analysis. The non parametric statistical tools used in the study were Kruskal Wallis Test, Friedman Test and Wilcoxon Signed-Rank Test.

1.12.1 Statistical Tools Applied for the Objectives

Objective 1. To Understand the Work Participation of Women Journalists in Print, Electronic and New Media in Kerala.

Kruskal Wallis Test, Regression, ANOVA Test for goodness of fit, Friedman Test and Wilcoxon Signed-Rank Test were used to analyze the work participation of women in media in Kerala.

Objective 2. To Measure the Economic Empowerment of Women Journalists in Media

Z-Test, One-Sample Z Statistics, Factor Analysis, Karl Pearson Correlation, Multiple Regression Analysis and ANOVA were used to find out the economic empowerment of women in media. Gender Empowerment Index was calculated for estimate economic empowerment of women in media.

Objective 3. To Analyse the Challenges faced by the Women Journalists in Personal and Professional Life.

Factor Analysis was used to explain the working environment and the challenges faced by women journalists in personal as well as professional life.

1.13 Theoretical Model used in the Study

The theoretical model used in the study is based on the framework developed by Naila Kabeer in the year 1999. This framework describes empowerment as a dynamic process, in which women attain resources that allow them to develop the capacity to express preferences through agency and make decisions to accomplish their own desires. Prof. Naila Kabeer (1999) had explored three closely interrelated dimensions: agency, resources, and achievements to define women empowerment. There is a strong relationship between agency, resources, and achievements. The interactions between the three dimensions would lead to the path way of women empowerment. So, changes in any one dimension would lead to changes in others. Thus, empowerment is a course of change aimed at eradicating the state of disempowerment. If a woman is disempowered, empowerment concentrates on enlarging her potential for self-determination.

The term agency denotes the processes by which choices are made and exercised. Agency includes voice, negotiation, increasing involvement and authority in decision-making about strategic life choices such as choice of living, where to move or whether or whom to marry, or whether to have children so on. Developing women's

agency is vital for enhancing gender equality and the economic empowerment of women. Enlarging agency would bring greater development and reduces poverty and increases prosperity.

Resources are the channel through which agency is executed. They are dispersed through various institutions and relationships in a society. These resources include human resources such as education, skill development, and self-reliance and autonomy; social resources such as participation in institutions and organizations, access to peer groups and economic resources such as earnings, property, and land. Agency, resources, and achievements would create people's capabilities or the potential for living the lives they want. The term achievements describe to level to which this potential is realized or the result of people's effort. Considering empowerment, achievements have been recognized in terms of both the agency executed and its consequences.

1.14 Limitations of the Study

The present study is an attempt to find out the economic empowerment of women journalists by understanding the work participation and the challenges encountered by the women journalists in the industry of media. Primary data collected was done during the time of pandemic Covid-19. The restrictions of the pandemic covid-19 and the social distancing made the collection of the secondary and the primary data more time consuming and tedious. Since the women journalists in the news media are too occupied with their work schedule, the process of the primary data collection was time consuming and got delayed. Genuine and reliable data could be collected for the present study in spite of the hardships faced during the primary data collection.

1.15 Chapter Scheme

The study is designed such in a way that the whole study comprises of seven chapters.

The first chapter contains introduction, background of the study, significance of the study, research gap, statement of the problem, objectives, hypotheses, methodology, limitations and chapter scheme.

The second chapter deals with the theoretical background of the study with an extensive review of literature on empowerment and work participation of women at international, national and regional scenario.

The third chapter is divided into two parts. The first part considers the general overview of the empowerment of women in India and in Kerala. The second part explains the evolution of media in an international, national and regional scenario.

The fourth chapter makes an understanding of the work participation of women in media in Kerala by analyzing the data from the year 2010 to the year 2022.

The fifth chapter deals with five significant sections. The first section explores the profile of the study area, the second is the fragment of socio-demographic features, the third part explains the working conditions of women journalists and the fourth division explicates the economic empowerment of women journalists in media in Kerala. The fifth part analyses the Economic Empowerment Index and estimations of the economic empowerment of women in relation to the Economic Empowerment Index.

The sixth chapter explains the challenges faced by women journalists in personal and professional life.

The seventh chapter explicates the findings, suggestions and summary of the study.

Figure 1.2
Chapter Scheme of the Study



CHAPTER 2

**THEORETICAL AND ANALYTICAL REVIEW
ON THE ECONOMIC EMPOWERMENT OF
WOMEN IN MEDIA**

2.1 Introduction

The economic empowerment of women and the necessity of their work participation have been discussed in detail in the academic and social spheres since the 1970s. This led to the formulation of theories which was very helpful in creating laws related to women's issues. These laws in turn have been used by many organizations and movements and have enabled women to benefit from them. The chapter aims to review the theoretical background as well as the opinions of experts about the work participation and empowerment of women in society. In accordance with the objectives under study, the review of the literature has been done based on the three significant issues. The first issue is related to the work participation of women in global, national, and regional scenarios. The second issue is related to the empowerment of women and the factors affecting it in the global, national and regional situation. The third one deals with the factors and problems faced by working women in private as well as public spaces. The chapter deals with the theoretical background of the study elaborated from the empowerment process through the agency, resources and achievements put forward by Prof. Naila Kabeer. The scenario of work participation of women is discussed in detail in terms of human capital put forwarded by Gary S. Becker.

2.2 Significance of Media on Gender Development

Media is an important factor affecting the lives of people. Media is a medium for communication which spreads information about the country and its culture to millions of people. Earlier, people used to sing and dance which is a sort of communication with society (Kumar, 2018). Over the years, the media also witnessed changes in its structure. From the traditional media like Print, Radio, and Television now it arrived at the New Media (Kumar, 2018). Media affects the socio-economic-political and cultural background of individuals and this can be traced back to early Rome and China, in the form of pamphlets and newspapers, before the birth of Jesus Christ (Gariyan A.A., 2012). The invention of Print media in the 15th century by Johannes Gutenberg created a revolution in the media industry and enabled people to introduce their concepts and realities through novels, poems, magazines, newspapers, fiction and non-fiction works, pamphlets, holy scriptures and other publications (Gariyan A. A., 2012).The contribution of Print Media in disseminating knowledge was

remarkable (Patil,2011). The invention of the Radio in the late 19th century was another important medium that led to a different level of enjoyment in people by listening to the news, weather, health, and other entertainment programmes. Radio waves reached every nook and corner of the country which helped the urban as well as rural people, especially the illiterates, to update the things happening around the world. During the Second World War, the effectiveness of Radio was very significant. In India, Radio had a powerful role in the development of society by disseminating knowledge about food security and family-oriented programmes at the same time preserving Indian classical music and broadcasting entertaining programmes like skits, short plays, film songs and interactive programmes through Vividh Bharati Radio channel (Sharma, 2014).

In the 1920s, the entry of Television created a new visual treatment for the audience by broadcasting a variety of programmes like news, weather, movies, cartoons, soap operas, advertisements, educational and health-oriented programmes, and other recreational programmes and entertainment. Television thus offered equal pleasure to kids as well as adults and it gained more popularity over Radio among people (Gariyan A.A., 2012). The former three mediums came to be known under a single name called traditional or mainstream or mass media.

Succeeding the golden age of traditional media, the new media involving the internet, mobile and social media like Twitter, Facebook, WhatsApp and Instagram had seized the mind of people. New Media are now conquering every nook and corner of the world, even the remote and distant places (Patil, 2011).The multifaceted features of New Media brought facilities to people that they could have never imagined before. Ali Salman et al., (2011) in their paper deeply analyzed the impact of New Media over traditional mass media in Malaysia. The study found that New Media influenced people, especially the younger generation, but it did not mean the elimination of traditional media like printed newspapers, Radio and Television rather it went along with the former one.

Media has a huge impact on society in different spheres. Media has a great influence on people and it seizes a higher per cent of a man's leisure time who chooses to watch Television, listen to the Radio, read magazines and newspapers and others. Apart from entertainment, media also influence society by disseminating information

on societal outlook on gender, caste, cultural, political and religious issues (Hakim Khalid Mehraj et al., 2014). Among these, gender-related issues have more prevalence because the media has an important role in the depiction of women in society. Access to mass media is positively related to the indicators of empowerment of women in which if women have more access to mass media, then they were deemed to be more empowered than women having no access (Mimma Tabassum et al., 2019).

Globally, the research studies on the relationship between women and media originated in 1970s, with the recognition of the feminist movement as a world movement (Byerly, 2016). The feminist writers blamed the media on many levels and they were especially concerned about the representation, execution, and depiction of women in mass media. The Indian culture is patriarchal in nature and the Indian media whether it is films, advertisements, television programmes, newspapers or magazines depicted women as sexual commodities, subordinate and obedient to men and society (Potowary, 2014). The print, audio and visual media were degrading women. The magazines and advertisements were depicting women as sexual gadgets, showing off their glamour, wearing all ornaments, but having no self-reliance or maturity and being pleasure objects to men (Sharma, 2012, Potowary, 2014, Kumari, 2016, Othondrila, 2014). Most of the television serials depicted women as 'pure', engaged, looking after their in-laws, husband and children with no self-awareness, dependent; having no decision-making power and being a servant to the household and men (Sharma, 2012, Potowary, 2014, Kumari, 2016, Chakraborty, 2015, Amrita Ray and Ritwajit Das, 2019). Otherwise, they are portrayed as intelligent, crooked and devious ones (Amrita Ray and Ritwajit Das, 2019). Working women also have no exception to this. On the other side, the male characters were portrayed as intelligent and independent breadwinners of the family who gave solutions to the problems faced by the housewife and was strictly patriarchal in nature (Chakraborty, 2015). The advertisements also mislead society by patronizing women for their physical beauty as the reason for getting attention from men and avoided any conversation about their inner beauty and intelligence (Chakraborty, 2015).

Advertisements often depict girls and women as white, lean and charming, which would create an inferiority complex among them along with the overemphasis

on beauty, sex and patriarchal coercions proposed by movies and teleserials (Khan, 2015). Media has a huge influence on young women and their perspectives on ideal and real body images (Itisha Nagar and Rukhsana Virk, 2017). Young urban women were very much affected by media coverage of body image. They were fond of westernization and slim body which created body shaming and a lack of self-confidence among them (Itisha Nagar and Rukhsana Virk, 2017).

The movies also propagated stereotypes and patriarchy (Dutt, 2012). In many top Indian movies women, had only a passive role either as a girlfriend or a lover followed by a housewife or family caretakers or bar dancers (Geeta Bharti and Kamlesh Kumar, 2016). The unrealistic picturization of women in media in addition to the surge in pornographic sites misleads the younger generations (Sharma, 2012). The sexual content in Television had been increasing over the years and it had a huge impact on children and teenagers. Adolescents began to view Television (TV) as a tool for learning sexual matters and the consumption of sexual programmes on television would increase their sexual behaviour. Gender stereotyping in Television programmes including cartoons would influence children and teenagers to act and behave like the Television characters and this would lead to misbehaviour of boys to girls in public spaces (Sharma, 2012).

A study taken by Lubna A. Al-Kazi and Heba K. Al-Musallam (2016) also agreed that media affect the social behaviour of the audience. The majority of Television serials depicted women stereotypically and this led to the misconception about the role of women in society in the younger generation. Radio and Newspapers also did not give sufficient importance to women-centric issues. Moreover, dramas and serials would mislead people about their perspective on marriage and exaggerate domestic violence.

Although women climbed heights in many fields leading to economic growth and development of the nation, the media were ignorant about their achievements (Shameer, 2016). The majority of the media gave priority to crime, cinema and cricket. Newspapers often gave priority to sports, models and rich women and magazines gave importance to glamourization of women. The low work participation of women in media is another example of patriarchy in media. The patriarchy inside and outside

media denied women's rights in which the former denied the freedom of expression and thought, and the later refused to unveil their problems in front of society. Media also had an enthusiasm for showing women as either a victim or accused and this could lead to the degradation of women and should be controlled. Since the media has an important role in portraying women, it should be responsible for the actions taken by it regarding women's issues (Kumari, 2015).

Media has an important role in forming societal outlooks and bringing economic growth and sustainable development (Awatade, 2016). Media played a key role in various crime cases such as the Nirbhaya act (Shameer, 2016). Enhancing information and updating technologies would help to transform Indian society from traditional to modern one, in addition it would help to develop social change (Awatade, 2016). Thus, media should focus on the success stories of established and successful women and not indecent and undignified representation of them. The empowerment of women cannot succeed by the mere imitation of advertisements; thus, the media should take pro-active measures to uplift women's emancipation (Chakraborty, 2015). This could be established by granting a system of rewards for those who are able to portray women positively and likewise rigid castigatory actions against the ones who challenge the norms (Ananta Narayana and Tauffiqu Ahamad, 2016).

Television might be a more substantially cost-effective channel to improve women's social status than any other programme like expansion and provision of education and immovable assets to them (Hsing-lan Ting et al., 2014). Regulation of media through government policies like declaring show cause notices to the Television channels should also be encouraged if they depict women or girls in a bad manner (Shameer, 2016). Media can also arrange campaigns for women rather than plainly reporting them. The industry should regulate and make policies and prospects for encouraging better and more significant women-orientation programmes rather than promoting gender stereotypes, sex and crime (Amrita Ray and Ritwajit Das, 2019). The mass media have a fundamental role in altering the attitude of husbands and other family members towards women (Kokane J.P. and Shinde S.Y., 2020). Many programmes related to women replicated by the mass media allow husbands to treat their wives with respect and admiration. Husband could change his attitude to help his

wife with domestic chores to lessen her pain and stress. Thus, the mass media can play a significant role to project the issues related to women, particularly about women empowerment.

The propagation of programmes for public awareness about the rights of women should be encouraged. Media education and training, enforcement of laws, rules and regulations for women safety and equality, starting off with independent feminist media enterprises, creation of ombudsman for women's rights and ensuring women's participation in decision-making in media along with the creation of codes and conducts by the apex institutions for regulating media programmes, along with enhancement of women's work participation in all fields of the media industry, consumer support to control media and the formation of an organization on international debate related to women's issues in media should check the media patriarchy to some extent (Khan, 2015, Kumari, 2016).

2.3 Women Work participation – Global, National and Regional Scenario

Work participation is considered to be an important factor which raises the empowerment of a woman. Employment and economic independence of women provide them with individual earnings enable decision making and increases the freedom of choice (Dashora, 2013). But majority of the international, national and regional studies reveal that the workforce participation of women has been declining over the years.

Women labour participation rate varied across the globe such that the country having medium growth had lower female labour force participation while countries having higher growth had higher women labour force participation (Winkler, 2016). The International Women's Media Foundation global report (IMWF, 2011) deeply analysed the status of women in news media globally. The study examined five hundred companies over sixty nations and found that 73 per cent of the top management jobs were occupied by men and only 23 per cent were occupied by women. In Asia and Oceania region women barely constituted 13 per cent of senior most positions. Only some individual countries were an exception to this. In southern Mediterranean countries a U-shaped relationship between female labour force participation rates and economic growth was observed (Winkler, 2022). It indicates the regional difficulties

that restrict the entry of women into the labour force in southern Mediterranean countries.

A study taken in Cameroon (Gladys Njang Che and Fabien Sundjo, 2018) found that a higher level of education (especially after primary education) implied lower participation of females in the labour market in Cameroon. In Cameroon, elderly women were preferred to younger women in the job market. The presence of female members in the family also favoured female labour supply because they help the working women with family work while she goes to her job. But the presence of children under five years lowered the female labour supply in the job market. In Cameroon, the employability of husbands had a huge impact on the female labour supply. Rural women having unemployed husbands were more engaged in employment than urban women having unemployed husbands (Gladys Njang Che and Fabien Sundjo, 2018). In Cameroon, married women in rural areas had more job opportunities than married women in urban areas whereas poor women in urban areas were more in search of jobs than poor women in rural areas. Religion-wise, Christian women were found to be more engaged in the labour market than Muslim women (Gladys Njang Che and Fabien Sundjo, 2018). At the same time, gender had an important role in Pakistan, whereas a large number of women were keeping away from the job market (Mumtaz Hussain et al., 2016). There are several socio-economic and demographic factors affecting labour force participation. The level of education, training, location and residential period and being a male had a positive impact on labour force participation in Pakistan (Mumtaz Hussain et al., 2016).

A study initiated by World Bank found that India ranked as low as 121 in the female labour participation rate and the economic contribution of Indian women stands at 17 per cent which is less than half of the global average (World Bank Report, 2017). In 2013, the female labour force participation rate for India was 27 per cent as compared to China's 63.9 per cent, and small countries like Nepal (79.9%), Bangladesh (57.4%) and Sri Lanka (35.1%) were far better than India. In 2012, only 27 per cent of adult Indian women had or were seeking a job compared to 79 per cent of men and almost 20 million women had been thrown out from the workforce between 2005 and 2012 which was equivalent to the whole population of Sri Lanka (World Bank Report,

2017). The study conducted by OECD, Sorsa (2015) found that the economic participation of women in the labour force in India was low compared to its peers and has declined over the past decades while the gap with men was over fifty per cent. The study pointed out that the women working population are found to be large in rural and southern areas than in urban and northern areas.

The economic growth of a country and the labour force participation of a woman are very much related (Winkler, 2016). In India, the economic growth had not been employment generative but at the same time, it has affected women's labour force participation rate (Rahul Lahoti and Hema Swaminathan, 2013). The service sector played a crucial more role in economic growth than the agriculture and manufacturing sectors but the acquisition of high skills set women back (Rahul Lahoti and Hema Swaminathan, 2013). In Kerala, a state where the Human Development Index is comparable to most advanced countries, the work participation of women has shown a declining trend (Sumit Mazumdar and M. Guruswamy, 2006). The female labour force participation in Kerala is only 31.9 per cent against the male labour force participation of 78.9 per cent (Economic Review, 2019). Among these, the majority of women were working in semi-skilled, unorganized sectors where payment prevailed very low (Economic Review, 2019). In the organized sector, men outnumbered women in public enterprises whereas women outnumbered men in private enterprises which indicate the lower socio-economic status of women compared to men. In the public sector, women constitute only 24 per cent of central government employees and less than half (40 per cent) as state government employees.

The work participation of women is found to be low in every organization including the media sector. In European Union, women occupied just sixteen per cent of the highest-level decision-making positions in the media organizations (The European Institute for Gender Equality Report-EIGE, 2013). Women constituted only one in four positions as board members in media organizations in the European Union, which indicates that the number of women in decision-making posts increases as the level of the position decreases (EIGE, 2013). In the United States also men outnumbered women in holding key positions in the whole entertainment industry (Robin H. Pugh Yi and Craig T. Dearfield, 2012). The only exception was in the case

of journalism and mass communication graduates. As a developing country, Kenya also confronts the poor working condition of women in the media industry (Okono, Antonia Njeri Ndũng'ũ, 2013).

A study conducted on the employment pattern in the electronic media sector in Kerala found an alarming situation that the representation of the male population was at 78 per cent whereas the female population was only at 22 per cent (Mathews, 2014). In Kerala, the private electronic media sector had a higher male-female ratio and they also provide a good working environment than the public sector. But the fair distribution of social security measures was largely involved with public sector than the private sector. Kerala being the top state in sex ratio among the Indian states and having a low women work participation rate is a serious issue that needs to be considered in length.

The work participation of women is significant in reducing the poverty in developing countries (Natalie Hays and Katie Morrow, 2013). Although increases in education, lower fertility rate and higher economic growth have improved, the female labour force participation rate has been declining over the years (Erin K. Fletcher et al., 2017). The policy implications related to the regional as well as social, educational and cultural parameters should be promoted to overcome these problems (Winkler, 2016). The incarnation of women in higher positions in organisations would benefit women themselves as well as the organisations and once it is achieved women should be treated well by all means (Natalie Hays and Katie Morrow, 2013). Thus, by incorporating and enhancing women's capabilities, economic growth and development of the country could be achieved.

2.4 Women Empowerment and the Factors affecting Empowerment in the Global, National and Regional Scenario

Women empowerment is an essential fragment in any society, state or country (Bhat, 2015). It is the process of acquiring social, political, cultural and economical upliftment of women in a society (Shettar, 2015). Empowerment enables women in decision making, freedom of movement and expression, access to education and employment, exposure to media and cuts down domestic violence (Shettar, 2015). Empowerment is a multi-faceted process which would allow women to achieve their self-identity, power and authority in all spheres of life (Surekharao and Rajamanamma,

1999). Women empowerment enhances access to resources, knowledge, autonomy in decision making, self-reliance, creating greater capacity to build their lives and control over the circumstances they live (Panwar, 2014).

Women, generally face various problems and issues in a society. The most common evil practices were the sex selective abortions and female infanticide (Dr. Nikhil Ranjan Agarwal et al., 2016). These malpractices had detrimental effect on the number of women all over the world. Indian nobel laureate Amartya Kumar Sen's concept of 'missing women' is really important in this scenario. Sen estimated that more than 100 million women were missing due to female mortality due to sex-selective abortions and gender bias. According to Amartya Sen, gender bias in mortality was not a minor issue but one of the worst disasters, because, the number of missing women in the early 1990s was higher than the combined demises from all famines in the twentieth century and also larger than the combined deaths from the two world wars (Sen, 1992).

Normally, it is noticed that boys outnumber girls at birth universally. For every 100 female children 106 male children were found to be born (Hassan, 2014). But after birth, girls have more biological advantages. Women have more life expectancy if they were given the same social as well as health preferences as given to men. But the situation faced by women is pitiful by all means. The sexual exploitation of girls and women at home, public places, transports, workstations by family members, friends, relatives and neighbours and domestic violence are few of the critical challenges they meet (Dr. Nikhil Ranjan Agarwal et al., 2016). Dowry related problems, exploitation and murder were faced by women after their marriages. According to the Indian National Crime Bureau Reports, there were 6787 cases were reported for dowry death in 2005. Girl children and women have nutritional deficiency in a number of states in India, especially in northern states (NFHS-5, 2019-21).The malnutrition and ill-health of women and girl children set them back from their individual development and empowerment.

Women empowerment and autonomy are exceptionally interrelated. Women's current age, place of residence, education, religion and exposure to media are the important factors affecting women's empowerment and their autonomy (Md.

Morshedul Haque et al., 2011). The level of autonomy decreases with the increase in education whereas education increases the level of women empowerment but not smoothly. In the case of financial autonomy, only a few women were known to spend their earnings and it varied with age, education, and place of residence (Purusottam Nayak and Bidisha Mahanta, 2009, Brajesh and Dr.Chander Shekhar, 2015). The freedom of mobility and the power of decision-making in a household for a woman is very much important and it varies with age, education, and employment, where a widow or a divorcee had more freedom of movement than married or unmarried women (Purusottam Nayak and Bidisha Mahanta, 2009). In a similar study by Brajesh and Dr. Chander Shekhar, in 2015, it was found that females living in urban areas had more freedom over movement, control over resources and power of decision making in comparison with women in rural areas. The religion and caste of women also matter. The study revealed that women belonging to the Muslim community had less autonomy and women belonging to other communities had more autonomy in comparison to women belonging to the Hindu community. Regarding caste, women belong to SC/ST caste were found to be less empowered than women belong to other castes (Brajesh and Dr. Chander Sekhar, 2015). Meanwhile, the concept of women's autonomy originated from the western feminist movement and was largely associated with individualistic ideologies, it was not at par with traditional societies like India, where patriarchal culture and rules had dominance over freedom of women (Zubia Mumtaz and Sarah Salway, 2009). Some women think their autonomy is bad and a shameful matter for male members if the family is driven by a woman. Therefore, unfortunately the situation of women remains unchanged (Md. Morshedul Haque et al., 2011).

Education has a crucial role and a positive relation with women empowerment (Singh, 2016). Since, education is the most dynamic and important factor of development, it is a significant tool for achieving empowerment and human resource development (Kokane J.P. and Shinde S.Y., 2020). The illiteracy of women and lack of technical education set them back from the work scenario. Today, even in the 21st century, the gender gap exists in literacy in India. The importance of education is well explained by Pandit Jawaharlal Nehru as “If you educate a man you educate an individual, however, if you educate a woman you educate a whole family” (Bhat, 2015). Education alters and forms the behaviour in all aspects such as attitude,

mentality and outlook. Educated women not only enable education of their girl children, but also offer better direction to all their children. Society is confronted with several unhealthy situations and social evils and like child marriage, infant mortality, child labour, female foeticide, illiteracy, superstition and so on such that at this juncture women empowerment is an inevitable requirement (Singh, 2016).

In the year 1994, International conference on population and Development Programme of Action declared that everyone has the right to education. The right to education is one of the crucial factors of empowering women by enhancing skills, information and self-confidence. Education helps women in the development process by challenging their traditional roles and making changes in their living conditions (Kokane J.P. and Shinde S.Y., 2020). Education helps girls and women to postpone their early marriages and also leads to the subsequent reduction in fertility rates and size of family. Basic education and technical skills would equip them to take up challenging jobs and enable them to achieve self-reliance (Kokane J.P. and Shinde S.Y., 2020). Education helps to break down all barriers – social, cultural, political, gender, geographical religious and linguistic and allows the freedom of choice (N. Nandhini and Prof. Dr. P. Prakasam, 2017). Education teaches women what is right and wrong and allows them to make apt choices in their lives. It would help women to fight against the evils sustained in the society. It is due to education that women can make choices in their strategic life events like marriage, family and employment. Education enables women to choose traditional jobs or jobs which are dominated by men. Today women are becoming pilots, gym instructors, scientists, journalists, movie directors, editors and screen play writers (N. Nandhini and Prof. Dr. P. Prakasam, 2017).

Mimma Tabassum et al., (2019) in their study emphasized that there was a positive relationship between decision making power of women regarding economic, household, health and their participation in political activities and empowerment. The study revealed that majority of the married women jointly took decision regarding their household and economic activities with their husband. Nevertheless, women had the sole authority to decide about cooking and had access to money for this intention, they rarely have the authority to purchase household assets and ornaments on their own. It is also noted that fifty per cent of women had decision making power along with their

husbands about their participation in social and political activities. The study found out that women having economic freedom had more decision-making power regarding family, social, political and economic affairs. The study highlighted the need for family relations training for both women and men which would bring women and men to share responsibilities and choices concerning household, health care and even involvement in social and political undertakings.

In India, women enrolment rates and the female labour force participation rates went on opposite sides. Education leads to reduction of births, increment on contraceptive measures and reproduction matters (Sujani Shanika Samarakoon and Rasyad A. Parinduri, 2014). Education is a proper way for empowering women in decision making within households, holding assets and participation within community (Sujani Shanika Samarakoon and Rasyad A. Parinduri, 2014). Higher education had a great influence on women empowerment and to empower women there should be investment on women's higher education, skills, research and development, capacity building and technical training programmes (Banerjee, 2014). Apart from educating women, the empowerment schemes also had a significant impact on women empowerment. The empowerment schemes for women could lead to the growth and development of a country, where empowerment is defined as empowering women in social, economic and political spheres leading them to stand equal with their male counterparts in the society (Alka Dutt and Rajat K. Sant, 2017). A regression analysis on women empowerment and the role of education taken by Dr. M. Shanmuga Sundaram et al., in 2014 found that educational empowerment, political and psychological empowerments were the noteworthy forecasters for overall empowerment. The study pointed out that with more education, women have better access to employment opportunities and it would also increase the ability to safeguard their own resources.

Gender inequality also has a decisive role in deciding women empowerment. Gender inequality in labour market was more evident in informal sectors which would lead to inequality in other sectors of life including health, education, political participation and decision-making process. On the contrary, progress in labour market would lead to reduction in inequality in other areas and enhances the human capital

formation, productive capacity and empowerment of women (Mitra, 2012). In India, the inequality between women and men could be found in participation and development in economic affairs, health and education, social attitudes, role in public life and policy making, gender stereotyping and crime against women (Amtul Waris and B. C. Viraktamath, 2013). Generally, girls and women were more deprived in nutrition, health and education than boys and men and it was more significant in rural areas. The work participation of women was only half of that of men and women in rural areas were more likely to be employed than women in urban areas and it was opposite in the case of men (Amtul Waris and B. C. Viraktamath, 2013). In women labour force, many unmarried women were found to be employed over married women. The gender pay gap is another inequality affecting women empowerment and it varies with age, wage, education, and marital status. When the age and education level increases, the gender pay gap also increases. The gender pay gap was higher in married and divorced women and it also differs among professions and places (Amtul Waris and B. C. Viraktamath, 2013). Gender discrimination by all means should be eliminated. Women should be given due respect and status and should be provided with opportunities to take part in decision making for achieving the goal of empowerment (Kokane J.P. and Shinde S.Y., 2020).

Besides, Indian women have to face many assaults, rape attempts, molestations and discriminations from the society and enjoy lower status than men to some extent even if there were many government schemes for empowering women (Saini, 2017). The worst situation of women in India is mainly due to the exploitation and deprivation that they have been suffering from ages and empowerment is the main solution for this. The silent consent of women is one of the reasons for her exploitation. Majority of the women justify wife beating for reasonable matters which increases the intensity of it. In the case of domestic-violence the regional differences are profound, where; rural women were more affected by domestic violence than urban women (Bhosale, 2012).

In workstations women have to face sexual assaults and discriminations. The “Me Too” movement was one of the campaigns for sexual assaults against women and it gained large publicity over the globe. Usually, women do not disclose sexual harassment incidents due to the mistrust of execution of law (Falcón, 2020). But in

US, a Me-Too bill was passed and in European parliament, several discussions upon sexual harassments were held (Montenegro, 2018). Thus, the movement could make women come forward against sexual harassments and molestations that they were faced with in their work stations. On the other hand, during the #MeToo era, men were avoiding or hesitating to working with women and remained at the top positions in offices overtaking women (Falcón, 2020).

Among empowerment, Economic empowerment is one of the most vital one that should be achieved by a woman. To Dr. M. Thanikaivel and Dr. K. Priya (2018) women empowerment is economic empowerment. It would develop health, nutrition, education of women and children and also help in family planning and reduction of gender inequalities and poverty (Naila Kabeer, 2009). Economic development and empowerment had a bifacial relationship in which one led to the other but not to whole completion of the two (Duflo, 2012). Empowerment could lead to improvement in children's health and nutrition. Many micro credit schemes are available for economic empowerment of women. But these micro enterprises were not enough to solve all the problems of women and a long-term empowerment perspective should be considered (JERA, 2015)

Kerala being a state with higher development indices but at the same time having lower socio-economic status for women is alarming. Empowerment is a key concern for uplifting the prevailing conditions of women in Kerala. The so-called matrilineal system, women supremacy over inheritance along with Kerala model of development could not enhance the empowerment of women fully and the declining female participation is a fine example for that (Sivaraman, 2017). But education had an important role in economic empowerment of women in Kerala. The higher levels of education would lead to employment, thereby generating income and giving them decision making power in the family (Matilda, 2005). Even though there is higher literacy, Kerala is one of the states having higher violence reported against women. In Kerala domestic violence was found out to be very high and the education system proliferating patriarchy might be one of the reasons for it (Nithya N.R, 2013). Nevertheless, the socio-economic status of women in post independent era has improved, their empowerment in true sense has not been achieved yet. Although

women constitute half of the population and contribute two-thirds of the work force, their earnings were only one-third of the total income and they own less than one-tenth of the world resources and the condition of poor women were worse (Perna Soni et al., 2014). Deprivation in education and training would make women knowledge wise, socially, politically and economically backward. The existence of gender gap in education, employment and political participation of girls and women were less than fifty per cent (Purushottam Nayak and Bidisha Mahanta, 2009). There has been increasing violations and abuses against women even though the country has a variety of laws (Ray, 2007). The existence of various kinds of gender inequalities could be eliminated by co-operation and support from men. Mutual understanding of men and women have brought gender equality (Chowdhury, 2010).

World Development Report (2012) had emphasized the need of increased and equitable access to jobs for women empowerment and gender equality. Indeed, the accession of rights, education and coming out from the patriarchal shell has improved the status of women (Perna Soni et al., 2014). The uneducated, unskilled women should be educated and skilled because only technical and vocational training will help increase their job opportunities and provide them with equal remuneration (Perna Soni et al., 2014).

Enhancement of education and self-awareness among women is mandatory, along with positive attitude towards women by the judicial system and society, for their upheaval (Bhosale, 2012). Education was one of the major reasons behind the female labour participation and women empowerment so it should be enhanced by the government through different kinds of policies. For the sustenance of women empowerment government policies should start from the bottom level which will enable the benefit of education to all women. (Dr. Rashmi Rani Agnihotri H.R and Prof. Dr. Malipatil K.S, 2019). The enhancement of research, skills and techniques, the expansion of micro enterprises and the favourable governmental economic policies would realize the empowerment of women in the society (Alka Dutt and Rajat K. Sant, 2017).

Government policies and programmes, education and employment along with the attitude of society and women themselves can overcome the problems of women

empowerment (Purushottam Nayak and Bidisha Mahanta, 2009, Saini, 2017). To empower women there should be investment on women's higher education, skills, research and development, capacity building and technical training programmes (Banerjee, 2014). Along with this, illiteracy and cultural barriers should be removed and a gender-fair education should be promoted.

Empowerment of women has a key role in achieving sustainable development (Castro, L.V., 2014, Kokane J.P. and Shinde S.Y., 2020). Many leaders and experts opined that sustainable development is impossible without gender equality and empowerment. Sustainable development comprises environment protection as well as gender emancipation. Sharing of responsibilities in productive as well as reproductive life, looking after children and doing household chores are necessary for a healthy family life. In addition, women empowerment led to increased levels of participation which enabled women to make decisions based on their own perceptions and opinions (Castro, L.V., 2014).

The perceptions of media and awareness of rights were important in women empowerment (Gupta, 2018). But women are less exposed to media relative to men (Purushottam Nayak and Bidisha Mahanta, 2009). Women indeed are empowered but the inclination towards the family responsibilities checked them apart to some extent otherwise they would have been more progressed (Gupta, 2018). Thus, the government should take necessary steps to protect and support women (Dr. M. Thanikaivel and Dr. K. Priya, 2018). For empowerment, the gender inequality by all means should be eliminated. Above all the prejudice of society towards women should be changed.

2.5 Factors Affecting and Problems Related to the Work Participation of Women

Several socio-economic-cultural-political, demographical, legal and religious barriers prevent women from the labour force (Salime Mehtap et al., 2016, Mumtaz Hussain et al., 2016). The problems within family, lack of education and technical skills, gender inequalities and molestations at work stations and public sphere were important factors for the declining female labour force participation rate.

Among social and demographic barriers, age, the level of education, training, location and residential period and being a male had a positive impact on labour force participation (Mumtaz Hussain et al., 2016). On the other hand, Caste and religion had

a negative impact on women work participation especially in developing countries and it has variations within the group (Alvi, 2016). In India SC/ST women had higher labour participation rate compared with that of Muslim women in labour market (Alvi, 2016). But it was noticed that the gap between female labour force participation of Hindu and SC/ST had been narrowing over the past years while that of Hindu-Muslim gap was consistently high (Alvi, 2016). Rees (1973) in his study it was also pointed out similarly that the wages of whites are higher than those of blacks and the wages of men are higher than those of women in U.S. The study taken by Congressional Budget Office(CBO, 2018) in USA had identified seven important demographic features namely Sex, birth cohort, race and ethnicity, education, marital status, disability and young children at home affecting the labour force participation of both women and men in 25 to 54 years.

In India, several demand and supply factors like education and its spread-out effect, income, scarcity in job opportunities, gender wage gaps, stringent labour laws and misunderstanding of women's capacity to work also leads to decline the female labour participation rate (Ghai, 2018). The patriarchal and social norms prevent women from the labour force and, if female were engaged in the labour force in equal numbers as men the Indian GDP would be increased by twenty-seven per cent (The Economic Times, 2015). In a developing country like India, marriages were found to be an important factor which reduces the work participation of women in many fields. The influence of a patriarchal culture made out women as weak, incapable of decision making, cornered them to be a house wife looking after her husband, children and in-laws (Dashora, 2013). Most of the women were also out of work or only in part time work because of the duty of looking after her children. This lowers the work experience of women and the pay (Rees, 1973). Thus, the married women were less likely to participate in labour force than unmarried women where the married men were more likely to participate in labour force than unmarried men (CBO, 2018). The presence of young children in home also affects the labour participation of women, not men in developed countries like USA, the married women with younger children were less likely to participate in labour force than married women without younger children whereas the unmarried women with young children were more likely to participate in labour force than unmarried women without younger children (CBO, 2018). In

developing countries also, the result is almost same. Thus, many women avoid marriage or getting married late and avoid child birth (Salime Mehtap et al., 2016).

Favourable sex ratio has also had positive effect on women work participation in the rural and urban areas (Mohd. Izhar Ahmad and Tariq Masood, 2009). Muslim population and SC and ST population had a negative and a positive effect respectively on women work participation in rural area whereas in urban areas the reverse has happened (Mohd. Izhar Ahmad and Tariq Masood, 2009). In a conservative society the work participation of women was found to be very low due to the rigid social norms. In Turkey, Göksel (2012) made an exploratory analysis to find out the reasons behind the declining female labour force participation was associated with conservatism. Nevertheless, in a conservative society holding traditional values, the women's decision power was depended to the norms of the society, education had a significant role in women's decision to work and a positive effect on household income (Göksel, 2012). The study also found urbanization as one of the crucial reasons for declining female participation in work force in Turkey, where higher urbanization was linked to higher the conservatism and lower the female labour force participation (Göksel, 2012).

Education and labour force participation of women were interrelated and had a positive relation in the case of salaried work whereas the reverse in the case of manual works (Esha Chatterjee et al., 2018). Women with moderate level of education did not like to work in casual labour but in white collar or clerical work which were mostly possessed by men. The dropping out of moderate level of educated women from the labour force was mainly due to the negligence and not the lack of appropriate jobs (Esha Chatterjee et al., 2018). The income effect also negatively affects women with higher education to drop out from the labour force. The increment in income of the family irrespective of women's income was one of the reasons for this drop out (Esha Chatterjee et al., 2018). The down fall in women's labour participation also varied in different sectors. The low level of women labour participation with rising education was more evident in agricultural and non-agricultural wage works than work in family ventures. Female education had a strong positive effect on female labour force participation and the education of their husbands had a negative effect on female labour force participation rate (Surjit S. Bhalla and Ravinder Kaur, 2011). It was observed that women married to a highly educated man with higher income tend not to participate in

labour force. Socio-economic factors have a strong effect on female labour force participation and education is one of the important reasons behind the gender wage gap. The higher education, skills and more working experience of men than women led to gender wage gap and it also led to income and skill gap.

Usually, women are struggling in their day-to-day life and if they are working women, their problems would be doubled due to the double role performed as a house wife and an employee. In work stations women have to face mental harassments, sexual molestations and gender biased discriminations from their colleagues or boss (Dashora, 2013). They also face sudden terminations. Working women do not get maternity leaves or other benefits they are assured of and the trade unions are silent when it comes to women. The physical harassment of working women while travelling is another threat they face (Dashora, 2013, Tanika Chakraborty et al., 2018). The threat of sexual violence in the neighbourhood had huge influence on women's decision to participate in the labour force. The terrifying growth in crime against women raised the cost of travelling to work and participating in the workforce. Thus, the women would be less likely to participate in the labour force when detectable threat of crime against women is high. Thus, the fear of rape prevented women from joining the work force and the effect was stronger in conservative societies (Tanika Chakraborty et al., 2018).

Apart from personal issues, women also face serious inequalities and discrimination in work scenario. Gender pay gap is a usual issue found to be in every labour market though it is illegal. In developing countries, the wage gap was huge and the main reason for the gender efficiency difference was due to difference in attainment of education, health and nutrition and different consumption pattern of male and female workers (Ujjaini Mukhopadhyay and Sarbajit Chaudhuri, 2011). The gender pay gap was more evident in the higher income groups consisting of higher educated women (Burak Gu'nalpet al., 2013). Mohamed Jellal and Christophe Nordman (2009) made a theoretical study to explain the variations in gender wages along wage distribution. The study used uncertainty with the labour productivity of women in a competitive model of wage determination and found out that the prevalence of quitting job stood more with women workers, mainly due to their household responsibilities, was one of the main reasons for the gender wage gap. The study also noticed firms give lower wages

to women due to the uncertainty and the probability is more with high skilled women who stood at the top of the wage distribution, than the men at equilibrium.

The glass ceiling and sticky floor effect are very prominent in almost industries, which blocks women from the top management position (Faruk, 2019, Dr. S. P. Mathiraj and R. Saroja Devi, 2015). The IMWF global report (2011) deeply analyzed the status of women in news media globally. The study identified glass ceiling among 20 countries out of 59 under those studied were found to be mostly in middle and senior management levels. Women were chosen for less demanding jobs because the employers were hesitating in hiring or giving promotions to women due to the feeling that women were highly engaged with household chores and not upto the mark with work related matters (Faruk, 2019).

In every industry women face many problems, but in journalism the working condition of women is found to be most pathetic. Women journalists have to suffer discrimination in working allotment and wages, sexual assaults, poor sanitation and working conditions, issues related to maternity, mental pressure and stress from their male counterparts. The mental stress and pressure coming from household activities along with professional responsibilities ultimately lead to women dropping out of their profession (Dr. Jaya Chakraborty et al., 2015). The lack of support from the family and society is another problem which leads to this drop out. Usually, women are discouraged from covering politics due to gender discrimination and it was the single most factor that made political journalism hard and unpleasant (Pain, 2017). Many of the Media organizations influence women journalists in their political stories they had covered after finding out that it is easier to influence a women reporter to change her story than a male reporter (Pain, 2017). The lack of facilities including work at night and travelling facilities are other problems that women have to face (Pain, 2017). On the other hand, Sasikala (2015) brought a positive picture of media working environment and revealed that the women journalists had the freedom to arrange their work and had not confronted with injustice on the basis of gender. Sasikala opined that women journalists were given decision making power and they were satisfied with their position. She also noticed both men and women journalists had given priority to women related issues and women were depicted appropriately in media industry.

In Kerala, the situation of women in labour force was very feeble. Lakshmy Devi (2002) in her study brought to light the determinants of female labour force participation in Kerala based on micro level data. She found out the most contradictory situation in Kerala was the co-existence of high developing indicators and low level of labour employment rate for both men and women. Her study revealed that women preferred white collar, salaried, low-paid unskilled types of work and avoided manual work. The study brought out that the women's earnings increased the status and well-being of themselves and their family and added that the working women had greater role in household decision making than a non-worker women. The study also brought forth that unemployment was severely low among educated women and suggested that the education should be technical and job-oriented to dilute these problems.

The problems and challenges reduced the female work participation and ultimately the economic empowerment of women. Nevertheless, women are employed in almost all of these sectors which men are employed in; although they had been suffering with many problems which men never faced. Though many of women were aware about their rights, majority of them were unaware about this (Dashora, 2013). In media industry it is noticeable. The maintenance of glass ceiling, velvet ghetto and sexual harassment over women had been frequent in media houses (Okono, Antonia Njeri Ndũng'ũ, 2013). Though women have acquired jobs in communication sector, very few were engaged with the administrative positions in media (Kapur, 2019). The government, media industries and women media professionals themselves had taken only a negligible initiation to improve the working environment of women media personals (Okono, Antonia Njeri Ndũng'ũ, 2013). Most of the women in full employment were not aware of the institutional policies including maternity leave, sexual assaults and gender bias in recruitment. Women working as freelancers seemed to be more motivated and satisfied with their jobs than full time employers.

A study taken by Subhida E.K. in 2018, brought about the challenges faced by women media professionals in Kerala. The study analysed six prominent challenges like, work environment issues, issues related to technological support at the workplace, life-work balance issues, issues of confidence and issues of unequal treatment at work in their professional competency to find out the difficulties that women media persons

face in their personal as well as professional life. The working scenario in media industry was not comfortable for women media persons. The various magnitude of professional challenges like gender discrimination, insufficient support from family, organization and society, unsatisfactory working atmosphere, work-life imbalance, lack of technological support, competition between media and lack of self confidence in professional competency annoy women media persons. The study pointed out that not only women but also men were largely employed on contract basis and were getting lower payment. Transportation facilities, security on night shifts, maternity and child care facilities and basic needs were not encountered. In a similar study by Thomas (2017) among media persons in Kerala, found out that media favoured women celebrity issues and atrocities against women than women education, women health, women sports, women politics, issues related to girl child and wretched situation of women in India.

Without gender equality, the economic development of a country would not be complete. The unequal wages, sexual threats and male dominance over women not only have individual effects but also have macro level implications (Natalie Hays and Katie Morrow, 2013). The unfair treatment towards women also influences the upcoming generations. Gender parity in education, experience and skills with non-discriminatory practices could raise the female labour force participation and gender equality in the country (Surjit S Bhalla and Ravinder Kaur, 2011). Religion and patriarchal norms favouring men should not be a barrier for women in working. Women should be aware of their legal rights and the family, work stations, government and the society should change their negative attitude towards women for their entire development (Dashora, 2013). Gender-responsive policies should be encouraged for increasing the empowerment capability of women through opening business and enterprises (Borkar, 2016). Providing higher education for women along with governmental pro-women policies should be promoted for attaining gender equality (Faruk, 2019). To enhance the work participation of women, government should implement educational and employment opportunities, favourable working conditions, child care and maternal facilities in work stations along with legal enactments.

2.6. Introduction to the Theoretical Background of the Study

Women empowerment and labour force participation are the two important aspects of development of any nation. Without women empowerment and female participation in labour market, the development of a nation is said not to be complete. The labour force participation is one of the causes for women empowerment. But gender inequality remains a major barrier to female work participation and thus empowerment. Although, women have made major achievements in the labour market they have not gained gender equality. They are facing discrimination in various forms and this would lead to the lower labour force participation and women empowerment. Although there are many theories related to gender participation and empowerment, the present study deals with human capital theory by Gary S Becker to find out the inequality of female work participation in the labour force, and the theoretical framework done by Prof. Naila Kabeer to find out the women economic empowerment.

American Economist Gary S. Becker in his Nobel Prize (1992) winning Human Capital Theory (1962) explained the gender pay gap in the labour market and its reasons over it. Becker analysed the gender differences in qualifications with a basic idea as every person possesses some form of human capital. Human capital can be treated as the abilities and skills people have and acquire through education, training and experience. These skills and abilities are the source for the earnings they receive. On Becker's view, traditionally, women were more likely than men to work part-time and occasionally because they usually quit from the labour market for a while after having children. In the case of married women, the burden of household chores makes fewer hours to spend their time on labour than their married male counterparts do. Thus, women have less market experience and lower incentives to invest in labour market than men. The result is smaller human capital investment and lower earnings relative to their male counterparts.

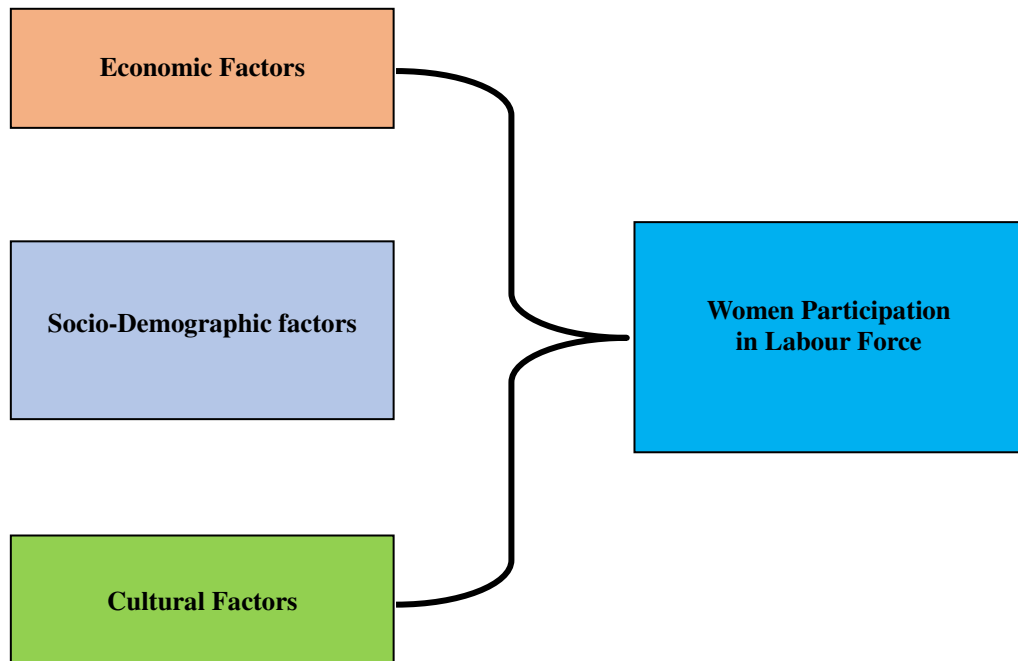
Becker's Taste for discrimination explained that employees, co-workers or customers have tastes for discrimination against women. Employers who are willing to work with women in a subordinate position may be hesitate to work with a woman in superior position. However, he noticed that decline in family size, the rate of divorce, the speedy growth in service sector and the progressing economic development raised

the earnings of women at par with men. The increase in female labour force participation also leads to greater investment in market-oriented skills. In the present study the researcher looks into the inequality in gender work participation and the reasons for it.

2.7 Conceptual Framework of Labour Force Participation of Women Journalists in Media

The conceptual framework of labour force participation of women journalists is developed to explain the factors affecting the labour force participation of women. There are many factors which affect the work participation of women journalists and these factors can be arranged under the headings as explained by Gary.S. Becker can be deduced into economic factors, socio-demographic factors and cultural factors. The economic factors include the financial matters concerning women and their family, like their wage, work experience, tenure of work, working hours, wage disparity, insurance and pension benefits, promotions and advances, glass ceiling and sticky floor effects, husband's salary, household income, household wealth and asset, savings and investment, standard of living, poverty and financial autonomy. Financial autonomy is one of the most important variables affecting the economic empowerment of women and it is mainly affected by the work participation and wage of labour. The wage of a women journalist depends on their working experience, education, skills and ability to perform. The majority of women journalists are recruited for job as a contract worker initially so thus the payment will be lower as one considered. Usually as work experience increases, the wage will also be increased. But wage disparity among women and men still persists in the media houses. Even though women are working as hard as men do, they do not get fair remuneration, promotions and advances. The glass ceiling and sticky floor effects restrict them from accelerating to top management positions. Apart from this, family background also restricts them from work participation. A woman from a wealthy family background, or a wife of a rich or high salaried man is usually restricted from finding a job where as a woman from a poor family background would be seeking jobs relentlessly.

Figure 2.1
Conceptual Framework of Labour Force Participation of Women Journalists in Media



Source: Author compilation

The socio-demographic factors include age, marital status, age at marriage, education, health, number of dependents, family size, number of children and dependent people, existence of children under five years, awareness, decision making, mobility, migration, work load, access and sexual harassment in private as well as public space. The marital status of a women and the work participation depends on their family background and support from the in-laws. A married woman from a poor family may has more of a tendency to participate than a married woman from a wealthy family. It also depends on the consent from their husbands and other members in the family.

The size of family, number of children and their age and the number of dependent people will be affected by the rate of work participation of women. The variables affecting the work participation of women are the size of family and number of children. They affect the work participation of women in such a way that if the size of the family and the number of children increase the work participation of womentend to wane. If the age of children is below five years, there is higher chance for the decline

in the rate of work participation of women. The larger the number of dependent people, the lower will be the work participation of women in the labour force. The health of women also affects the work participation. If a woman is not physically fit, it will badly affect their educational opportunities to a great extent. Without education, no one will get a fair job. As educational status increases the possibility of getting job also increases. Decision making capacity is a significant factor which supports a woman to be self-reliant and to be independent which is deeply related to work participation. The freedom of mobility is another important factor affecting work participation of women. The freedom of movement of woman at anytime and anywhere is an important factor which determines the work participation. The fear of sexual harassment, molestations and eve teasing prevent women from working late night.

On the other hand, the cultural factors include the traditions, norms and values, stereotypes, rituals and ceremony, religiosity, and patriarchy. These factors are very important in a country like India. The strong norms, rituals, traditions, and patriarchal culture set back women from labour participation and thus women empowerment.

2.8 Theoretical Background on the Empowerment of Women Journalists in Media.

The present study conceptualizes women's empowerment based on a framework developed by Naila Kabeer (1999). This framework depicts empowerment as a dynamic process, in which women attain resources that allow them to develop the capacity to express preferences through agency and make decisions to accomplish their own desires. Prof. Naila Kabeer (1999) had explored three closely interrelated dimensions: agency, resources, and achievements to define women empowerment. The interactions between the three dimensions would lead to the path way of women empowerment. So, changes in any one dimension would lead to changes in others. Naila Kabeer's 'Resources, Agency and Achievements', empowerment is "the process by which those who have been denied the ability to make choices acquire such an ability" which involves resources (preconditions), agency (process) and achievements (outcomes). Thus, empowerment is a course of change aimed at eradicating the state of disempowerment. If a woman is disempowered, empowerment concentrates on enlarging her potential for self-determination.

The term agency denotes the processes by which choices are made and exercised. Naila Kabeer defines agency as “the ability to define one’s goals and act upon them”. Agency includes voice, negotiation, increasing involvement and authority in decision-making about strategic life choices such as choice of living, where to move or whether or whom to marry, or whether to have children so on. Developing women’s agency is vital for enhancing gender equality and the economic empowerment of women. Enlarging agency would bring greater development and reduces poverty and increases prosperity. By owning agency, an individual woman would be more informed and take decisions about better economic choices for themselves and their families. The worker’s agency would enable them to negotiate fairer wages and safe working conditions.

Resources are the channel through which agency is executed. They are dispersed through various institutions and relationships in a society. In institutions certain players have an advantaged position over others regarding how rules, norms and congregations are demonstrated and put into effect. These resources include human resources such as education, skill development, and self-reliance and autonomy; social resources such as participation in institutions and organizations, access to peer groups and economic resources such as earnings, property, and land. Directors of firms, managers of institutions and organisations, Heads of households, chiefs of tribes and elites in a society have power of decision-making in particular institutions by virtue of their position. Thus, resource distribution depends on the capability to describe preferences and impose claims. Agency, resources, and achievements would create people's capabilities or the potential for living the lives they want. The term achievements describe to level to which this potential is realized or the result of people's effort. Considering empowerment, achievements have been recognized in terms of both the agency executed and its consequences.

Figure 2.2

Conceptual Framework for Empowerment of Women Journalists in Media



Source: Conceptual Framework for Women’s Empowerment, Elaborated from Naila Kabeer (1999)

There is a strong relationship between agency, resources, and achievements. There are 'passive' forms of agency that is, action taken when there is little option, and 'active' form of agency denotes to determined behaviour. In addition, there is also a further significant distinction between greater 'effectiveness' of agency, and agency that is 'transformative'. The former relates to women's greater competence in bringing out their given duties and responsibilities, the latter to their capacity to behave on the preventive aspects of these duties and responsibilities in order to confront them.

2.9 Theories Related to Empowerment of Women

The other important theories related to gender in economics were propounded by James Stuart Mill and Reuben Gronau. Famous English philosopher and neo-classical economist J.S Mill in his book ‘The Subjection of Women’ (1869) explained the importance of individualism, freedom, choice and consent in the social and legal rights of women in the society. Mill argued that gender equality is essential in the modern liberal world in which women should have the equal rights and freedom that men enjoy. In Mill’s opinion, women continue to face so much discrimination in the public sphere because most men are reluctant to view women at par with them. So many posts go to men who are less skilled than a woman would be at executing the role. If women may seem less intellectual or capable than men; it is definitely due to their lack of education rather than their innate deficiencies. His view on meritocracy

emphasized that women who are intelligent and bright should be allowed to the same positions as men hold. But women only have short time to engage in art or writing, since they are forced to assign so much of their time to household chores. Thus, women were expected to always assist others, their priorities and interests were forbidden. Mill also proposed a utilitarian argument for gender equality, explaining the enhancement of women's rights will benefit society as a whole.

The Gronau (1977) time allocation model is concerned with the behaviour of a single individual- women or men, by using her or his available time in three different activities - home production, in the market or in leisure. Gronau believed women and their choice to allot their available time is different than men. Gronau analyzed male and female behaviour in different aspects in allocating their time between work at home; work in the market and in leisure. Gronau (1976) in another study found that the presence of children would make mothers work more at home and lessen the work at market. Women also reduce their leisure if additional time is required for caring for the children. Gronau (1977) considered the market work and work at home as perfect substitutes, so the individual is indifferent to consume these goods and services whether it were produced at home or purchased in the market. Usually, any raise in the wage rate in market work tends the individual to reduce her or his time working at home and she or he is likely to work more and produce more market goods or utilize more leisure. Contrastingly, if the individual's income increases then she or he is likely to increase her or his leisure time and cut down the market work and possibly make an inconsequential outcome on work at home (Gronau,1977).

In addition, there are a number of development theories related to feminism. The welfare approach, Women in Development (WID) and Women and Development (WAD) approaches, Gender and Development (GAD) approach, and Empowerment approaches are important theories among them (Rathgeber, 1989). By 1970s women were left out from the benefits of development. The WID approach noticed the negligence of women from development programmes and approaches. Therefore, the main task of WID approach was to increase the access to resources and participation in development by women. As an outcome of short comings of the WID approach, the Women and Development (WAD) approach came into force in the latter part of the

1970s. WAD adopted a Marxist feminist approach, argued that women have always been significant economic agents. The key focus of WAD was on the communication between women development processes rather than solely on strategies to incorporate women into development. Further considerations on development experiences of women could be seen in Gender and Development (GAD) originated in the 1980s. GAD represented many feminist ideas and brought together the lessons learned from the limitations of the WID and WAD approaches. GAD probes into the impact of development on both women and men and emphasis equality of benefit from development. The Empowerment approach originated in the mid-1980s is a recent approach in the developmental discourse. Empowerment is linked to the word power and it can be defined as control over material assets, intellectual resources, and ideology. Material assets can be physical, human, or financial; intellectual resources are information, knowledge and ideas; and control over ideology indicates the capability to produce, proliferate, maintain and institutionalize precise sets of values, beliefs, behaviour and attitude. Empowerment approach comes from women who look to empower themselves through greater autonomy. Thus, women acquire the ability to choose their decision in any matter of their personal life.

Measurement of work participation and women economic empowerment are very much important in a gender-biased world. It helps to know the gravity of gender inequality prevailing in the society. Nevertheless, there are studies which analysed in depth the working conditions and empowerment of women, the challenges encountered by women journalists in social life are not dealt in detail. Thus, the present study expects to reveal and unfold problems of women journalist in the society and bring out practical solutions to their problems.

2.10 Summary of the chapter

The chapter dealt with the theoretical framework on economic empowerment of women journalists in media and the review of literature. The review of literature explained in detail various concerns, factors and challenges affecting the work participation and empowerment of women in international, national and regional scenario. The in-depth analysis of review of literature elucidated that work participation of women is found to be low all over the world and has serious effects on the

empowerment of women in the society. The empowerment of women is a multilayered process and has various implications on the developmental process on women's autonomy, freedom and self-reliance. There are detrimental factors like illiteracy, financial interdependence, patriarchal norms and regulations which back off women from their developmental process. At this juncture, the academicians and experts pointed out the requirement for effective policy implications and regulations on the empowerment of women which would enhance the over-all development of the society. The conceptual framework for work participation of women is explained with the human capital and abilities possessed by them. It also explicated various factors determining the work participation of women for analyzing the reasons for lower work participation among women in the media. The theoretical model elaborated the process of agency, resources and achievement to attain empowerment of women in society and thus achieving freedom and self-reliance among them.

CHAPTER 3

OVERVIEW OF WOMEN EMPOWERMENT

3.1 Introduction

The previous chapter explained the theoretical framework and an extensive review of literature on work participation and empowerment of women at the international, national and state levels. The present chapter is divided into two parts. The first part considers the general overview of the empowerment of women in India and in Kerala. It looks into the evolution of the empowerment of women from the Vedic ages to the modern era. The writings of 'The Vedas' and 'Puranas' celebrate the duties and responsibilities of women and also indirectly the restrictions imposed on them. The status of women got deteriorated during the medieval period. Before independence, several rituals and ceremonies existed against women. After independence, the rituals and ceremonies against women were demolished by the government and steps towards women's empowerment through laws, schemes and policies countrywide were initiated. Nevertheless, today India has several laws and schemes related to the empowerment of women, but the goal is not yet achieved to the fullest.

The second part of the present chapter explains the evolution of media in an international, national and regional scenario. The history of media begins with the communication of sounds, cave paintings, dance and other art forms in primitive ages. Communication through writings in iron stones, copper stones, palm leaves, pamphlets so on developed later. The invention of print media in the 15th century made a revolutionary change in media. Later the introduction of electronic media including Telegraph, Radio and Television developed communication. The introduction of new media made communication faster and people all over the world were connected exclusively. The progress of communication also developed the field of journalism. It made many women come forward to the industry. The development of media and the participation of women in India and Kerala are also discussed in the current chapter.

3.2. Status of Women in India through Ages

“Yathra naryastu pujiyante ramante tatra devatah!

Yatraitaasthu na pujiyante sarvas tatra phalah kriyah!!” (Manusmriti (3.56))

This is a famous sloka taken from manusmriti (3.56) which means where women are honoured, spirituality blossoms, and where women are dishonoured all

actions no matter how righteous are considered fruitless. Women empowerment is a complex, composite and heterogeneous concept. To analyse the development of women empowerment in India, one has to look into the transitions from the Vedic period to the modern era. In the Vedic period, women had to face a state full of paradoxes. Women enjoyed a higher status in the early Vedic era and later it got deteriorated in the later Vedic culture (Govind Kumar Saxena and Major Gen. Praveen Kumar Sharma, 2018). They had the freedom to select their husbands and widows were allowed to remarry. The Vedic period had given women the right to education. Several female saints like Ghosa, Maitrayi, Vak and Gargi were highly skilled and they composed difficult Vedic stanzas for hymns in that period. But at the same time, Manusmriti also portrayed women as dependent people who stand under their fathers in their childhood, husbands after marriage and sons in their old age. In the Vedic age, women had an unhappy married life because of polygamy and early widowhood due to child marriage. But women had greater freedom and higher status in the Vedic period than in later India (Govind Kumar Saxena and Major Gen. Praveen Kumar Sharma, 2018).

Ancient Hindu scriptures and texts revealed that women enjoyed substantial freedom and high position in Indian society. Aryan women enjoyed countless rights including property rights. Unmarried daughters had the right to their fathers' property. Daughters had complete legal rights to the belongings of their father in the absence of any son. Mother's property was equally divided among the sons and unmarried daughters after her death. But married women had no rights in their father's property. Being a wife, a woman had no direct right to her husband's property. But a widowed mother enjoyed some rights. There are several examples where royal women were proficient in art and music. However, in the post-Vedic age, the status of women started to deteriorate due to several factors. Practices like child marriage, Sati, polygamy, female foeticide and dowry system were the biggest social evils of the post-Vedic period. Apart from these evils southern India also practiced the Devdasi tradition where girls were forced to get married to deities (Dr. V. Bharathi Harishankar and Dr. M. Priyamvada, 2016).

The status of women in India also degraded during the medieval period with the arrival of the Muslims (Kapoor, 2019, Patil, 2021). The Muslim invasion created a

gradual slow down of social, cultural, economic, and political life of women. During the Mughal reign, Indian women faced several gender inequalities. In this period, the 'Purdah' was introduced in society. Polygamy was also common during this time. Women excelled in literature, music and arts and were also rulers during this period. Despite the era of powerful women rulers like Razia Sultana and Nurjahan, the situation of poor women remained the same. During the fifteenth century, the situation of women had improved mildly. The Bhakti movement propounded by Ramanujacharya during this period put forward new ideas to the religious and social life of Indian women. At the same time the support from social reformers, revolutionaries and saints like Kabir, Ramdas, Meera, Tulsi, Nanak, Chaitanya and others, women achieved religious freedom and to some extent, social freedom. But economic freedom was not realized by women and it was totally dependent on the male members of the family (Kapoor, 2019).

In the mid-seventeenth century, British traders arrived in India for trade and conquered and ruled the country for around three and half centuries. During the British reign, evil practices like Sati, Child marriage, and several other social evils were prohibited and eliminated from Indian society. Widow re-marriage was allowed and legalized. They proclaimed female infanticide as murder and also considered several forms of slavery including domestic slavery. However, the British government had no role other than passing laws and bills. The main heroes behind these social reforms were great Indian revolutionaries like Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar, Dr. B. R. Ambedkar, and several others. After the Sati Regulation Act in 1829, several acts were followed like the Hindu Widow's Remarriage Act of 1856, the Female Infanticide Prevention Act of 1870 and the Age of Consent Act of 1891. Apart from these, the Hindu Law of Inheritance (1929), the Hindu Women's Right to Property Act (1937), and The Hindu Marriage Act also contributed to the upliftment of the status of Hindu women in terms of marriage, inheritance, and adoption (Kapoor, 2019). During this time, women had become a part of the freedom struggle and they also supported their male counterparts in the same. However, the British Raj ruined India and her economy, they raised their voice against the social evils practiced against women and men in the country. After the British rule, independent India had a democratic government and a constitution that considers women as legal citizens who

have equal rights with men. Article 14 of the constitution guarantees equal rights and opportunities for men and women in socio-political and economic spheres. Article 16 offers the right to adequate resources of living for both men and women. For protecting the prestige of women, Article 51 (a), (e) imposed a fundamental duty on every citizen to control the practices offensive to the self-respect of women. To eliminate the existing social evils against women every year the Indian government enacts new laws and provisions related to women and children (Ministry of Women and Child Development, 2015-16). Some important laws regarding women and girl children are:

Laws related to women

- Immoral Traffic (Prevention) Act, 1956
- Dowry Prohibition Act, 1961
- Indecent Representation of Women (Prohibition) Act, 1986
- Commission of Sati (Prevention) Act, 1987
- National Commission for Women Act, 1990
- Protection of Women from Domestic Violence Act, 2005
- Protection of Women against Sexual Harassment Bill, 2007

Laws related to children

- Reformatory Schools Act, 1897
- Child Marriage Restraint Act, 1929
- Children (Pledging of Labour) Act, 1933
- Young Persons (Harmful Publications) Act, 1956
- Children Act, 1960
- Child Labour (Prohibition & Regulation) Act, 1986
- Juvenile Justice (Care & Protection of Children) Act, 2000
- Commissions for the Protection of Child Rights Act, 2005
- Commissions for Protection of Child Rights (Amendment) Act, 2006
- Juvenile Justice (Care & Protection of Children) Amendment Act, 2006
- Prohibition of Child Marriage Act, 2006

There are many laws relating to marriage & divorce, relating to property, succession, inheritance, guardianship & adoption, abortion, working women, charitable

homes & orphanages and others. Hindu Marriage Act, 1955, Indian Christian Marriage Act of 1872, Indian Divorce Act of 1869, Muslim Women (Protection of Rights on Divorce) Act of 1986, Special Marriages Act of 1954 and Hindu Adoptions & Maintenance Act of 1956, are some of the acts related to marriage and divorce. Hindu Inheritance (Removal of Disabilities) Act of 1928, Hindu Minority & Guardianship Act of 1956, Hindu Succession Act of 1956, Indian Succession Act of 1925, Married Women's Property Act of 1874 and Married Women's Property (Extension) Act of 1959 are the important laws which enable the property rights and inheritance of women. Medical Termination of Pregnancy Act of 1971, Pre-Natal Diagnostic Techniques (Regulation & Prevention of Misuse) Act of 1994, Pre-Natal Diagnostic Techniques (Regulation & Prevention of Misuse) Amendment Act of 2001 and Pre-Natal Diagnostic Techniques (Regulation & Prevention of Misuse) Amendment Act of 2002 are some of the laws enacted related to preventing abortion and female foeticide (Ministry of Women and Child Development, 2021). The maternity Benefit Act of 1961 and the Equal Remuneration Act of 1976 are the important acts enacted by the constitution related to working women.

3.3. Women Empowerment Schemes in India

The Government of India has launched many women and child development schemes after independence. The majority of these schemes have come under the surveillance of the Ministry of Women and Children. These schemes look into the empowerment and safety measures of women and children by providing assistance in finance, education, sanitation and accommodation facilities and preventing violence, rape and other sexual assaults. During the late twentieth century, several schemes, namely Integrated Rural Development Programme (IRDP)(1978-79), Swarna Jayanti Gram Swarozgar Yojana (SGSY)(1999), Jawahar Rozgar Yojana (JRY)(1989), Employment Assurance Scheme (EAS)(1993), Training of Rural Youth for Self-Employment (TRYSEM)(1979), Development of Women and Children in Rural Areas (DWCRA) Programme (1982), Mahila Samridhi Yojana (MSY)(1993) and Indira Mahila Yojana (IMY)(1995) had been introduced for women by the Government of India. Some of the important schemes prevailing under the surveillance of the Ministry of Women and Children are given in Table 3.1.

Table 3.1
Women Empowerment Programmes in India

Women Empowerment Programmes	Year of Commencement	Objectives
Beti Bachao Beti Padhao Scheme	22 January, 2015	<p>To provide education to girl child and to improve their welfare.</p> <p>To avert the violation against girls and to celebrate the birth of a girl child.</p>
One Stop Centre Scheme	1st April, 2015	<p>It is a Centrally Sponsored Scheme of the Ministry of Women and Children. It aims to build up One Stop Centres (OSC) which is to be financed from the Nirbhaya Fund.</p> <p>To give support and assistance to women affected by violence in private or at any public place, irrespective of class, caste, religion, region, marital status and sexual orientation.</p> <p>To assist in filing First Information Report (FIR/NCR)</p> <p>To provide psycho-social support and counselling to women and girls.</p>
Women Helpline Scheme	1 st April, 2015	<p>To provide toll-free-24 hour emergency and non-emergency telecom service to women affected by violence including sexual assaults and harassment both in the private and public sphere, including family, community, workplace, etc.</p> <p>Women Help Line is established in every state and Union territory with a single Uniform number – 181.</p>
UJJAWALA	December 2007	<p>To avoid and prevent the trafficking of women and children for commercial sexual exploitation.</p> <p>To make possible the rescue of victims from the place of their exploitation and place them in safe custody.</p> <p>To facilitate rehabilitation services with both immediate and long-term to the victims by providing basic amenities such as food, clothing, shelter, medical treatment including counselling and also provides legal aid and guidance, and vocational</p>

		<p>training.</p> <p>The Scheme is being executed mainly through Non-Governmental Organizations to provide direct benefits and assistance to the victims of trafficking.</p>
Working Women Hostel	<p>Introduced in 1972-73 and re-launched on 6th April, 2017</p>	<p>To support accessibility of safe and suitably located accommodation for working women enabling daycare facilities for their children, wherever possible, in semi-urban, urban, or even rural areas where employment opportunities for women exist.</p> <p>To make available accommodation to children of working women, for girls up to the age of 18 years and boys up to the age of five years.</p>
Rajiv Gandhi National Creche Scheme for the Children of Working Mothers	<p>The Programme was recast by the Government of India in 2006</p>	<p>To provide day-care services for children (6 months to 6 years) of working mothers in society.</p> <p>To improve the nutrition and health status of children.</p> <p>To enhance physical, social, cognitive and emotional development of children.</p> <p>To educate and empower parents and caregivers for better care for children.</p>
SWADHAR Scheme	<p>2002</p>	<p>A scheme targets women victims in difficult circumstances without any family, social and economic support who require institutional support for rehabilitation so that they could lead a decent life.</p> <p>To provide the primary need for food, shelter, clothing, medical treatment and care of women in distress.</p> <p>To offer women legal aid and guidance.</p>
Support to Training and Employment Programme for Women (STEP)	<p>The Ministry has been monitoring STEP Scheme since 1986-87 as a 'Central Sector Scheme'.</p> <p>It was revised in December, 2014</p>	<p>To impart competencies and skills that enable women to become self-employed or give employment opportunities to women.</p> <p>The scheme benefits women in the age group of 16 and above in the country.</p>
Nari Shakti	<p>Introduced in the</p>	<p>To recognize and strengthen women who have</p>

Puraskar	year 1999 as Sthree Sakthi Puraskar and re-named and reorganized as Nari Shakti Puraskar in 2015	<p>exceeded expectations to challenge the prevailing unfair conditions and make a stable contribution to women's empowerment.</p> <p>The scheme recognizes and facilitates institutions that work towards the progress and development of women in society.</p> <p>It will be conferred on 8th March, International women's Day, by the Ministry of Women and Child Development.</p>
Mahila Shakti Kendras (MSK)	2017-18	<p>To create a situation for women where they have access to quality, education, guidance, health care, employment, etc.</p> <p>To generate these opportunities at the block and district level in the country.</p>
NIRBHAYA	2012	<p>To improve the safety and security for women at various levels.</p> <p>To ensure strict privacy and confidentiality of women's identity and information.</p> <p>The scheme has the provision for real-time intervention as far as possible.</p>
Mahila E-Haat	2016	<p>To provide entrepreneurship opportunities online for women.</p> <p>To educate women on various aspects of online selling and assist them to launch their ventures.</p>
Mahila Police Volunteers	2016	<p>An MPV will assist women to fight the crime against them.</p> <p>The wide consent of MPVs is to report incidences of violence against women such as child marriage, domestic violence, dowry harassment and other violence faced by women in public spaces.</p>

Source: Ministry of Women and Child Development, 2021

The other schemes related to women and children are:

1. General Grant-in-Aid (GIA) Scheme for Assistance to Voluntary Organisations in the field of Women and Child Development.

2. General Grant-in-Aid Scheme for innovative projects
3. General Grant-in-Aid Scheme in the field of Women and Child Development
4. Family Counselling Centre Scheme
5. Rashtriya Bal Kosh (National Children's Fund)
6. Grant-in-Aid for Research, Publication and Monitoring
7. Nutrition Education and Training through Community Food & Nutrition Extension Units (CFNEUS)
8. Gender Budgeting Scheme
9. Internship Scheme Portal
10. Kishori Shakti Yojana

Apart from the above schemes, Anganwadi Services Scheme, Pradhan Mantri Matru Vandana Yojana, National Creche Scheme, POSHAN Abhiyaan, Scheme for Adolescent Girls and Child Protection Scheme were employed under Integrated Child Development Scheme. The Five-Year Plans also paid greater attention to the development of women in India. During the first five-year plan (1951-56) the Central Social Welfare Board (1953) was constituted for the welfare of women and Mahila Mandals were set up during the second Five Year Plan (1956-61). The upsurge of feminist movements during the late 1970s paved the formation of many groups and NGOs functioning for the empowerment of women. During the eighth five-year plan (1992-97) The National Commission for Women (NCW) (1992) and Rashtriya Mahila Kosh (RMK) (1993) were constituted to protect the legal rights and claims of women. National Policy for the Empowerment of Women was also implemented in 2001 for the progress, expansion and empowerment of women (Ministry of Women and Child Development, 2006). The policy looks into creating a positive economic and social policy for all round development and advancement of women in society by realizing their capabilities and potential. It also enables women to achieve their rights and fundamental freedom with men on an equal basis.

The Government of India also made the 73rd and 74th Amendment Acts in 1993 providing 33 per cent reservation for women in Panchayati Raj and other elected bodies which was a milestone in empowering women politically (Dr. Byshetty Kavitha and Dr. Koppula Malleshham, 2022). For empowering women, special schemes and programmes were conducted through Panchayati Raj Institutions. To showcase the solidarity towards women, the Government of India declared 2001 as the year of women's

empowerment during the ninth Five Year Plan (1997-2002) period (Ministry of Women and Child Development, 2006). Gender equality was one of the main topics discussed in World Conferences and National and International Conferences.

The Planning Commission had given special attention to women during the ninth five-year plan (1997-2002). As a part of it, 'Women Component Plan' was implemented during the period. As per the recommendations of the National Policy for Empowerment of Women, the tenth Five Year Plan (2002-07) concentrated on the three-fold strategy for empowering women social empowerment, economic empowerment and gender justice. For the alleviation of poverty, the Government also launched a time-bound plan under Bharat Nirman in 2005. As a part of social empowerment, basic minimum services were accessible to women for accomplishing their choices. Under economic empowerment, training, employment and income generating activities were encouraged. Gender Justice implied the avoidance of discrimination and promotion of equality in civil, social, cultural, political and economic areas. The broad vision for 11th Plan gave special attention to extension of employment opportunities using National Rural Employment Guarantee Programme, reduction of gender inequality, gender gap in literacy, infant mortality, total fertility and improvement in sex ratio. Even though the twelfth five-year plan laid down women friendly programmes, the planning commission was dispersed and paved way for NITI (National Institution for Transforming India) Aayog. NITI Aayog also provides special schemes for women and children under the guidance of Women and Child Development (NITI Aayog, 2023).

3.4 Female Labour Force Participation in India

Though many schemes are adopted by the Government of India, the empowerment of women is lagging in the country. According to the World Economic Forum's Global Gender Gap Report, 2021, India has slipped 28 places and ranked 140 among 156 countries whereas in 2020, it was 112th among 153 countries. There are many reasons for this step back. The decline in economic participation and opportunity sub-index is one of the reasons for this. India also regressed 13.5 percentage points on the political empowerment sub-index, with a significant decline in the number of women ministers from 23.1 per cent in 2019 to 9.1 per cent in 2021. The Labour force

participation of women fell from 24.8 per cent to 22.3 per cent. The share of women in professional and technical roles declined to 29.2 per cent. The report also shows the share of women in senior and managerial positions remains low at 14.6 per cent and women who constitute top managers only at 8.9 per cent. It is a very disappointing fact that the estimated earned income of women in India is only one-fifth of men's, which set back the country in the bottom 10 countries. Among India's neighbours only Pakistan (153) and Afghanistan (156) were ranked below the country.

Female Labour Force Participation has an important role in achieving the goal of women empowerment in the country. However, the data shows a continuous decline in female labour force participation in the country till 2018 and then a fluctuating trend by analyzing the data of female labour force participation in one decade from the year 2012 to 2022(Table 3.2). Table 3.2 points out the alarming situation of the decline of the work participation of women in labour market with a decrease from 27.08 per cent in 2012 to 20.54 per cent in 2018. Female Labour Force Participation showed an increasing trend only in the years 2019, 2021 and 2022 (Statista Research Department, 2023).

Table 3.2
Female Labour Force Participation Rate across India from 2012 to 2022

Year	Labour Force Participation Rate(percentage)
2012	27.08
2013	25.91
2014	24.77
2015	23.67
2016	22.59
2017	21.55
2018	20.54
2019	23.72
2020	22.68
2021	22.99
2022	23.97

Source: Statista Research Department, 2023

The gender-wise rate of employability in India is given in Table 3.3. The rate of employability shows the rate at which people are recruited in the labour market. In Table 3.3, the rate of employability of both men and women shows a fluctuating trend

where the data went up and down throughout the years from 2017 to 2021. Although women had overtaken men in the rate of employability with 47 per cent in 2020, the very next year it fell to 41.25 per cent (Statista Research Department, 2021 and 2023).

Table 3.3

Rate of Employability across India from 2017 to 2021

Year	Gender-wise Rate of Employability(percentage)	
	Male	Female
2017	47	38
2018	48	46
2019	47.3	45.6
2020	46	47
2021	38.91	41.25

Source: Statista Research Department, combined from the years 2021 and 2023

Even though the Government of India has adopted several schemes and employment generated programmes, empowerment of women has not achieved a significant position. The widening gender gap in labour force participation and pay is a serious issue to be looked into. The launching of fresh schemes for business, micro-finance and start-ups for women may help in attaining higher employment opportunities and a basic standard of living for them.

3.5 The Status of Women in Kerala

The status of women in Kerala has a long history to be explored from the Sangam ages. During the Sangam period, the whole of south India was under the control of three dynasties – the Cheras, Cholas and Pandyas. Kerala was also a part of this political system and was controlled by the Cheras during the Sangam age. Women in the Sangam period were given much freedom and respect compared with other ages. Chera kings applied the names of the father as well as the mother along with their names (Menon, 1967). Female education was also promoted during this period. Women poets like Avvaiyar, Nachchellaiyar, Nappasalayar, Nanmulliyar, kakkaiyadiniyar, Adimandiyar, Ponmudiyar and Mudathamakkanniyar flourished and contributed to Tamil literature (Menon, 1967). Virali and Padini were excellent in songs and dances. Women were also involved in politics. The courage of women was also acknowledged in many poems. During the Sangam age, no child marriage was encouraged. But the gandharva form of marriage or love marriage was common. Women had the right to

choose their life partner. Purdah or dowry systems were not practiced. But the bridegroom had to hand over some gifts to the father of the bride for their marriage. Women also practiced various jobs. However, the sangam era was patriarchal. Men occupied superior positions. 'Karpū' or Chastity of women was honoured during the Sangam age. A respectable woman had to be chaste, but a respectable man did not have to be. The chastity of women was praised in many contemporary works, like Silapatikaram, Tolappiyam and Akananuru. Kannaki was renowned for her chastity (Gopalakrishnan, 1974). The life of widows was miserable and the practice of sati was also observed among ruling classes. During the 15th and 16th century, so many unworthy practices and customs were practiced in Kerala. Feudalism upsurged in all parts of Kerala and they became the real rulers. Nairs and Namboothiris acted as feudal lords. Slavery, dowry, untouchability and devadasi systems pushed women into deep misery.

Slavery was the most common business in Travancore, Cochin and Malabar regions during the medieval period. Women of slave classes existed and they worked as actively as the men for their living. The Devadasi system further lowered the status of women in Kerala. The situation of women in medieval Kerala was distressed. The caste system and its by-products, like untouchability, ruined the life of lower-caste people. Lower caste people were treated inferior and were kept aside as untouchables. Women were the greatest victim of the social evils that prevailed in the period. Polygamy, polyandry, child marriage, superstitions and practices like Pulapedī and Thalikkuttukalyanam, made women's lives miserable. Sambhandam was another social evil that degraded women to greater suffering. The ill-sorted marriages of young girls with old-aged men resulted in early widowhood of the girls. Widowhood was another worst situation that women faced during the period. Apart from this, women belonging to lower castes were not allowed to cover the upper part of their bodies. They also disregarded their education. The arrival of the Christian missionaries and the rise of social reformers and spiritual leaders along with the progressive attitude of the rulers gave great solace to the common people, particularly women.

Kerala society is widely considered matrilineal. In Kerala, many castes and communities followed matrilineal order by and large in the past and a few followed

patriarchal orders. The matrilineal order enables property rights for women, but not the right to control it. Family as well as property matters were controlled by the male head of the family. Gradually the matrilineal joint families were transformed into the nuclear family and patriarchy (Sivaraman, 2017).

In Kerala like other Indian states, the roles and responsibilities are allotted based on gender. Women have to bear the roles of wives and mothers and their prime responsibilities are rearing children and taking care of family members and household duties, which are not considered productive (Dashora, 2013). At the same time, Kerala society is the one in which a series of socio-political developments had taken place and women had contributed to these to a large extent. The social movements of 'Karivelloor', 'Kayyoor' and 'Punnapra' 'Vayalar' are a few examples. The first Communist Ministry of 1957 put forward various measures and schemes for women welfare and empowerment. But the patriarchal society was not ready to share power in the political field, which finally resulted in the imprisonment of women in the household. During the last hundred years, the general position of women in Kerala improved due to various welfare schemes put forward by different governments. The land reforms introduced by various Governments helped women to attain a better position in society. With the introduction and implementation of various reform movements and schemes, women were educated and became a part of Kerala's development.

3.5.1 Literacy Rate in Kerala

Women in Kerala enjoy some unique features compared to their counterparts in other states. Kerala is the only state in which women overtake men in number. According to the 2011 census, the sex ratio of Kerala is 1084 as against the national figure of 940. The female literacy rate in Kerala (92 per cent) is also above the national rate (65.5 per cent). Literacy is one of the significant factors enhancing the empowerment of women in Kerala. The literacy rate in Kerala from 1951 to 2011 is given in Table 3.4. The data showed a substantial increase in the rate of literacy among both women and men in Kerala.

Table 3.4
Literacy Rate in Kerala from 1951 to 2011

Year	Persons (%)	Male (%)	Female (%)
1951	47.18	58.35	36.43
1961	55.08	64.89	45.56
1971	69.75	77.13	62.53
1981	78.85	84.56	73.36
1991	89.81	93.62	86.17
2001	90.86	94.24	87.72
2011	93.91	96.02	91.98

Source: Gender Statistics, 2014-15

Note: Literacy rates for the years 1981 to 2011 relate to population aged seven years and above and rates in 1951, 1961 and 1971 relate to population aged five years and above.

The literacy rate in Kerala during the year 1951 was 47.18 per cent. It has increased to 78.85 per cent in the year 1981 and 90.86 per cent and 93.91 per cent in the years 2001 and 2011 respectively. The gender-wise literacy illustrates the gap between men and women in literacy. In the year 1951, the literacy rate of males and females in Kerala was 58.35 per cent and 36.43 per cent respectively. But in the year 2011, the literacy rate of the male and female population was 96.02 per cent and 91.98 per cent respectively. This is a good sign for the empowerment and development of women in Kerala (T. K Rasheeja and C. Krishnan, 2013).

Table 3.5
Educational Status of Adult Women (15-49 years) in India and Kerala

Indicators	2005-06		2015-16	
	Kerala	India	Kerala	India
Literate women (percentage)	93	55.1	97.9	68.4
Literate men (percentage)	95.5	78.1	98.7	85.7
Population (female) age 6 years and above who ever attended School (percentage)	89.8	58.3	95.4	68.8
Women with 10 or more years of schooling (percentage)	48.7	22.3	72.2	35.7

Source: NFHS-4, 2015-16

The literacy rate of adult women (15-49 years) (Table 3.5) pointed out the superiority of Kerala women when compared with the national average by examining the years 2005-06 and 2015-16. In the case of school education, enrolment is universal at the primary level and gender parity has already been achieved. In Kerala, girl students constitute 48.98 per cent of total student enrolment in schools and girls outnumbered boys in terms of enrolment in higher secondary education at 51.84 per cent (Economic Review, 2017). Dropout rates are low for both boys and girls in the state. The enrolment of girls is higher than boys at the tertiary level also. In Kerala, during 2016-17, girls constitute 68.6 per cent of total enrolment for degree courses in various Arts and Science colleges under the four general universities (Economic Review, 2017). In post-graduation also the girl's position is highest with 69.24 per cent. But if the enrolment of girls in polytechnics and engineering colleges is considered, then the situation is different. Out of the total enrolled students, girls constitute only 33.18 per cent in polytechnics and 43.74 per cent in engineering colleges (Economic Review, 2017).

3.5.2 Health Status of Women in Kerala

In Kerala, most of the health indicators are highly favourable to women and are much better than their counterparts in the country as well as their male counterparts in the State. As per the report of Sample Registration System, the Life Expectancy at birth of women in Kerala is at 78.2 years and is the highest in India; This is much higher than for women in India as a whole, which is 70 years during the year 2011-15. However, in Kerala occupational diseases are prominent. The entry of women into the paid labour market did not reduce the sexual division of labour within the household. The long hours of work, with very short breaks and irregular meals, make them prone to occupational hazards like cancer, musculoskeletal disorders, post-traumatic stress, etc. The wages received by poor working women are not enough to compensate for the high work intensity (International Labour Organization (ILO), 1995). The Welfare schemes which exist in most of these sectors do not usually distribute health aids. Some schemes have provisions for maternity benefits but very few beneficiaries were able to avail them.

Gender based violence (GBV), is also considered a public health issue resulting in short term and long-term health consequences, including stress, mental illness and complications in pregnancy. The response of health care services for domestic violence is very crucial. Health care providers require intense training for identifying the clients and giving them mental and physical support. They need to be trained to talk about violence to clients routinely and non-judgmentally. Schemes like Bhoomika and Seethalayam rendering specifically to such women were initiated in the 11th Five-Year Plan and are playing a significant role. The establishment of the One-Stop Centres in 2015 made a considerable effect on providing support to women in misery (Annual Report, 2020-21, Ministry of Women and Child Development).

3.5.3 Women's Participation in Employment

In Kerala, women outperform men in many development indicators. But when it comes to an economically active person, the result is not favourable to them. The 68th round of NSSO, 2011-12, showed a wide gap between male and female labour force participation rates (principal and subsidiary status) in the state. As per the report, the labour force participate rate of females (per 100 persons) in Kerala is 24.8 per cent and that of males are 57.8 per cent while the state average is 40.3 per cent. Among Indian states, Himachal Pradesh with a female workforce participation rate of 49.8 per cent is the best performer. The North-eastern States like Sikkim, Nagaland, Mizoram, Arunachal Pradesh, Manipur and Meghalaya also have higher Female Participation Rates than Kerala. By region-wise disintegration, the labour force participation rate of women in rural Kerala is found to be lower than that of India (Table 3.6). But in urban areas, the female labour force participation of Kerala is higher than that of their counterparts at the all-India level (Table 3.6)

Table 3.6**Labour Force Participation Rate for Kerala and India (per cent) Urban and Rural**

Year	Rural				Urban			
	India		Kerala		India		Kerala	
	Male	Female	Male	Female	Male	Female	Male	Female
1987-88	54.9	33.1	55.8	33.6	53.4	12.9	59	26.1
1993-94	56.1	33	56.8	26.4	54.3	16.5	59.9	25
1999-2000	54	30.2	58.7	27.3	54.2	14.7	59.1	25.4
2004-05	55.5	33.3	58.9	32.1	57	17.8	58.3	30.1
2009-10	55.6	26.5	58.3	26	55.9	14.6	56.4	23.3
2011-12	55.3	25.3	58.3	25.8	56.3	15.5	56.7	22.2

Source: NSSO 68th Round (pooled data, Department of Economics and Statistics, GOK, 2011-2012)

In Kerala, the gender gap is widening over the years. The district wise gender disparity in Labour Force Participation Rate is given in table 3.7. Among the districts, Malappuram has the lowest Female LFPR with 7.6 per cent in urban areas and 11.6 per cent in rural areas while the respective figures for men are 42.4 and 48.9 per cent. At the same time, the districts, Kasargod and Idukki have shown a lower gender gap in LFPR both in urban and rural areas respectively. Kozhikode is the district that has the highest gender disparity in Labour Force, both in urban and rural areas with gaps of 43.6 and 44.5 respectively.

Table 3.7**Gender-Wise Labour Force Participation Rate among Districts of Kerala**

District	Rural		Urban	
	Male	Female	Male	Female
Thiruvananthapuram	54.4	23.9	53	20.6
Kollam	53.3	21.6	54.2	28
Pathanamthitta	62.6	25.7	56.7	15.6
Alappuzha	58.9	24.8	56.4	22.2
Kottayam	61.9	26.2	52.1	18.7
Idukki	60.7	38.5	47.7	19.3
Ernakulam	58.9	25.9	56.9	22.2
Thrissur	56	20.3	54.5	20.9
Palakkad	51.9	20.9	53.9	16.8
Malappuram	48.9	11.6	42.4	7.6
Kozhikode	56.2	12.6	55.3	10.8
Wayanad	61.4	22.3	56.1	27.9
Kannur	57.7	22	52.1	14.5
Kasargod	51.6	31.8	43.1	18.9
All	55.6	21.4	53.7	17.7

Source: NSSO 68th Round (pooled data, Department of Economics and Statistics, GOK, 2011-2012)

3.5.4 Gender Gap in Worker Population Ratio (WPR)

In Kerala, both in rural and urban areas, female WPRs are very low than male WPRs. Among the districts, Wayanad records the highest female WPR in urban areas with 23 per cent while female WPR in rural areas is highest in Idukki with 35 per cent (Economic Review, 2017). Malappuram reported the lowest female WPR in both rural and urban areas with 7 per cent and 5 per cent respectively. Though the work participation rate for women is low, it will be higher if the invisible economic participation of women at home is considered.

3.5.5 Women in Political Leadership

Nevertheless, women in Kerala have achieved heights in many fields like education and health, the participation and decision making in politics remain low. In a democratic country like India, the direct participation of women in politics, other than voting, is significant. However, Panchayati Raj policies and 73rd and 74th amendments made 33 per cent reservation made for women which enabled them to come forward to this area. However, the women representation in the Central and State Legislative bodies is not remarkable in the state. The same is true for the political representation of women at the all-India level also. The state level representation of women in the electoral bodies is given in Table 3.8. Even though the representation of women increased from 7 women members to 11 from the year 2006 to 2021, it is merely 7.8 per cent of the total members of the legislative assembly (Table 3.8).

Table 3.8
Women Representation in Kerala Legislature

Kerala Legislature			
Kerala Legislative Assembly	Number of Women	Total no of seats	%
2006	7	140	5
2011	7	140	5
2016	8	140	5.7
2021	11	140	7.8

Source: Chief Electoral Officer, Kerala, 2006-2021

3.5.6 Gender Budgeting

Gender Budgeting is not a separate budget but it gives special attention to women related affairs. It is an important tool for addressing gender inequality and allocating resources to women. Gender Budgeting is a crucial step for inclusive growth. During the 9th and 10th five-year plan a part of gender mainstreaming Indian government announced the Women Component Plan aiming at enhancing the status and empowerment of women. It is the first plan to take women empowerment as its official objective. The basic objectives of Women Empowerment Plan are to ensure the basic needs of women by increasing the activities that improve the income and status of women. Kerala introduced Women Component Plan at local self-government level. In Kerala, during the ninth five-year plan, all departments are instructed to allocate 10 per cent of plan outlays mandatorily for women's development schemes". Under Women Component Plan, special emphasis is given to the projects enhancing infrastructural and marketing facilities. Micro enterprises and cottage industries under women entrepreneurship are also encouraged through the scheme.

3.5.7 Women Empowerment Schemes in Kerala

The Government of Kerala has initiated various schemes and programmes for the empowerment of women down the years. During the second five-year plan, the formation of Social Welfare Extension Centres for encouraging social welfare schemes for the empowerment of women was launched. For the implementation of social welfare programmes, Social Justice Department was established on 9 September 1975. The department implements various welfare programmes and services for differently abled and mentally challenged persons, women and children, neglected street children, poor orphans and women in need and distress. It also considers old aged people and destitute. In 1988, the Kerala State Women's Development Corporation was incorporated for the economic development of women in the state. For considering and solving the problems of women, the Kerala State Women's Commission is organized under section 5 of the Women's Commission Act on March 1996. Various microfinance enterprises were also encouraged in the state over the years. Major schemes for women under various departments are given in Table 3.9.

Table 3.9

Women Empowerment Schemes Under Various Departments in Kerala

Sl. No.	Name of the Scheme	Objective of the scheme
Agriculture and Allied Sectors		
1	Theeramythri and micro enterprises scheme	The scheme aims at Integrated development of sustainable livelihood for the fisher folks of Kerala. It promotes livelihood diversifications and alternate livelihood to improve in income level of fishermen families through women members of the family
Rural Development Sector		
2	Indira Awaaz Yojana (IAY)	Comprehensive rural housing programme of the Government of India providing dwelling units to the homeless rural poor.
3	Mahatma Gandhi National Rural Employment Guarantee Programme	It is a central scheme for employment generation in which majority of beneficiaries are women.
Industries		
4	Mahila Coir Yojana (MCY)	First women-oriented self-employment scheme in the Coir industry which aims to provide self-employment to rural women artisans in regions producing coir fibre.
Health Sector		
5	Women Health Care Centre (Seethalayam)	Seethalayam is the first gender-based women Health care programme to empower women's mental, physical and social health initiated by the Homoeopathy Department, Govt. of Kerala. The main focus of the project is to supply aid to suffering women in society.
6	Bhoomika – Gender Based Violence Management Centre (GBVMC)	Provides medical aid, counselling services and legal assistance to the victims of gender-based assaults and violence.
7	Maternity hospitals, maternity units, Women and children's hospitals (included in Ayurveda and Modern Medicine)	For providing special infrastructure and facilities for women and children.
SC and ST Development Sectors		
8	Assistance for Marriage of SC girls	Provides 50,000 rupees for the marriage of SC girls under BPL category.
9	Assistance to Marriage of ST girls	Provides 50,000 rupees for the marriage of ST girls and 1 lakh for the marriage of ST

		orphan girls.
10	Janani Janma Raksha	It aims at reducing maternal and infant mortality by providing institutional delivery among pregnant women.
11	Housing scheme for the Divorcees/Widows/Abandoned Women	Housing scheme aims at women in these categories.
	Education	
12	Sarva Siksha Abhiyan	To ensure universal elementary education.
13	Counselling and training programmes for adolescent girls	These programmes are conducted by the Directorate of Public Instruction as well as by the Directorate of Higher Secondary Education to create awareness among adolescent girls.
	Social Security and Welfare Sector	
14	Institutional care for women	17 welfare institutions are working under the patronage of Social Justice Department (SJD) for the care, protection and rehabilitation of women in distress.
15	Indira Gandhi National Widow Pension (IGNWP) and pension for unmarried women above 50 years.	Providing pensions for women.
16	SOS Model Homes for Nirbhaya Inmates	Anticipates organizing shelter for Nirbhaya inmates just as in SOS homes.
17	Pradhana Manthri Mathru Vandana Yojna (PMMVY)	It is a maternity programme providing cash assistance to pregnant and lactating women with a cash incentive of 5000 transferred directly to beneficiaries aadhar seeded bank accounts.
18	Gender Park	It is a platform where the State, Non-Government organizations (NGO), academia and civil society can come together for learning and research on gender equality as well as to formulate innovative and new interventions to support the empowerment of women and gender equality
19	Snehasparsham	The scheme aims to address the problems of unwed mothers
20	Rajiv Gandhi Scheme for Empowerment of Adolescent Girls (RGSEAG) – SABLA	It aims at achieving the nutritional and health status of adolescent girls in the age group of 11-18 years.
21	Kerala Women’s Commission	The commission inquiries into the complaints of any unfair practices against women. The Commission also conducts gender awareness programmes and undertakes adalats, legal workshops and

		seminars, and DNA tests, etc.
22	Kerala State Women's Development Corporation (KSWDC)	The corporation aims at expanding economic and social opportunities for the women of the State, especially those belonging to the marginalized and downtrodden sections of society. It ensures empowerment of women by helping them overcome the constraints and challenges that impede their growth and development. KSWDC invests in women and gender awareness programmes, career grooming services, and vocational training facilities and also seeks to address women's needs and concerns and endow them with skills and attributes to handle the resources and opportunities available to them.
Local Self Government Department		
23	Kudumbashree	Kudumbashree works through Community Organisations at the grass root level, aimed at poverty alleviation by focusing on women members of the family.

Source: Ministry of Women and Child Development, 2020-21

Apart from the above schemes, the beneficiaries also avail the benefit from central programmes like Swadhar Greh, Ujjawala, Beti Bachao Beti Padhao, One Stop Centre, Nirbhaya and Women Help Line schemes in the state.

3.5.8 Crimes Against Women

As per the State Crime Records Bureau, molestations against women stands first with 5354 reported cases in 2022 (provisional) followed by cruelty by husbands and relatives. Cruelty by husbands and relatives has a high intensity reporting 3455 cases in 2016 and 1450 in 2021 (up to June) and is a serious issue to be considered in length. The Cases reported for rape is 2023 in the year 2019, which is 14 per cent of the total crime reported (14293) in the year. The Kerala police have undertaken various women friendly programmes including Pink Protection Project, CAP House, Nirbhaya, HELP DESK, CHIRI, Pink Police Control, Project HOPE, Aparajitha is online and Women Self Defence Training Program. As a result of these schemes, from 2016, the absolute number of crimes against women has shown a decreasing trend by reporting 115114 cases in 2016 to 12659 in 2020, and it is certainly a good sign for women's

empowerment. Unfortunately, during the years of 2021 and 2022 (Provisional) explicated an increase in the absolute number of crimes.

The status of women had changed over time. There are various policies, schemes and programmes undertaken by the government for achieving women's empowerment through various commissions and departments over the years. However, it did not result in improving the real status of women in society. India is far behind in Human Development and Gender Parity Indices. Being highest in Human Development Index and having the highest literacy and education among Indian states, the labour force participation of women in Kerala remains very low. The consideration and proper implantation of women related issues by the government and policymakers would enhance empowerment and better living conditions for them.

3.6 Evolution of Media – A Global Perspective

In primitive ages, humans used several methods for communication including talking or making sounds, drawing or painting, acting, dancing and using symbols. Cave art is one of the examples of mediums of communication. In the paleolithic ages, cave paintings were observed in several countries. Cave arts impart important messages to the public. The oldest known cave art was discovered at Chauvet and has been dated approximately thirty-two thousand and five hundred years ago (Gray, 2010). The development of languages afterward made communication easy between people. The methods of writings inscribed in stones, metals and papers enhanced better communication in society. The seventeenth and eighteenth centuries witnessed the development of print media and the twentieth century brought out the new experience of electronic media to society. The development of traditional media or popularly known as mass media consists of print media and electronic media, affected the lives of humans tremendously. The development of science and technology brought to light the possibilities of new media to the public. New media along with traditional media rules the present world. The present session discusses the evolution of traditional mass media and new media.

3.6.1 Print Media

Print media consists of all mediums in printed forms like newspapers, magazines, journals and books. The oldest traditional media is newspapers. Newspaper made communication easy and accessible to the public. The earliest version of a newspaper is considered to be *Acta Diurna* (Daily Events), a daily sheet published in 59 BC in Rome during the reign of Julius Caesar (Gariyan A.A., 2012). But the earliest popular printed newspaper was published in Beijing, China in the year 748 BC.

The invention of printing press by Johannes Gutenberg in the year 1451 made a revolution in print media. It spearheaded an era of newspapers, magazines, books and journals through mass production. World's first printed newspaper is considered to be *Relation aller Fürnemmen und gedenckwürdigen Historian*, a German newspaper published weekly from Strasbourg by Johann Carolus in the year 1605 (Stephens,2007). *Avisa Relation oder Zeitung* was one of the first news-periodicals in the world, was published by Lucas Schulte from Wolfenbüttel, Germany in the year 1609. During the 17th and 18th century, a proficient number of newspapers were published in different corners of the world. *Courante uyt Italien, Duytslandt, &c.*, a Dutch newspaper founded by Casper Van Hilten and published in the year 1618 was the first Dutch Newspaper and one of the earliest newspapers globally at that time. This was a regular weekly publication and it was the first broadsheet paper issued in folio size. News periodicals before this publication were in quarto-size pamphlets. *Wöchentliche Zeitung aus mancherley Orten* was considered the oldest weekly newspaper in the commonwealth, collecting weekly news from many places, was published in Poland in the year 1618.

England printed its first newspaper 'Corante' or 'weekely newes' from Italy, Hungary, Germany, Bohemia, France, Poland and the low countries in the year 1621. The first newspaper published in France was *La Gazette* (*Gazette de France*) in the year 1631. By 1641, all most every country in Europe printed newspapers. The early newspapers mainly followed two formats. The first one was the corantos, a Dutch-style format, thickly packed two-to-four-page paper while the second was a more spacious eight to twenty-four German-style pamphlet. The publishers initially started printing in the Dutch format and changed to German style due to its popularity. The important

newspapers published from other countries in the early times are A Gazeta da Restauração (1641), the first newspaper in Portugal, Gaceta de Madrid (1661), the first Spanish newspaper, Post- och Inrikes Tidningar (1645), the first paper published in Sweden and Mercuriusz Polski Ordynaryjny (1661) published in Kraków, Poland. The first American newspaper, Publick Occurrences, Both Foreign and Domestick was published by Benjamin Harris from Boston in the year 1690 (Patil, 2011).

The 18th century witnessed a high expansion of daily newspapers due to market creation, rising literacy, formation of nation-states, awareness of democratic participation in government and rising technology that supported the production of newspapers (Gariyan A.A., 2010). In the year 1702, the first daily newspaper The Daily Courant was published in London. The first daily newspaper in France and the United States were Journal de Paris (1777) and The Pennsylvania Packet (1784) respectively. The year 1873 witnessed an illustrated daily newspaper in New York and in the year 1880, the first photographs can be observed.

In the 1800s, newspapers were not much affordable to print. Though, daily papers were common and gave people, especially traders, up to date information about trading, most were priced at about six cents a copy which was expensive to artisans and other working-class citizens. Thus, newspaper readership was limited to the elite class. This was changed by the publication of The Sun by Benjamin Day in the year 1833 (University of Minnesota Libraries Publishing Edition, 2016). The Sun was printed in small, letter-sized pages and sold just for a penny. Its humanitarian approach and new ideas of printing methods of Benjamin gave popularity to The Sun and it became the first paper to be printed by what became recognized as the penny press. New York Morning Herald published by James Gordon Bennett in the year 1835 was another successful penny paper during the time. The format, content and cost of newspapers changed with time. An important invention is the wood pulp for paper making in the 1840s and it reduced the cost of newsprint significantly. The increasing literacy of people in the 19th century also increased the size of newspaper audiences. The 20th and 21st centuries witnessed many ups and downs in the print industry. Despite of the many challenges, the newspaper industry continues to hold its popularity and identity.

3.6.2 Electronic Media

At the end of 19th century and the beginning of 20th century, communication progressed from written static forms to vibrant and dynamic electronic forms (Lalruatkimi, 2015). The development of telegraph, telephone, radio, record player, television and movies all gained popularity within no time. Telegraph is considered the first electronic media device for communication. The popularity of telegraph by the late 1840s linked the minor and major cities and enabled overnight news reporting. Electronic media may include any equipment used in the process of electronic communication such as telephones, fax machines, computers, computer peripherals, computer software, laptops, voice mail, photocopy machines, electronic mail (e-mail), Internet, World Wide Web and online information service. But the internet and its related developments in media are scheduled under 'New Media'. The introduction of electronic media made communication faster and more pervasive. Communication in the form of audio or visual effects enabled people to convey the message quickly. The popular electronic media Radio and Television are discussed in sections 3.6.2.1 to 3.6.2.2.

3.6.2.1 Radio

The history of radio originated with the development of radio instruments using radio waves. Several people contributed to the theory and inventions of the Radio. But the Italian inventor Guglielmo Marconi was popularly known to be the inventor of Radio. Marconi developed a complete, commercially successful wireless telegraphy system in the year 1894(Lalruatkimi, 2015). The radio developed by Marconi was based on airborne Hertzian waves. Marconi exemplified the application of radio in military and marine communication. For the growth and proliferation of radio communication services and equipment, Marconi started a company. Marconi shares the Nobel prize for physics, with Ferdinand Braun, a German for their contributions to the advancement of Wireless telegraph, in the year 1906.

Radio changes the signals or sounds into radio waves and the radio receiver changes them back into the sounds and music one hears. In the year 1915, universities broadcasted radio transmissions to impart news. The first radio station was started in

Pittsburgh (Newyork) and Chicago to broadcast election news, opera performances and sports during the period of 1920s (Keval J. Kumar, 1994). Radio played a significant role in the early 1920s and over 500 stations broadcasted music, news, sports, drama and variety shows. In mid-1923, around 450 radio stations were developed across the United States. The majority of the households in the U.S and Europe had at least a radio during 1930s. The family gathered in the living room and spend their time to listen to variety of shows or comedies on the radio. The stating of the ‘Golden Age of Radio’ was observed at that time. The Radio Corporation of America (RCA), Columbia Broadcasting System (CBS) and the British Broadcasting Corporation (BBC) broadcasted many programmes during that time.

3.6.2.2 Television

Television is one of the most popular electronic media which disseminate information in pictorial forms. The invention of television created enthusiasm among people because it enables the observer to understand the news at a glance (Shyamnath, 2021). The history of television involves the hard work of several inventors and engineers over many decades all over the world and it can be traced back to the early 19th century. Before electronic television, mechanical television was invented in the early 1800s. The mechanical television was mechanically scanning images and transmitting these images into the screen. Mechanical television was elementary compared to electronic television sets.

Different inventions had taken place before developing the electronic television. In the year 1907, Boris Rosing, a Russian and A. A Campell-Swinton, an English, combined a cathode ray tube with a mechanical scanning system to generate a new television system. The credit for inventing the world’s first electronic television was in the name of Philo Taylor Farnsworth in the year 1927. The mechanical television inventors continued to develop and modify their creations during the period of 1926 and 1931. However, mechanical televisions seemed to be outdated in comparison to modern electrical televisions and by the year 1934, all television sets had been transformed into the electronic format. The early televisions transmitted footage in black and white on third, July 1928. During, the late 1920s, the first practical

demonstration of colour television was given by John Logie Baird (BAIRDTELEVISION.COM, 2021).

The Baird Televisor was the first television traded commercially in the year 1929. This television set has only low-resolution images. In the mid-1930s, the Marconi 702, using magnetic deflection and electrostatic focusing was introduced to the market. However, it was affordable only to the rich people. In 1940s, the popularity of televisions rumbled. The fall in price of television enabled many people to have possession of it. The broadcast stations began producing television programme based on their radio serials. The important television networks of the time were National Broadcasting Company (NBC), American Broadcasting Company (ABC), Columbia Broadcasting System (CBS) and DuMont.

Television remotes were introduced to customers in the year 1950. The development of technological innovations and television programmes created further popularity to television in 1950s. During the late periods of the twentieth century, almost all households own television. During the period of 2000s, high definition replaced standard definition. The flat screen and High-Definition Televisions were introduced in 2005. People could not afford it initially due to the larger expense of these televisions. However, they became more affordable in the following year and people replaced the box television sets for this. The introduction of smart television in the year 2007 also offered various features and services. From the year 2010 till now, many technological developments were taken in television. In the year 2010, the first 3D television was introduced in the market. Now, various television companies offer television sets with 4k or ultra-HD televisions and it has gained wider popularity in recent times.

3.6.3 New Media

The technological advancement in electronic media gave birth to new media. The invention of internet and World Wide Web enabled people to connect from all over the world. There had been incredible number of internet usage and it increased since the year 1995 (Lavanya Rajendran and Preethi Thesinghrajaja, 2014). Unlimited internet access, affordable price and availability of mobile phones, computers and laptops made

it easy to access new media. According to New Media Institute, new media is “a catchall term used to define all that is related to the internet and the interplay between technology, images and sound” (Cote, 2022). New media includes blogs, email, social media networks, websites and virtual and augmented reality. In earlier times, DVDs and CDs were used to listen to music and or watch movies. Now it is replaced with Spotify, Netflix, Amazon Prime and several applications.

The social media applications like Facebook, WhatsApp, YouTube, Twitter and Instagram, had a larger impact on the younger generations. Social media is a digital technology that enables the distribution of information through virtual networks and communities. As per the data from Statista, 4.26 billion people were using social media worldwide in the year 2021 and is expected to grow to almost six billion by 2027. The study taken by Kepios revealed that there are 4.76 billion users of social media around the world in January 2023 which is equal to 59.4 per cent of the total population in the world.

3.7 Evolution of Media in India

The history of Media in India is also the history of freedom movement. In India, media developed in the 16th century with the arrival of Christian missionaries. During the time India was a colony of the British. The arrival of media created enthusiasm among people and nationalist movements (Jha, 2023). Media had an important role in disseminating news from all corners of the country and it helped to flourish the freedom movement and eventually achieve freedom for the country. Print media has an important role in freedom movement. Several freedom fighters started publication of newspapers for raising their voice against injustice. The newspapers and journals also raised their voice against social evils and superstitions that existed at the time. The arrival of radio and Television also helped to spread Indian nationalism. Indian Media did not lose its importance in the post-independence era. The introduction of new media also imparts knowledge in Indian Society.

3.7.1 Print Media

Print media in India developed with the arrival of Christian Missionaries. Christian missionaries are the first who brought printing presses to India during the 16th century with the intention of publishing evangelical literature and spreading Christianity. Goa is the place where the first printing press in India was established, in the year 1556. From Goa, the first book *Doctrine Christa* (*Doctrine of Christ*) was printed by the missionaries in the year 1557. The Christian missionaries established the second printing press in India at Punikael in Tirunelveli district in Tamil Nadu during the year 1578. The English East India Company also set up printing presses in different parts of the country. The first newspaper in India was 'Bengal Gazatte' or 'Calcutta General Advertiser', published by James Augustus Hicky in the year 1780 from Calcutta (Patil, 2011). Bengal Gazatte was a weekly newspaper published in English and featured entirely to the British people living in Calcutta. It was a two-page newspaper with a front page devoted to classified advertisements. But the newspaper did not consider the concerns of the Indian people. In the year 1781, Warren Hastings took action against Hicky for defamation and in 1782, all the paper printed by Bengal Gazatte was confiscated and completely suppressed.

The growth and development of print media happened amidst many difficulties. The Vernacular Press Act of 1878, curtailed the freedom of press in India. Even though, notable freedom fighters, social reformers and intellectuals started journals, weeklies and newspapers to raise their voice for rights. Prominent leaders and social reformers like Mahatma Gandhi, Lokmanya Bal Gangadhar Tilak, Surendra Banerji, Raja Ram Mohan Roy, Gopal Krishna Gokhale were edited or published newspapers and journals well known today. Raja Ram Mohan Roy is known as the father of Indian Journalism. The prominent works of Raja Ram Mohan Roy in the early 19th century led to the sprout of newspapers, magazines, journals and other publications all over India (Acharya, 2020). Mahatma Gandhi was also a great journalist and was active in the freedom struggle. *Indian Opinion* (1903-1915) was a weekly published by Gandhi in four languages namely Gujarati, Tamil, Hindi and English. In 1929, Gandhiji started a weekly newspaper called *Nav Jeevan*. Gandhiji was also the editor for the prominent publications namely *Young India* (1919-1931) and *Harijan* (1933-1942 and 1946-

January 1948). The important publications during the pre-independence era were Samved Kaumudi (1819), a Bengali weekly newspaper and Mirat-ul-Akbar (1822), a Persian language journal founded by Raja Ram Mohan Roy, Rast Goftar (1854), a Gujarati newspaper founded by Dadabhai Naoroji, Som Prakash (1858), a weekly newspaper founded by Ishwar Chandra Vidyasagar, Indian Mirror (1862), a newspaper founded by Devendra Nath Tagore, Amrita Bazar Patrika (1868), a newspaper founded by Sisir Kumar Ghosh and Motilal Ghosh, The Hindu (1878), newspaper published by Vir Raghavacharya and G.S. Aiyar, and Kesari (1881), a Marathi newspaper by Bala Gangadara Thilak. Bande Mataram (1905), Bombay Chronicle (1910), Comrade (1911) and New India (1914) were the prominent English newspapers at the time and those are published by Aurobindo Ghosh, Firoz Shah Mehta, Maulana Mohammad Ali and Annie Besant respectively. In addition to this, Independent (1919) a newspaper, Mook Nayak (1920) a Marathi weekly, Free Hindustan (1936) a journal and Hindustan Dainik (1936) a Hindi newspaper were published by Motilal Nehru, B.R Ambedkar, Tarak Nath Das and Madan Mohan Malavya respectively.

Print media flourished in the post independent era. A large number of books, journals, magazines, dailies, weeklies, bi and tri-weeklies emerged. The Registrar of Newspapers for India (RNI) accounts for the total publications registered all over India. As per the RNI, a total number of 1,46,045 publications were registered during the year 2021-22 with a total circulation of 39,17,12,282 copies. Hindi publications have the largest share of circulation with 19,10,59,519 copies per publishing day or 48.77 per cent of the total circulation, followed by English publications with 3,63,76,311 copies per publishing day (9.28%). Other languages having more than ten million copies were Marathi (9.31%), Urdu (6.18%), Telugu (5.54%), Gujarati (4.39%) and Malayalam (2.74%). Among dailies also Hindi publications have the highest share with a circulation of 10,34,83,185 copies per publishing day or 45.84 per cent of the total circulation of all daily publications and it is followed by the Urdu dailies with a circulation of 1,97,81,900 copies per publishing day (8.76%).

‘Dina Chethi’, a Tamil daily published in Chennai is the largest circulated single edition daily with a claimed circulation of 8,62,313 copies per publishing day. It is followed by ‘Anandbazar Patrika’, a Bengali daily published from Kolkata with a

circulation of 8,04,408 copies per publishing day(RNI, 2021-22). Among multi-edition dailies, the 'Dainik Bhaskar' having 59 editions in Hindi language occupied first position followed by 'The Times of India' having 34 editions in English language (RNI, 2018-19).

3.7.2 Electronic Media

The introduction of electronic media made many changes in Indian society. The most important electronic devices are the Radio and Television. The audio and visual impartation of knowledge had gained popularity over the country.

3.7.2.1 Radio

The growth and development of broadcasting in India started before the formation of All India Radio. The Radio Club of Bombay made the first broadcast in the country on June 1923. Five months later, the formation of radio club of Calcutta was initiated (Prasar Bharati, 2022). The Indian Broadcasting Company (IBC), a forerunner of All India Radio, came into being on 23rd July 1927. The Indian Broadcasting Service, under the Department of Industries and Labour, began its operations on an experimental basis on April 1930 and after five years Lionel Fielden was appointed as the first controller of broadcasting. In September, a private radio station, Akashvani Mysore was set up. The Indian Broadcasting Service became All India Radio (AIR) on June 8, 1936. Another important milestone in radio broadcasting is the formation of the Central News Organization (CNO) in August, 1937. In consecutive three years from 1937, All India Radio came under the Department of Communications and four years later it came under the Department of Information and Broadcasting.

At the time of independence, there were six radio stations in the country at Delhi, Calcutta, Bombay, Lucknow, Tiruchirappalli and Madras. Then, All India Radio had coverage of eleven per cent population over 2.5 per cent of the area. In 1956, the national broadcaster adopted the name 'AKASHVANI'. In the year 1957, the Vividh Bharati Service was launched with popular film music as its main feature. All India Radio had a wide network of 262 radio stations in the country. AIR spreads nearly 92

per cent of the area and has access to almost people in the country. All India Radio reaches a vast spectrum of diverse populace and broadcasts in 23 languages and 146 dialects. The external services division of All India radio broadcasted in eleven Indian and sixteen foreign languages over more than a hundred countries. The external sector aims to spread inform about the developments of the country and to entertain as well (Prasar Bharati, 2023).

The News Services Division of All India Radio broadcasts 647 news bulletins daily which is about 56 hours, in nearly ninety languages or dialects across home, regional, external and DTH services. Apart from daily news bulletins, News Services Division also broadcast news-based programmes on current subjects in Delhi and regional news units. In addition, All India Radio broadcasts eighteen Frequency Modulation (FM) stereo channels called AIR FM Rainbow targeting urban audience (Prasar Bharati, 2023). All India Radio is ready for transformation from analog to digital and the technology Digital Radio Mondiale was adopted.

3.7.2.2 Television

The first broadcast of television began in the country by Doordarshan on 15th September 1959. The early programmes of Doordarshan were experimental and educational programmes for school children and farmers. The first live programme telecasted by Doordarshan was the Republic Day Parade and Prime Minister's Speech on January 26th 1960 (Shyamnath, 2021). The experimental broadcast of Doordarshan became a service in the year 1965, and the signals of Doordarshan spread across the national capital, New Delhi. In the same year, Doordarshan started its daily transmission and started a five-minute news bulletin and it was increased to one hour per day on 15th August 1965 (Shyamnath, 2021). The telecasting of Hindi news bulletin also started on the same day. The government of India had the authority over television at that time. Along with education and entertainment, programmes on family planning, agriculture, self-reliance on food are also broadcasted by Doordarshan. Television has contributed to green revolution and the telecasting of 'Krishi Darshan' on 26th January 1967, was one such programme (Vijaya Krishnan et al., 2013). National Satellite Communication Group (NASCOM) was established under the initiative of Dr. Vikram

Sarabhai in the year 1968. Though the decades of 1960s witnessed a slow growth of Television, 1970s saw faster development. In the year 1972, the service of Doordarshan was extended to Mumbai and Amritsar and seven cities by the year 1975 (Prasar Bharati, 2023). It operated under of All India Radio, at this time. On April 1st 1976, Doordarshan shifted to a separate department under the Ministry of Information and Broadcasting.

The progress of Television was seen from the shifting from Black and White to colour television in the year 1982. It was officially inaugurated by the then Prime Minister Indira Gandhi's address from Red Fort on the eve of independence, on 15th August 1982. A milestone development in the history of media is the coverage of the Asian Games in 1982, which was the first national coverage through the Indian National Satellite 1A (INSAT 1A). After the year 1982, the live coverage of sports by Doordarshan increased enormously. The second channel DD2 Metro Entertainment Channel started in the year 1984. Prasar Bharati, a statutory autonomous body was formed in the year 1997 and Doordarshan along with All India Radio was shifted into government corporations under Prasar Bharati. The number of television stations increased from one in 1959 to 175 in 1985 (Shyamnath, 2021). Now there are 66 Doordarshan Kendras and 36 satellite channels including seven All India Channels, 21 full time (24x7) regional channels, seven non 24x7 regional channels and one international channel (Prasar Bharati, 2023).

The introduction of cable television, new satellites and private investment in channels created the emergence of various channels all over India. Even though, the exact date is not known, cable in India is known to have appeared in Mumbai in the early 1980s. One of the reasons for the emergence of cable television is the inability of Doordarshan to meet the demand of the viewers. Though cable systems in India operated without any legal regulations and government regulations, cable industry became one of the most competitive industries in the country. Cable had higher penetration than telephones or computers and the sprouting of regional television players brought the speedy growth of cable into regional markets. The supreme court verdict in 1995 on the statement of airwaves are not the monopoly of the Indian government, also enhanced their growth. Several regional channels including Sun TV

(Tamil), Eenadu TV and Asianet (Malayalam) came into being during this time (Shyamnath, 2021). Direct To Home (DTH) services by cable operators created more convenience for customers. The first DTH service was provided by Dish TV owned by Zee TV on October 2003. In India, Sun Direct was the first DTH provider to offer High Definition (HD) channels in the year of early 2010. Today there are several channels, including news channels, having High Definition. The arrival of new media created the possibility for viewers to view their favourite programmes and channels through internet; computers, laptops and mobile phones.

3.7.3 New Media

The concept of a global village put forward by Marshall McLuhan is becoming a reality with new media and its possibilities (Das, 2014). Today all are connected virtually, across the globe. The invention of internet, computer and mobile phone has made tremendous changes all over the world. India is no exception to this. Today there are many social media networking sites, websites, and applications available to everyone. The important applications are Facebook, WhatsApp, Telegram, Twitter, YouTube, Instagram, LinkedIn so on. The movie applications of Netflix and Amazon Prime are also having popularity in India.

As per the latest data of DataReportal, Digital 2023 - India, there are 692.0 million people use internet at the start of 2023, and the internet penetration stood at 48.7 per cent. The report of Kepios revealed that in India, internet users remained unchanged between the years 2022 and 2023. In India, 32.8 per cent of the total population or 467.0 million people use social media. Data published by Meta's advertising resource reveals that ads on Facebook Messenger have 117.6 million users and Instagram had 229.6 million users in India in the early year of 2023. According to the data of GSMA (Global System for Mobile Communications) Intelligence, 1.10 billion cellular phone connections were recorded in India in early 2023 and added that equals to 77 per cent of the total population in India.

Computer graphics has been used in print as well as audiovisual media for the past forty years. Books, magazines, newspapers so on have their electronic version. The revolution is also observed in news media. The dominant news companies, focused on

traditional newspapers and television channels introduced their portal into the country including the web Tehelka.com (Vilanilam, 2005). Though Indian newspapers used computers for page layout and printing, they had not been introduced to an online version. In the year 1998, only forty-eight papers had online editions and it climbed to 116 in the year 2006. The English-speaking newspapers were the first newspapers to adopt the online version due to their global audience. The acceptance of online versions of newspapers created more online versions of newspapers in various languages around the country. In 1999, The Times of India opened its web portal and published an electronic version in the year 2003.

Now, many newspapers have their blogs. The Times of India, The Economic Times, Dainik Jagran are a few of them. They covered a wide variety of topics like technology, finance, business, cricket, literature, politics, medicine, celebrities, journalism, environment, travel, humour, music and more. Since, majority of online newspapers in India do not receive expected advertisement revenue for the web editions, except major papers, most websites are operated at a loss. Apart from newspapers, Television News channels also have online versions.

In India, both traditional and new media has its role to empower society. The arrival of new media did not overthrow the importance of traditional media rather it complements each other. A study taken by Lavanya Rajendran and Preethi Thesinghraja on the impact of new media on traditional media (2014) found that 58.20 per cent of the respondents subscribed to both newspapers and internet in which 4.4 per cent subscribed to newspapers alone and 23.60 per cent subscribed to Internet alone. The results also revealed that out of 52 per cent of the population use newspaper, only 44 per cent among them prefers newspaper and out of 19 per cent of the population use newspaper, only 21 per cent prefers online news. The study also pointed out that older generation still prefer newspaper but the younger generation sought online sources for their information needs.

3.7.4 Women Journalists in India

Though the first newspaper in India started in the late 18th century, women had to wait to enter journalism until the late 19th century. In the earlier days, journalism was

predominantly a male profession. Slowly it changed and women entered journalism and several women edited many journals and newspapers, especially during the reign of the British Raj. The history of women journalists in the early period was quite ambiguous and there are incongruities regarding who the first Indian women journalist was. According to Khabar Lahariya (2014), the famous newspaper, Hemant Kumari Devi Chaudhary was the first woman journalist in the country. She was the editor of the magazine 'Sugrahini' which was published in Allahabad, during the year 1888. The magazine carried stories and features related to women's health, education, empowerment, literature and contemporary politics. Vidya Munshi who worked in various newspapers and magazines was possibly the first women journalist in Hindi. Since 1950s, Indian women edited many women's journals and magazines. From the years 1885 to 1905 and 1909 to 1915, Swarna Kumari Devi, who was the daughter of Devendra Nath Tagore and sister of Rabindranath Tagore, was the editor of Bharati, a family magazine started by Jyotirindranath Tagore in 1877. Through the journals, she tried to improve the condition of women in society. The first half of the twentieth century had many women editors in women's journals and some of them were Asha Devi, Gay Krishna Behen, Nag, Dhanrani Kunwar, Kulsoom Syani, Kuntal Kumari, Kumari Hardevi Malkani, Mahadevi Varma, Shivani Devi, Radha Devi Goenka, Rameshwari Nehru, Shachirani Gurtu, Yashoda Devi Vaidya, Subhadra Kumari Chauhan and Yashowati Tiwari (Manjula, 2015). Homai Vyarawalla was the first woman photojournalist of the country in mainstream journalism and it was during the early 1930s (Sharada, 2018). The Illustrated Weekly of India, Onlooker, the Eastern Bureau of the British Information Service in Delhi are a few publications and organizations she worked for (Manjula, 2015).

The state of Bengal has vital importance in the field of journalism in India. During the 19th century, Bengal laid down the foundation for journalism and became a centre for socio-religious reforms. During that period, Bengal secured second place for publishing the greatest number of papers and the credit for publishing the first women's papers also is in the name of Bengal. Many papers which emphasized Indian Nationalism were also published during the time. Annie Besant is one of the important writers, nationalists and social reformers of that time. She started 'Common Will for the Sake of Swaraj Movement' a newspaper in the year 1914 and brought 'Madras

Standard' which was in a pathetic stage, and renamed it 'The New Indian'. She also contributed to the field of education by establishing 'All Indian Women Federation' in 1927, and laid the foundation for Stri-Dharma'. Smt. Kamaladevi Chattopadya was another notable journalist at that time. She established 'Karnataka News Papers', and 'Jagruti'. Aruna Asif Ali, a famous social and political activist, freedom fighter, educator and writer became the editor of Inquilab. Usha Mehta used radio for disseminating information about freedom struggle during the time of 1942. Many journalists gradually came to the field during the years of 1960s and early 1970s and a few of them were Jyotsna Kapoor, Razia Ismail, Rami Chhabra, Madhu Jain, Neena Vyas, Coomi Kapoor, Modhumita Mojumdar, Tavleen Singh, Zinat Imam, Rashmi Saxena, Olga Tellis, Elizabeth Rao, Dina Vail, Carol Andrade, Anjali Sarkar, Rima Kashyap, Gita Aravamudan and Kalyani Shankar (Manjula,2015).

After 1960s, a sudden sprout in the number of women journalists in the country was observed (Khabar Lahariya, 2014). Several opportunities were opened to women journalists, especially in English journalism. Hindi and regional journalism created openings for women, but mostly on the desk. Prabha Dutt started her career in the Hindustan Times, Delhi in the year 1964. Usha Rai is another prominent journalist, recipient of the Chameli Devi and FAO UN Awards, who brought women's matters into mainstream journalism in the year 1965. Ela Bhatt was another noted journalist at that time. Ela Bhatt was written about sensitive women's issues and her Shram Shakti report on women in the unorganized sector was the best example of this. Maya Kamat became a political cartoonist in the year 1985 and this was another important milestone for women's achievement in journalism. During the earlier times, women were not allotted night assignments. Coomi Kapoor of the Indian Express was the first woman who changed this routine (Khabar Lahariya, 2014). Afterward, there were several women who came to the industry and made significant contributions to the field.

3.8 Evolution of Media in Kerala

The evolution of media in Kerala is seen by the arrival of Christian missionaries. The aim of Christian missionaries was purely religious. To spread the religion, they gave popularity to press and printing. Christian missionaries distributed many religious texts and journals to the Kerala society. They started press all across the

state. The establishment of printing press laid the foundation for printing revolution in Kerala. It also created the path for journalism and several persons entered the field. The arrival of electronic media like Radio and Television had created more choices for people. Now, it is the era of online media and many varieties of online media along with traditional mass can be observed in the field of journalism.

3.8.1 Print Media

As said earlier, the history of print media starts with the arrival of a group of Christian Missionaries from Germany called Basel Mission Society (BMS) for the propagation of religion. The first Malayalam book was Samkshepa Vedartham, published by Fr. Clement Piyantias, from Rome in the year 1772. In the year 1821, Benjamin Baily started printing press in Kottayam and he printed the first book 'Cherupaithangal' in 1824. In the year 1847, the first newspaper in Malayalam 'Rajyasamacharam' was published by Rev. Herman Gundert at illikunnu near Thalasseri (Chandrabose, 2021). Paschimodayam was the second journal published in the year 1847, by Basel Mission Society from Thalassery. The contents of the journal were geography, natural science, astronomy and history. On November 1848, a monthly magazine in Malayalam named Jnana Nikshepam was published by the Church Mission Society (CMS) in Kottayam. It was published by Arch Deacon Koshy and Reverend George Mathen for religious propagation and dissemination of knowledge. Vidyasamgraham, or Kottayam College Quarterly Magazine published in the year 1864, was the fourth journal and first educational publication in Malayalam. The men behind the publication were Richard Collins, CMS College principal, and Rev. George Mathen.

On October 12, 1876 Sathyanandakahalam, a catholic newspaper was published fortnightly. It was published thrice a month from the year 1900 and became weekly from the year 1904. It changed its name to Sathyanadam in the year 1926 and merged with Kerala Times, a daily published from Kochi, in the year 1970. Keralopakari, a magazine, was published by the Basel Mission Society in the year 1878. Another important publication was Nasrani Deepika, a fortnightly publication, published in the year 1887 from St. Joseph's Press at Mannanam. It was published thrice on month from the year 1895. Later, in the year 1899, it became a weekly and a daily (1927). In the

year 1938, Nasrani Deepika changed its name to Deepika and the place of publication was shifted from Mannanam to Kottayam. Deepika is the oldest surviving newspaper in Malayalam. In the earlier period, most of the publications were published by Christian Missionaries and their main aim was to teach Christian moral and values and propagation of religion (Chandrabose, 2021). Malayalam press was developed from the foundation laid by Christian missionaries. On March 22, 1890, Kandathil Varghese Mappilai published Malayala Manorama from Kottayam. Malayala Manorama became a daily newspaper on January 26, 1928. On September 9, 1938, Manorama was banned and confiscated by the Travancore Diwan C.P Ramaswami Aiyer for supporting Abstention Movement and criticizing the government (Nivarthana Movement). Then it became a popular newspaper in Kerala. At present, Malayala Manorama is the leading newspaper in Kerala. Kerala Mitram is a weekly newspaper, published on January 1, 1881 in Kochi. It was published by Devji Bhimji, a Gujarathi settled in Kochi and Kandathil Varghese Mappilai was its first editor.

Malayalam newspapers had a significant role in supporting the freedom movement and spreading nationalism among people (Chandrabose, 2021). Kerala Pathrika, a weekly was founded by Chenkulath Kunhirama Menon in the year 1884. It was published in Calicut and its main aim was to promote nationalist feelings among people and oppose the despotic functioning of the bureaucracy. The newspapers Lokamanyan edited by Neelakandapillai was published by Poovathungal Sebastian in the district of Thrissur in the year 1920, Swarad Swaradwas, a biweekly newspaper published was in Kollam, in the year 1921. During 1920s, from the district of Kozhikodu, four newspapers namely Kerala Pathrika, Kozhikodan Manorama, Kerala Sanchar and Mitavadi were published. These newspapers supported the British government and did not recognize the activities of the Indian National Congress (INC). Thus, congressmen felt a need to set up a publication for them. Thus, Mathrubhumi publishing company Limited came into force on February 15, 1922. The founders of Mathrubhumi were the members of the Indian National Congress under the leadership of K.P. Kesava Menon the first issue of the newspaper was published on March 18, 1923. Mathrubhumi was at the forefront of many events including Guruvayur Sathyagraha, Vaikom Sathyagraha, Aikya Kerala Movement, etc. Mathrubhumi became

a daily on April 6, 1930. Today Mathrubhumi is the second highest circulated newspaper in Kerala.

Al-Ameen, launched on October 12, 1924 was another important newspaper published from Calicut (Chandrabose, 2021). Muhammed Abdul Rahman was the editor and promotor of this newspaper. He was a great freedom struggler and supporter of the national movement through the newspaper. On September 26, 1939 the Madras Government banned the paper for its campaign for non-co-operation in World War II, and that was the end of this publication. Malayala Rajyam, edited and published by K.G Shanker in the year 1929 from Kollam, Prabhatham edited by E.M.S. Namboodiripad from Shornur, Deenabandhu edited by V.R. Krishnan Ezhuthachan, in the year 1941 from Thrissur were other newspapers that had a significant role in evoking nationalism.

At present, there are various Malayalam newspapers published regionally and internationally. Malayala Manorama, Mathrubhumi, Deshabhimani, Kerala Kaumudi, Mangalam, Deepika, Madhyamam, Chandrika, Janayugom, Janmabhumi, Siraj and Suprabhatham and Metro Vartha are the important Malayalam newspapers published from Kerala (Information &Public Relations Department (I&PRD), Government of Kerala, 2023). In addition, the prominent English newspapers, The Hindu, The News Indian Express, The Times of India also has offices and branches in Kerala and several Malayalee journalists are found to be working there.

3.8.2 Electronic Media

The introduction of electronic media; Radio and Television were major events in the history of Kerala. Radio and Television had gained popularity due to their audio-visual effects. It has more interaction with people compared to newspapers. It educated as well as entertained people.

3.8.2.1 Radio

Radio has a vital role in the history of Kerala. During colonial rule, the princely state of Travancore sanctioned for setting up a radio broadcasting station in Thiruvananthapuram on 30th September 1937 and it was inaugurated by Sri Chithira Thirunal Balaramavarma on 12th March 1943. The station was called 'Travancore

State Broadcasting Station' and during the initial phase, two hours of radio broadcasting was aired by the station on Friday evenings. Travancore State Broadcasting Station was merged with All India Radio on 1 April 1950. Thereby a variety of programmes were offered by All India Radio in Thiruvananthapuram. In the same year, a radio station was started in the district of Kozhikode and in 1956, a station was established in Thrissur. All India Radio has seven stations in Kerala namely Thiruvananthapuram 101.9, Devikulam 101.4 (Idukki), Kozhikode 103.6, Thrissur 103, Kochi 102.3, Manjeri 102.7 (Malappuram) and Kannur, 101.5. In addition, Kochi has also a music channel called, Kochi FM Rainbow 107.5 (Prasar Bharati, 2023). But among these, Thiruvananthapuram and Kozhikode only have news units and the rest are dealing entertainment. The first community radio was started in the district of Thiruvananthapuram on 1 May 2006 namely Radio Alakal. The first Frequency Modulation (FM) station, Radio Mango 91.9 was launched in the following year on 29th November 2007 from Calicut. Now, several private FM stations and community radios are operating in the state. Club FM 94.3, owned by the Mathrubhumi Printing and Publishing Co Ltd, Big FM 92.7, by Reliance Anil Dhirubhai Ambani Group, Radio Mirchi 98.3 by Entertainment Network India Limited, BEST FM 95, Asianet Communications Limited, Red FM 93.5 of Sun Network and Radio Mango 91.9 by the Malayala Manorama Co. Ltd are few among them. In addition, there are community radios that operate regionally. Radio DC, a community radio station by DC School of Management and Technology, in Thiruvananthapuram, Radio Mattoli 90.4 by Wayanad Social Service Society, Radio Benziger, 107.8 of Bishop Benziger Hospital, Ente Radio 91.2 from Karunagappally, Global Radio 91.2 FM in Ambalapuzha, Radio Neythal 107.8 by Diocese of Alappuzha, Radio MACFAST 90.4 from Thiruvalla, Radio Media Village 90.8 from Changanacherry, Radio Mangalam 91.2 and Radio Media Village 90.8 (St. Joseph College of Communication) from Kottayam, Hello Radio 90.8 from Thrissur and Ahalia Voice 90.4 from Palakkad. In addition, All India Radio and Private AM/FM/SW stations have stations outside Kerala.

3.8.2.2 Television

The broadcasting of Television in Malayalam language began with Doordarshan in Thiruvananthapuram, in the year of 1985. Earlier, the coverage of

television was limited only to the area around the district. The establishment of high-power transmitters in Kozhikode, Kannur and other regional networks enabled television coverage to the entire state on 24 October 1993. The launch of Malayalam regional language satellite channel DD4 on 15 August 1994 enabled the Keralites outside Kerala to view Malayalam programmes. Doordarshan broadcasted many educative and entertainment programmes including serials (Prasar Bharathi, 2023).

Asianet was the second Malayalam television channel, telecasted on 30th August 1993. It is also credit as the first private and first satellite channel. They started a news bulletin in the year 1994 and started a variety of programmes namely Ente Keralam (the first travelogue in Malayalam), Vaayanasala (Book review), Business Portrait, Kannadi (Asianet's first current affairs programme), Anveshanam (Investigative current affairs series), Patravishesham (first media review programme) and Lokam Poya Varam (world news round-up) (Shyamnath, 2021). In addition, the channel started teleserials, music programmes and so on.

Surya TV, from the Sun Group, established on 19 October 1998 was the third TV channel in Kerala. It gave strong competition to Asianet. But it could not surpass the prime-time viewership of Asianet. In the year 2000-2003, Surya surpassed the ratings of Asianet. Many TV programmes like Kodeeswaran, Swarnamazha, Comedy Time, Tharikita were broadcasted on the channel. Sun Network has five channels in Malayalam and they are Surya TV, Surya Music, Kochu TV, Surya Movies and Surya Comedy. On 16th January 2005, Kiran TV was started. Asianet Movies was launched in the year 2012, as a 24-hour movie channel. Sun Network also wanted a similar channel, thus, in July 2013, Kiran TV became a 24-hour movie channel. With the broadcasting of Surya movies, Kiran TV has stopped functioning.

Kairali TV was started on 16 August 200 by Malayalam Communications Limited under the chairmanship of famous actor Mammooty. The channel has political affiliations with leftist ideologies. The channel sought to generate a special identity and it broadcasted Shubhadinam, Pravasa lokam, Sree ramante Veritta Kazhchakal, Penn Malayalam, Nattu Koottam, Dial A Song, Kairali On Demand, Saakshi were a few among them. Ashwamedham started on 25 June 2001 was one of the programmes that gave a breakthrough to the channel (Shyamnath, 2021). It was a reverse quiz

programme, presented by G.S. Pradeep, which entered the 'Limca Book of Records' as one of the best programmes on Television. Kairali channel started the news telecast on 17th August 2000 from the news studio at Kakkanad in Kochi. In the year 2005, the company started its second channel, 'People' devoted completely to news and infotainment. Jeevan TV was established on 14 July 2002 in Palarivattom, Ernakulam. Unlike other channels, it is a religious channel propagating religion and it is non commercialized.

In the year 2001, Asianet Global was established to target the audience from the middle east, then later it changed to Asianet News. Asianet News was the first news channel in Malayalam, started in the year 2003. Asianet News broadcasted several programmes including Dr Live, Munshi, Smart Drive, Money Time, Dream House were few among them. Indiavision was the first 24-hour news channel in Kerala. It was started in the year 2003, by M.K. Muneer and M.T. Vasudevan Nair. The channel brought out many news programmes. Indiavision established its second channel YES Indiavision (Youth, Entertainment, & Sports) on 14 February 2007. The channel had financial problems and closed on 17 March 2015.

Amrita TV started its telecasting from Vazhuthacaud in Thiruvananthapuram under the company Amrita Enterprises Private Limited on 14 April 2005. The ownership of the channel is linked with Matha Amritanandamayi. The president of the program division was Film director Shyama Prasad. Amrita TV took initiative for bringing a variety of programmes. Many reality shows in Malayalam TV history like 'Super Star', Junior Genius, Best Citizen Journalist, Great Indian Race and Vanitha Ratnam were telecasted by Amrita TV. The first social reality show 'Kadhayallithujeevitham' was telecasted on Amrita TV. People TV, the third news channel, was telecasted by Malayalam Communications Limited on 17 August 2005. The only government owned channel in Malayalam, VICTERS (Virtual Classroom Technology on Edusat for Rural Schools) was inaugurated on 28 July 2005 by the Honourable President of India, Dr. A. P. J Abdul Kalam. The channel is working under IT@School Project of the General Education Department of Kerala and offers a wide variety of programmes to school students.

Malayala Manorama News (MM News) or Manorama News was established on 17th August 2006. The channel is owned by Malayala Manorama. The headquarters of the channel is situated at Aroor. The channel provided a variety of programmes and gained quick popularity. Jaihind TV was another political Channel after Kairali, and it is under the control of the Congress party. The channel was inaugurated by Sonia Gandhi and started its broadcast on 17 August 2007. Several spiritual channels like Shalom TV (2008), Divine TV (2009), Darsana TV (2010) were established during that time. Among the three, Darsana TV is a Muslim religious channel and the rest are associated with Christian beliefs.

Reporter TV, a news channel, was established on 13th May 2011. It is the first High Definition (HD) Malayalam channel, the headquarters is situated at Kochi. In the vision of providing entertainment, Malayala Manorama started their second channel on 31 October 2011, and it has gained popularity over time. Mathrubhumi News channel was established on 23 January 2013 by Mathrubhumi group, which has a long tradition in Print media. Mathrubhumi News is a 24-hour news channel with HD quality. M.P Veerendrakumar, a well-known politician and businessman was the managing director of this channel. The next establishment of a channel by print media, following Malayala Manorama and Mathrubhumi was Madhyamam newspaper. Thus 'Media One' came to existence on 10 February 2013 from Velliparamba, in the district of Kozhikode.

Madhyamam was followed by Kerala Kaumudi, one of the leading newspapers in Kerala, and started Kaumudi Channel on 5 May 2013 by the then Prime Minister Dr. Manmohan Singh. The headquarters of the channel is located at Thiruvananthapuram. The channel offers both entertainment and news-based programmes to its viewers. Safari is a travel channel exploring the world, started telecast on 1 November 2013 by Santhosh George Kulangara. The channel is based in the district of Kottayam. The channel was started by Santhosh George Kulangara due to the popularity of 'Sancharam' a travel programme by him telecasted on Asianet. Safari provides diverse programmes which impart education and entertainment along with world exploration (Shyamnath, 2021). Sakhi TV, with the aim of women empowerment and social service, started its operations on 24, November 2014 by Sakhi Television

Communications India Limited. The first phase of transmission of the channel was inaugurated by the then Governor of Kerala Sheila Dixit on 17th August 2014. In addition, Harvest TV, Power Vision TV, Kerala Vision are the other channels formed in Kerala.

3.8.3 New Media

New media, like any other Indian state, affected the population of Kerala. According to the report 'India Internet 2019' by the Internet And Mobile Association of India (IAMAI), the penetration rate of Kerala is 54 per cent which is the second highest in the Country (India Internet Report, 2019). Today various applications were available to people and they prefer online sources for entertainment and education. In the late 1990s, some newspapers started to make their online editions and in the early 2000s, Malayalam.indiainfo.com started in April 2000 and was later renamed to thatsmalayalam.com and weblokam.com or Malayalam.webdunia.com, founded in September 2000. The first online Television was Drishyam TV which was started in 2005 and the first Malayalam internet radio network is Radio Dum Dum.

The possibility of online or new media in journalism opened the way for many prominent newspapers and television channels to introduce their online versions. Deepika was the first newspaper to introduce an online edition namely www.deepika.com in October 1997(Rashtra Deepika, 2022). Today a majority of the popular newspapers and television channels including Malayala Manorama, Mathrubhumi, Deshabhimani, Siraj, Suprabhatham, Janayugom, Deepika, Kerala Kaumudy, Asianet News, Manorama News, Kairali News, Media one, Jaihind, Kaumudy channel so on have their online versions. The other online news channels and portals related to news are 4PM News, Anweshanam, Azhimugham, Malayalam Express, Kasargod Vartha, Times Kerala, Sayanna Kairali, Thuranna Kath, Marunadan Malayalee, webdunia.com Malayalam, True Copy, BLive News.com, EBM News, E-Vartha, Nelli, Indiannews24.com and Tip of India.com.

3.8.4 Women Journalists in Kerala

During the late 19th century, several printing presses sprouted in various regions of Kerala and published in support of women and their empowerment. In the year 1886,

“Keraliya Suguna Bodhini”, the first women’s magazine in Malayalam was published in Thiruvananthapuram. It was started by Kerala Varma Valiya Koyi Thampuran, K. Chidambaram Vadhyar and N.C. Narayana Pillai. The magazine contains moral science, biographies of ideal women, cookery, and other topics promoting ideal women. The second women’s journal was started by K. Narayana Menon, namely, “Sharada” in the year 1904 in Thripunithura (Raghavan, 2008 edition). It has the peculiarity that most of the articles in the journal were written by women journalists. The magazine was edited by T.C Kalyani Amma and T. Ammukutty Amma. Sarada, the magazine was in print till 1908 and after a break, it came back in the year 1913 under the editorship of Kalyani Amma and other women writers and activists. In the year 1912, Maharani Sethu Parvathy Bhai edited a magazine called “Mahila” along with Bhageerathi Amma. Lakshmibai (1905), Maryrani (1913), Bhashasharada (1915), Sumangala (1916), Mahilaratnam (1916), Mahilamani (1920), Mahila (1921), Sevini (1924), Sahodari (1925), Muslim Vanitha (1926), Vanithakusmam (1927), Shrimathi (1929-30), Mahilamandiram (1927), Malayalamasika (1929), Sthree (1933), Vanitharamam (1942) and Vanithamitram (1944) were some of the magazines and periodicals published before independence.

Lakshmi Bai magazine was started in memory of Rani Lakshmi Bhai and the magazine stood for the upliftment of women. Ammalu Amma, T.D Kalyani Amma, B. Kalyani Amma and Kuttikunji Thankachi were the leading writers of the magazine. Mahilaratnam was published under the editorship of K.M. Kunjulekshmi Amma and was supported by K. Chinnamma, Thaikunnath Kalyanikutty Amma and Mayyanad Ikkavamma, from the district of Thiruvananthapuram. In the year 1920, “Sangamithra”, a magazine for Ezhava women was published. The magazine had women writers like B. Bhagarathi Amma, V. Parukutty Amma, N. Meenakshi Amma and others. The magazine Sevini supported the upliftment of women in society. Eminent writers like C.V. Kunjiraman, Mrs.Punnen Luckose, Muthukulam Parvathy Amma were prominent writers in this magazine. Muslim Mahila was started for aiming the upliftment of Muslim women in society. In the year 1938, Halima Beevi, the first Muslim woman came to the field of journalism. She started “Muslim Vanitha” in Thiruvalla.

A.V Kuttimalu Amma also worked for the growth and development of the daily Mathrubhumi along with her husband during the year 1947, she was the director of Mathrubhumi. The first regional reporter was known to be Yashoda teacher and she was the first lady reporter of Deshabhimani Daily during the year 1935. She travelled widely had immense experience of dealing with different journalists. She collected the information and published the data through Deshabhimani. Annie Thayyil was another versatile woman who had written in several magazines and newspapers including Pragmithram. Kaumudi teacher, Saraswathi Amma, Devaki Narikkattiri Antharjanam, Ammalu Amma were the leading writers at that time. Anna Chandi, A famous barrister, started a journal “Sreemathi” and dealt with the problems of poverty, illiteracy and unemployment. In the year 1970, “Mahila Rangam” was published in Kottayam under the editorship of K.S. Nalini (Krishnakumari, 2010 edition). The famous monthly magazine Vanitha, A publication of Malayala Manorama, was launched in 1975 by Annamma Mathew who was eminent in the field of social service, journalism, cookery and literature. Women journalists in Kerala pointed out that the majority of them were coming from aristocratic or high-class families. At present, many women are coming to this field but their representation is very low in comparison to their male counterparts.

3.9 Summary of the Chapter

The present chapter is divided into two main parts. The first section analysed the evolution of women's empowerment and the status of women in India and Kerala. This section dealt with various schemes initiated by the government of India and Kerala. It explicated that the status of women has improved after the independence with the implementation of various schemes and policies put forward by the government. The section concluded that, even though the status of women has improved, the situation is not up to the global standard. The second part of the chapter deals with the evolution of media in the international, national and regional scenario. The evolution of print, radio and television media at the global level, India and Kerala are analysed in depth in the chapter. In addition, the representation of women in media in India and Kerala is also discussed in detail. In the late 1880s the number of women who came to the field of journalism increased consistently in global scenario. Analyzing the history of evolution of media reveals that the majority of the women who worked in women's

magazines were from the elite class. The approachability and access of the so called backward women into media is not visible over the years and is a real concern to be further discussed.

CHAPTER 4

WORK PARTICIPATION OF

WOMEN JOURNALISTS IN MEDIA

4.1 Introduction

The general overview explicated in the previous chapter, explained the empowerment of women at the national and state level. The present chapter deliberates the work participation of the women journalists in media during the period from the year 2010 to the year 2022. The period 2010 to 2022 is taken into consideration because during the year 2010, a significant step by the government of India has been put forward by giving 33 per cent reservation for women in local self-governments. It is a key step for the empowerment of women in the country. The concept of work participation of women was discussed in session, 1.9, of the present study. The concept of work participation gains momentum in the current scenario due to the focus on financial independence of women in the modern society. However, the growth of a state or nation without the development of women cannot be considered as a developed one. The review of literature done for the present study brought out the finding that only a nation or state which had high women development indices could portray the signs of high development. India has made substantial economic advancement in recent times but the remarkable economic growth has not been equalized by improvement towards women's economic involvement. Work participation is one of the variables to be achieved to make women empowered. There is a close connection between "women employment" and the status of "women empowerment". Working status makes women financially stable and enables them to be prime decision makers for family as well as for themselves. The state of Kerala, a narrow strip of land in the southern part of the country of India, is well known for its high Human Development Index and inclusive growth and particularly possesses highest sex ratio. Nevertheless, in Kerala, the work participation of women is found to be low in all sectors (Census Data of India, 2001 and 2011). The industry of media is no exception to this. Equal work participation of women is essential for the empowerment of women in media. The analysis on the work participation of women in the prominent media centres of Kerala namely Thiruvananthapuram, Ernakulam and Kozhikode are dealt in detail in the preceding discussions of the present chapter.

4.2 Work Participation of Women Journalists in Media

The state of Kerala is famous for the progress made in all development indicators. Among the Indian states, Kerala secures first position for human development indicators from the year 2015. Kerala is the first state to achieve 100 per cent literacy among the Indian states. The health status of women is very appreciable in Kerala and the state has achieved lower infant, maternal mortality rate during the year 2001. The renaissance of Kerala enormously helped the state to attain the high development indicators prevailing now. Renaissance made the society aware about immoral rituals, ceremonies and superstitions existed and helped to abolish them. Media had a key role in creating awareness among the society. The last quarter of 19th century witnessed a profound awakening of printing presses as well as emergence of empowerment of women in Kerala. Journalism was not considered as a career for women till the end of 19th century. Men had a supremacy over media for longer years. The arrival of Electronic and New Media like Television, Radio and Internet made significant changes in the work participation of women in Kerala. Emergence of several media houses and various institutions teaching media courses along with the technological advancement indeed created many budding journalists. This paved the way for emerging women journalists in the state. Despite the rate increasing over the years, the work participation of women remains low as compared to their male counterparts in Kerala. The representation of women is very pathetic in all medium except radio is not really a good sign for women empowerment. This is a really miserable condition in a state having high sex ratio.

Table 4.1 makes it vivid that the number of women journalists in each media had been increasing during the 13 years from 2010-2022. Though, the male and female population explicated an increasing trend, the participation of women was only 435 out of 3404, which was less than 13 per cent of the whole media population in 2022. In 2010, the total male population was 2602 out of 2887 while that of the female population was only 285 which was mere 9.87 per cent of the entire population. In print media, the male population stood at 1889 whereas female population was just 178. The corresponding figures for Television were 684 and 78 respectively and in Radio it was 28 and 29. The New Media had one male journalist and no female name was recorded

as employed. The Media Hand Book published by the Information and Public Relations Department, Government of Kerala provides a reliable and authoritative data on media. The present study used this data. Though, only the online channels with more than one lakh subscriptions were added on Media Hand Book, some of the online organizations were not registered over the years. Thus, the data regarding New Media from the year 2010 to 2014, the population was found to be very poor. The number of working journalists manifested variations from time to time. From the year 2010 to 2015, the number of media population in both genders in all media had a rise in their number, except the year 2011 with a negligible decline in male population in Print Media. Print Media is where the largest number of women and men journalists was found to be working. At this juncture, it can be analysed that male work participation reached its peak during the year 2018 whereas the work participation of women achieved the highest number during the years of 2019, 2020 and 2022. It is vivid from the analysis that work participation of women were meagre compared to their male counterparts. The present analysis is an attempt to highlight this situation of the low work participation of women journalists in print media.

Table 4.1
Gender-Wise Distribution of Journalists in Kerala from 2010-2022

Year	Gender-Wise Distribution of Journalists in Kerala from 2010-2022														
	Print Media (Count)			Electronic Media (Count)						New Media (Count)			Total Media Population (Count)		
	Male	Female	Total	Television			Radio			Male	Female	Total	Male	Female	Total
				Male	Female	Total	Male	Female	Total						
2010	1889	178	2067	684	78	762	28	29	57	1	0	1	2602	285	2887
2011	1887	182	2069	685	82	767	28	29	57	2	0	2	2602	293	2895
2012	1911	187	2098	699	94	793	30	31	61	3	1	4	2643	313	2956
2013	1912	188	2100	727	97	824	30	31	61	3	1	4	2672	317	2989
2014	1914	190	2104	753	100	853	31	32	63	4	1	5	2702	323	3025
2015	1977	214	2191	827	103	930	31	32	63	37	7	44	2872	356	3228
2016	1949	223	2172	830	101	931	32	33	65	42	9	51	2853	366	3219
2017	1960	228	2188	833	100	933	32	34	66	48	11	59	2873	373	3246
2018	2046	264	2310	896	87	983	32	34	66	87	20	107	3061	405	3466
2019	2008	276	2284	923	91	1014	34	34	68	121	40	161	3086	441	3527
2020	2017	268	2285	937	105	1042	34	35	69	147	39	186	3135	447	3582
2021	1876	258	2134	1014	106	1120	34	35	69	144	37	181	3068	436	3504
2022	1832	270	2102	957	82	1039	34	35	69	146	48	194	2969	435	3404

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

In Kerala, newspaper reading is a daily routine among the common people. It has been the practice since there is wide availability of newspapers in Kerala. Nevertheless, the practice of reading of newspapers is in a declining trend in recent years. According to the Indian News Readership Survey 2019 Q4, among five prominent newspapers, only two newspapers displayed an increasing trend. The readership affects the circulation and thereby the work participation of the persons in the Print Media is also overblown. The declining readership would lead to the declining demand for the newspaper and its circulation and ultimately the closing down of the organization and loss of employment to the media workers.

Regarding the media of Television, the highest number of journalists in both genders working was during the year 2021. The number of women working population in Television explicated an increasing trend up to the year 2015 and fluctuations could be noticed thereafter. But the male population had a decline in the number during the year 2022. In Kerala, the work participation of both genders in Television has a declining trend. On the other hand, except the years 2013, 2020 and 2021 New Media arrayed an increasing participation of both genders from the year 2010 to 2022. It was an era of technological exploration. Digital literacy made many youngsters to getting employed in new media organizations (Ali Salman et al., 2011). Though All India Radio is a government organization, the number of working population was more or less constant. The total population of employees in Radio was 69 constituting 34 male and 35 female journalists in three consecutive years from 2020 to 2022. The total number of journalists in Kerala had a slight variation over the decade. From the year 2010 to 2015, it had an increasing trend except the year 2012. But from the year 2016 to 2022 a visible difference could be noticed. The media population is found to be higher during the year 2020 where 447 female and 3135 male journalists were working. From the years 2020 to 2022, 12-point decline was observed in the total media population.

Media industry in Kerala has been facing various challenges. Lower work participation of both genders especially among women is a decisive variable. In Kerala the work participation of women in media was not above 13 per cent. All media except Radio has observed lower participation over the 13 years considered for the study. The

miserable participation of women also affected the overall gender development in the society. According to Media Hand Book for the year 2022, there are 102 dailies including tabloids, 63 television channels, 16 radio stations and 41 online portals were registered during the year 2022 which was 75 dailies (including tabloids), 65 Television channels, 7 radio stations and 10 news websites during the year 2015 (Media Hand Book,2015). The work participation of women found an increasing trend except in Television channels during the periods of the present study. Nevertheless, the work participation of women was not equalized with the work participation of men in media even after the emergence of different media organizations. The pandemic Covid-19 worsened the work participation of journalists in Kerala (K.P. Reji, 2021). During the pandemic, the journalists had been fired from their job due to the loss faced by the organizations. Majority of the journalists were forced to work from home without salary or increments for few months (K.P. Reji, 2021). Several media houses had to shut down during this period. Most important duty of a journalist is to create awareness about the rights and duties of the common citizens and to fight against the challenges faced by them. However, the problems encountered by the journalists are not addressed well from any corner. The present study has found out that the problems and challenges battled by the journalists are not consigned well and therefore, they should be brought to the notice of the media. Women journalists are the ones who confront them more than men journalists.

4.2.1. Kruskal Wallis Test for Work Participation of Women Journalists in Kerala

The Kruskal Wallis Test was used to test the significance of work participation of women journalists among various media since the data was not normal. The Kruskal Wallis Test also known as one way ANOVA is a non-parametric test used for testing whether samples are originated from the same distribution. It is helpful for making comparison between two or more independent samples of equal or different sample sizes. Table 4.2 elucidates the Kruskal Wallis Test for work participation of women journalists in Kerala.

Table 4.2

Kruskal Wallis Test for Work Participation of Women Journalists in Kerala

Media	Work Participation of Women Journalists (%)				Kruskal Wallis Test
	Minimum	Maximum	Mean	Std. Deviation	Chi Square value (p-value)
Print	8.6	12.8	10.4	1.5	35.6 (<0.01)
TV	7.9	11.9	10.3	1.2	
Radio	50.0	51.5	50.8	0.4	
New media	0.0	25.0	17.8	8.5	
Total	9.9	12.8	11.4	1.0	

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

The Kruskal-Wallis Test expounds the maximum, minimum and average participation of women journalists in different media in Kerala. Regarding Print Media, the minimum work participation of women journalists was only 8.6 per cent and the maximum stood at 12.8 per cent. The average work participation of women journalists in the Print Media was 10.4 per cent. Television was no exception to this. The lower participation of women journalists is more prominent in Television industry followed by Print and New Media. In Television, the minimum work participation was 7.9 per cent and the maximum 11.9 per cent and the average work participation of women journalists was 10.3 per cent, which was 0.1 per cent decrement from print media. The popularity of newspapers and news channels had a declining trend over the years. The loss of interest of viewers to acquire news through newspapers and Television channels, the tiring debates on news channels and the availability of Online Media with no time and so on were the possible reasons for declining the popularity of Print and news channels.

The digital revolution enabled New Media more popularity than print and Television (Priyanka Rajeev et al., 2019). The glorification of digital media attracted women journalists and they were transferred from Print Media and Television to New Media. The young women were attracted to New Media mainly because of the easiness

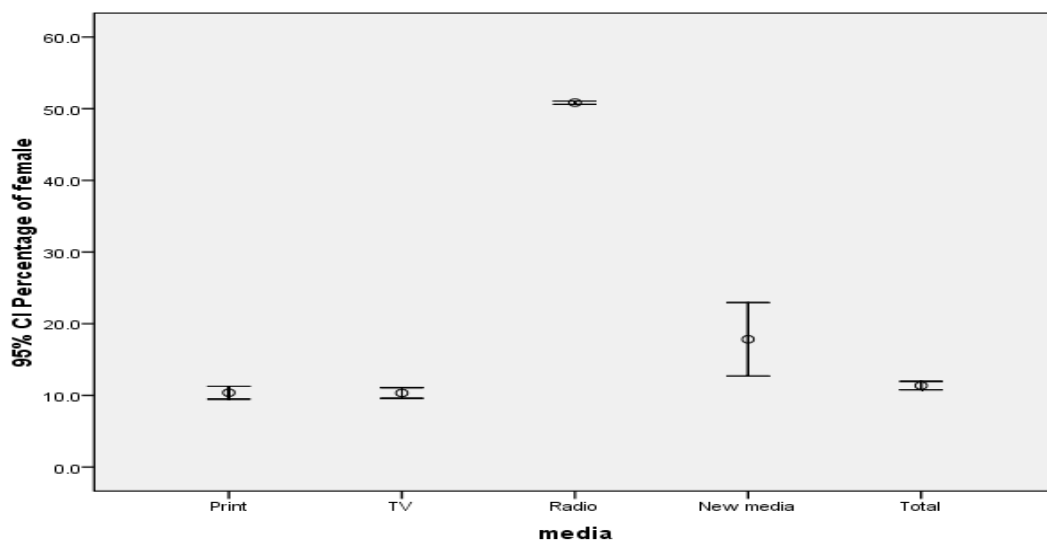
of doing the work in web. In New Media, the average work participation of women journalists was 17.8 per cent during 2010-2022 period. The data explicated that the maximum participation of women journalists in media in Kerala was only 12.8 per cent and the average work participation rate of women journalists was 11.4 per cent.

In Radio, the female work participation remained unchanged over the years which came up to 50 per cent. Thus, Radio is a media which has the highest work participation of women. The present study confines only to All India Radio since it is the only Radio channel related to news. In All India Radio, for a long time there was no call for permanent appointments. The casual news readers and editors were the main posts that All India Radio appointed on contract. The requirement of casual news readers more than editors and the preference of women as casual news readers over men were the main reasons for the higher representation of women in Radio.

The Kruskal Wallis Test delineates that, there is significant difference in work participation of women journalists among media at one per cent level of significance ($p\text{-value} < 0.01$). It ascertains that the lower participation of women journalists in media was very prominent over the years. The percentage wise participation of women journalists in Kerala expounded in figure 4.1.

Figure 4.1

Media-Wise Work Participation of Women Journalists in Kerala



Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

Work participation of women journalists in various media such as Print, Television, Radio and New media are explicated in figure 4.1. Taking into consideration the Print media and Television it can be noted that these two media expounded lower work participation of women which is less than 20 per cent. It is vivid from the analysis in Figure 4.1 that the work participation of women journalists in media has a poor pathetic and pitiable status quo. The media ‘Radio’ has a significant work participation rate which is represented in Figure 4.1 as higher than 50 per cent.

4.2.2. ANOVA Test for Goodness of Fit of Work Participation of Women Journalists.

In the present section, ANOVA was applied to test whether the equation used for regression was significant. ANOVA is usually applied when the data has one independent variable and one quantitative dependent variable. ANOVA is helpful for determining the influence of independent variable on the dependent variable in a regression model. It manifests whether the regression equation is fit or significant in the model. The R^2 in regression, also known as the coefficient of determination, explicates the percentage of variation in a dependent variable that is explained by its relationship with one or more independent variable. Higher R^2 explains, higher variation and it is well explained in the model used in the study. The F value in an ANOVA is the ratio of the variation between sample means to variation within the samples. The higher the F-value, the lower is the p-value, which explains that the model is highly significant. The ANOVA test for goodness of fit for work participation of women journalists in Kerala from the year 2010-2022 is given in Table 4.3.

Table 4.3
ANOVA Test for Goodness of Fit of Work Participation of Women Journalists

Media	Independent Variable	R^2	Unstandardized Coefficient(B)	Standardized Coefficient (Beta)	F-value (p-value)
Print	Year	0.945	0.371	0.972	189.9(<0.01)
TV	Year	0.521	-0.227	-0.722	11.98(<0.01)
Radio	Year	0.028	-0.016	-0.167	0.317(0.585)
New Media	Year	0.349	1.284	0.590	5.9(<0.05)
Total	Year	0.969	0.246	0.984	342.8(<0.01)

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

The R^2 value of the regression model for work participation of women journalists in Print Media was 0.945. It explains that 94.5 per cent of the variation is explained in the model. The unstandardized coefficient is 0.371 which indicates that the percentage rate of increase of working women journalists per year in print media is only 0.371. The ANOVA explains that the rate of change was significant at one per cent level of significance (p -value <0.01).

In the media of Television, the R^2 value was 0.521 which explains 52.1 per cent of the variation is explained in the model. TV presented a declining trend and the rate of decrease per year stood at 0.227. The declining viewership of TV and the emergence of New Media and the women related issues like maternity and pregnancy were the main reasons for the diminishing trend. In TV, the rate of change was significant at one per cent level of significance (p -value <0.01).

In Radio, the R^2 is only 0.028. Though the work participation of women journalists in Radio maintained a constant rate at 50 per cent during the considered years, the rate of change of female work participation is negligible in Radio and that it is not significant. In New Media, the R^2 is 0.349 which indicates that 34.9 per cent of the variation is explained in the model. The rate of increase in New Media is 1.28 per cent per year and the change is significant at five per cent level of significance (p -value <0.05).

Table 4.3 explains that in Kerala, R^2 value of work participation of women journalists is 0.969 with a rate of increase of 0.246 per year. The data was also significant at one per cent level of significance (p -value <0.01). Thus, in Kerala the rate of increase in work participation of women journalists per year was only 0.246 per cent and it is one of the most important issues to be considered in the scenario of female work participation in the state.

The Print Media plays a key role in educating, entertaining and updating society. Generally, Print Media is considered to be a credible source of information and also a foundation for future reference. According to the report of Registrar of Newspapers for India, 2017, during the time period of 2014 to 2015, there were 105443 newspapers and periodicals published in India. This encompassed daily, Bi/Tri weekly, weekly, Fortnightly, monthly, quarterly, annual and others. In Kerala, the corresponding

figure was 3145. It comprised of newspapers and periodicals from 13 languages including bilingual and multilingual newspapers and periodicals. The Malayalam press has a unique and entrenched market in Kerala. The special feature of Malayalam press has its high penetration rate and popularity (Krishna, 2021). The high literacy rate, awareness on socio-economic conditions, well-prepared and classy editions with special attention to local news are considered to be the key factors for this high rate (Krishna, 2021). In Kerala, majority of the newspapers have weeklies, monthlies and bi-monthlies. The majority of the news channels from Kerala are headed by the newspaper proprietors. In addition, majority of the newspaper organizations have its digital platforms in the form of E-Paper, as a part of broadening of market (Krishna, 2021). The opportunities in new market diversification also led to the increasing participation of media persons into the field. Even though, many women came to the print media industry, the number of women is not at par with their male counterparts. The lower salary, gender discrimination in allotting stories and beats, higher competition, life-work imbalances are the main reasons for this decline. The pandemic covid-19 also increased the severity existed in Print Media industry (Krishna, 2021). At this juncture, it is very useful for analyzing the work participation of women in Print Media in Kerala.

The Print Media in Kerala is a wide sector, having large number of media population, news consumption, engagements and criticisms are really high compared to other states in India. Even though, the news readership is higher in Kerala than national average, the fall in advertisement revenue, lower circulation, and shut down of organizations made the industry to remain at its bottom line. The drop out of women is one of the after effects. And this drop out would bring about setbacks if appropriate steps are not taken in time.

Television is the most versatile mass media having high popularity. In developed and developing countries, it is observed that the addiction of Television is growing. Prior to the advent of New Media, Television was the major entertainer. Television is an overall entertainer even today by telecasting variety of programmes and providing ample information to the society. The media in Kerala as in the world earmarked to a new horizon of possibilities with the arrival of the media "Television".

In Kerala, the age of visual treatment bloomed with the onset of Doordarshan the official channel of Government of India, at Kudappanakunnu, on 1 January 1985 (Shyamnath, 2021). Malayalam news telecast was also started during this time. The popularity of Television leads to the emergence of many private cable television channels. The first private Television channel was Asianet owned by Asianet Communications Ltd. The channel Asianet started its telecast on 30th August 1993. The channels telecasted entertainment and news programmes. Asianet had a supremacy for around a decade. Now, there are 63 television channels in Kerala as per the Media Hand Book (2022). News channels are the by-products of Television channels. In Kerala, there are a number of news channels which emerged like mushrooms and vanished within no time. The rise of news channels unfolded the way for a group of young journalists to introduce themselves to the visual field. Female journalists were attracted to the news channels mainly due to their visual presence in front of the society. Women are usually the news presenters in the channel of Television. This made women to come forward to the industry. Television news channels were at its peak for a long time. But recently the prime-time viewership of Television channels reported low rate. It adversely affected the employability of women in Television channels. This may be due to the reasons such as less viewership, cut throat competition and lower profitability. The penetration of online media affected the Television industry. The news viewership through Television got shifted to online channels even in social media platforms. This negatively affected the prime-time viewership and rating of the channel and ultimately the throwing out of journalists from the organization. The pandemic covid-19 badly affected the performance of the channel of Television. The trying times of covid-19, affected the job opportunities of the women media persons more than men. Women were the victims who lost their job during the pandemic covid-19. At this juncture, the analysis of work participation of women in Television is significant.

Radio is the other media which has a greater effect on the lives of people. The waves of Radio spread Kerala for the first time on March 12, 1943 in Pangariyippara, Thiruvananthapuram. From 1950s onwards, it became a part of All India Radio. After, the broadcasting of Radio in Thiruvananthapuram, Kozhikode station also started broadcast on May 14, 1950. Thiruvananthapuram and Kozhikode are the two news stations of All India Radio in Kerala. Radio is the media which had vast popularity

prior to the broadcasting of Television. Radio has a unique and proper way of presentation of its programmes. It has F.M stations over all Kerala. Being a government organization, the recruitment of people in Radio is different from other media. Unlike, other journalists the employees in All India Radio are government officials who entered into service by clearing written exams. Thus, Majority of the permanent staff on All India Radio in news unit were not added to the journalist category except the news readers, partial correspondents and news editors. The study includes the casual and contract workers in All India Radio. As explained in session 4.2.1, though in Kerala, the appointment of permanent staff is not done for many years, the contractual staff are employed in All India Radio in both districts. The contractual staff in All India Radio are appointed as News-cum-Translators and News Editors. All India Radio prefers women for the post of News-cum-Translators and the number of such employees were larger than all other staff and thus women are found to be more than men in news section. In Kerala, Radio is the only media where women overcounted than men. As All India Radio is a public entity, the work participation of women is found to be constant over the years from 2010-2022.

New Media in Kerala is arrived in the late 20th century with the formation of Deepika.com at Kottayam. The arrival of new media surpassed the traditional media at a very fast pace. The technological revolution all over the world made many changes in media industry. Currently many channels and newspapers have their own online sources. According to Media Hand Book 2022, there are 41 online channels over all Kerala. The online version is a part of market extension of the existing newspapers and Television channels. The online editions of newspapers and online broadcasting of news channels brought the people to easy access of information at any time. The ensue of New Media increased the opportunities of youngsters in media industry. In Kerala, after Radio, New Media is the media in which higher percentage of work participation of women are recorded.

The blooming media industries and the need of digital literacy made the state to have an increasing trend in the formation of Online Media platforms. The Online Media has popularity due to its easiness of getting information through electronic gadgets mainly mobile phones. Information is readily available at the tip of the finger. The

popularity of Online Media led to the increasing demand for employees to the organization. In future, Kerala can expect more women employees from the New Media sector.

Media is known to be the fourth domain in a state after the judiciary, legislative and executive powers. In Kerala, the traditional mass media as well as the New Media has a strong impact on the lives of people. Traditional media helps people to know about the news around the world and new media made it even faster. In Kerala, both traditional and New Media made new vistas to the entire population and it led to augmenting the opportunities to the persons who are interested in journalism. Journalism is a social service which surged the social and moral awareness of individuals. Therefore, media has an important role in imparting information to the society and to the persons working in the industry. The escalation of the work participation of the persons working in the media supports the society at large. In Kerala, the number of persons working in the media is noticed to have a swell up. However, the gender in the work participation of media persons is not equally distributed and this is quite disappointing.

4.3. Female Work Participation in Media among the Districts in Kerala

The work participation of women in Print, Electronic and New Media in the three districts of Thiruvananthapuram, Ernakulam and Kozhikode are analysed in detail in the present study. The districts of Thiruvananthapuram, Ernakulam, Kozhikode have long been the hub of media organizations. In Kerala, majority of women media persons are concentrated in these three districts. All other districts in Kerala have only negligible number of female journalists. The districts of Thiruvananthapuram, Kozhikode and Ernakulam have a long history and tradition towards the working of media. Though, these districts are located in the northern, central and southern parts of Kerala, it would represent the entire women media population, their participation and changes in work participation through the years in the state.

4.3.1. Work Participation of Women Journalists in Thiruvananthapuram

The district of Thiruvananthapuram has a long tradition of media from the pre-independence era onwards. The district is well known for its heritage and culture which

had contributed to the development of media in the district of Thiruvananthapuram. Before the linguistic re-organization of states and districts, Travancore was the main administrative region and media had enjoyed the patronage of Travancore kings. Though Thiruvananthapuram is the headquarters for various prominent Print Media organizations, TV channels, Radio, online and other media channels, the work participation of women in media was not at all in par with the number of male counterparts. Even though the district is the capital city, having a number of TV channels, printing publications and online channels, the work participation of women is still at a pitiable situation. In Thiruvananthapuram, the actual number of women journalists was only 99 in 2010 and increased to 125 in 2020. It is true that the representation of women journalists had augmented from the low state of 17 per cent in the district. The gender-wise distribution of journalists in Thiruvananthapuram district is explicated in Table 4.4.

Table 4.4 vividly communicates that the district of Thiruvananthapuram represents 27 per cent of the entire population of the persons of the media in Kerala. Even here, it is sad to note that the representation of the female persons is only 15 per cent in the district of Thiruvananthapuram as is the case with other districts. Print media is the media which has highest representation of women and it is only 23.25 per cent. High variations in the work participation of women were recorded during the periods under the study and the highest work participation was detected during the year 2017.

Table 4.4.
Gender-wise Distribution of Journalists in Thiruvananthapuram from 2010-2022

Year	Gender-Wise Distribution of Journalists in Thiruvananthapuram from 2010-2022														
	Print Media (Count)			Electronic Media (Count)						New Media (Count)			Total Media Population (Count)		
	Male	Female	Total	Television			Radio			Male	Female	Total	Male	Female	Total
				Male	Female	Total	Male	Female	Total						
2010	381	44	425	177	37	214	15	18	33	NA*	NA*	NA*	573	99	672
2011	385	45	430	178	38	216	15	19	34	NA*	NA*	NA*	576	102	678
2012	387	47	434	178	40	218	16	20	36	NA*	NA*	NA*	581	109	690
2013	398	47	445	217	41	258	16	20	36	NA*	NA*	NA*	631	109	740
2014	350	42	392	215	52	267	17	23	40	NA*	NA*	NA*	582	117	699
2015	393	59	452	203	46	249	17	23	40	29	6	35	642	135	777
2016	385	63	448	213	58	271	17	23	40	30	5	35	646	151	797
2017	383	65	448	224	62	286	18	24	42	17	3	20	642	154	796
2018	399	76	475	214	37	251	18	24	43	27	7	34	658	144	802
2019	387	90	477	215	41	256	19	24	43	29	8	37	650	164	814
2020	375	61	436	173	31	204	19	24	43	41	7	48	607	125	732
2021	355	56	411	202	35	237	19	25	44	44	8	52	620	124	744
2022	327	56	383	187	24	211	20	25	45	45	13	58	579	118	697

Source: Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022

*NA= Not Available

The gender inequality in work participation was more prominent in all media except Radio. Regarding Radio, it had a constant population over the periods under the study. In Kerala, Thiruvananthapuram is the main broadcasting station for All India Radio. Radio is a government organization as stated in section 4.2, and the employees in Radio had no visible variation during the periods of the study. At present Thiruvananthapuram have 45 employees in All India Radio, comprising of 20 male members and 25 female members. In Television the district explicated fluctuations over the years and conveyed a declining trend in female work participation. The years 2015, 2018, 2020 and 2022 displayed decrement in work participation of both genders in Television. The work participation of the members from the female category was very low as compared to men in Television as in other media considered for the study.

In New Media, the absolute number of working population is very poor according to the data given in Table 4.4. As mentioned in section 4.2, the data regarding New Media from the year 2010 to 2022 was not available due to the non-registration of media organizations. Nevertheless, the number of women in new media found to be very low, it had 22 per cent share to total media population. The total population of the district of Thiruvananthapuram intimated fluctuations during the periods of the study. The higher participation of population in all media in the district was witnessed in the year 2019 and after that a declining trend could be observed. Table 4.4 summarizes that though Thiruvananthapuram is capital of the state and has many media organizations, the work participation of both men and women portrayed a declining trend.

4.3.1.1. Kruskal Wallis Test for Work Participation of Women Journalists in Thiruvananthapuram.

The Kruskal-wallis test was used to test the significance of female work participation among various media in the district of Thiruvananthapuram since the data is not normal. Table 4.5 displays the Kruskal-Wallis test in Thiruvananthapuram from the year 2010 to 2022. Though, the Print, Television and Online Media have manifested deviations in the work participation of women in the district, the number of women in radio has no such visible changes. The test revealed that, there is significant difference in female work participation among the media persons at one per cent level of significance ($p\text{-value} < 0.01$).

Table 4.5
Kruskal Wallis Test for Work Participation of Women Journalists in
Thiruvananthapuram

Media	Female work participation (%)				Kruskal Wallis Test
	Minimum	Maximum	Mean	Std. Deviation	Chi Square value (p-value)
Print	10.4	18.9	13.2	2.6	34.8 (<0.01)
TV	11.4	21.7	17.1	2.9	
Radio	54.5	57.5	56.3	1.0	
New media	14.3	22.4	17.6	3.4	
Total	14.6	20.0	17.0	1.7	

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

Table 4.5 portrays the minimum, maximum and average participation of women in media in the district of Thiruvananthapuram. Regarding the Print Media, the minimum work participation of women was 10.4 per cent and the maximum was 18.9 per cent. The average female work participation in the print media was 13.2 per cent. In TV, the minimum work participation was 11.4 per cent and the maximum was 21.7 per cent. The district of Thiruvananthapuram has more Television channels and so the representation of women was higher than print media. Thus, the average female work participation in TV was 17.1 per cent. Though in All India Radio, there is a stipulated number of workers, and which is a central government organization, the number of media persons did not vary all the years. Thus, in Radio, the female work participation remains unchanged which comes up to 55 per cent. In New Media, the average female work participation is 17.6 per cent. The average female work participation rate in the district of Thiruvananthapuram is 17 per cent.

The work participation of women in New Media plotted between 14.3 per cent and 22.4 per cent. Since, Radio has the higher participation of women with minimum participation of 54.4 percentage and maximum participation of 57.5 per cent which was constant during the years considered for the study but the over-all work participation rate of women in media is very poor.

The work participation rate of women in media in the district of Thiruvananthapuram comes up to below 25 per cent except in the media of Radio. The overall participation rate of women constitutes only 20 per cent which is an implication that the industry of media, in the district of Thiruvananthapuram during the period considered for the study. At this juncture it may be analysed that the work participation of women is low either due to the non-willingness of the women to work in media or due to the fact that they are denied an equal opportunity even in this modern technological era.

4.3.1.2 ANOVA Test for Goodness of Fit of Work Participation of Women Journalists in Thiruvananthapuram.

The present session tests the work participation of women in media in the district of Thiruvananthapuram using the statistical tools of Regression and ANOVA. Here ANOVA is used to test whether the equation used for regression was significant in the district of Thiruvananthapuram. Table 4.6, elucidates the results of the test of ANOVA. The table also explains the significance of the given model. Except in the media Television, all other media expose a positive change in the member of women journalists in the district. The test is significant at five per cent level ($p < 0.05$).

Table 4.6
ANOVA Test for Goodness of Fit of Work Participation of Women Journalists in Thiruvananthapuram

Media	Independent Variable	R ²	Unstandardized Coefficient(B)	Standardized Coefficient (Beta)	F-value (p-value)
Print	Year	0.565	0.497	0.752	14.3(<0.01)
TV	Year	0.256	-0.373	-0.506	3.8(0.078)
Radio	Year	0.063	0.062	0.25	0.735(0.410)
New Media	Year	0.134	0.505	0.366	0.93(0.372)
Total	Year	0.343	0.260	0.586	5.7(<0.05)

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

It can be inferred from table 4.6 that the R^2 value of the regression model of female work participation in Print Media was only 0.565. This analyses that 56.5 per cent of the variation is explicated in the model. The unstandardized co-efficient in the applied model is only 0.497 which vividly points out that the percentage rate of increase per year in Print Media in the district of Thiruvananthapuram is 49.7 per cent and that the rate of change was significant at one per cent level (p value <0.01). The R^2 in the case of Television was 0.256 and the rate of decrease per year stood at 0.373.

In the case of the media of Radio, a constant rate of the work participation of women was noticed and the rate of change of female work participation is negligible which was only 0.062 per cent increase in a financial year. In the media of Radio, R^2 stood at 0.063 which is a clear indication that 6 per cent of the variation is explained by the model. As an analysis is made on 'new media', the R^2 is 0.134 which puts forth the fact that 13.4 per cent of the variation is explicated in the model. It could be analysed from table 4.6 that the over-all work participation of women in the district of Thiruvananthapuram, portrayed only 0.260 per cent growth per year which is meagre change from the state average of 0.246 per cent.

The analysis made in session 4.3.1., it was narrated the work participation of women in media, in the district of Thiruvananthapuram has brought forth fluctuations in the number of women journalists during the considered period of the study. In Thiruvananthapuram, the highest number of women in Print Media was recorded in the year 2017 and had a declining trend from the year 2019 to the year 2021. One of the main reasons for this decline was the pandemic and the consecutive results. The pandemic Covid-19 adversely affected the Print Media and a considerable number of employees became unemployed. From the year 2018, there was a fluctuation in the number of women journalists in the district. A peak was experienced in the year 2017 and in the next year onwards a fall was recorded in their number. Regarding New Media, the participation of women had an increasing trend from the year 2010 to 2022. Except the years 2016, 2017 and 2020, New Media had an increase in the number of women media persons in the district. The peak was experienced in the year 2022.

The organizations of media bloom in the district of Thiruvananthapuram like mushroom and the district is well reputed in the areas of information and

communication. Nevertheless, the Kruskal-Wallis Test and ANOVA, applied brought out the result that the work participation of women in media is skimpy. The discussions on the work participation of women in the district of Thiruvananthapuram can be concluded by stating that a conducive and comfortable environment should be created for women to work in media. Media has yet to be made an attractive realm for women to work and make contributions.

4.3.2 Work Participation of Women Journalists in Kozhikode.

The district of Kozhikode is illustrious for arts and literature. Prominent writers and journalists were raised from the district. In northern part of Kerala, Kozhikode has the supremacy of literature and art over other districts. The reading and writing habits of people in Kozhikode district led to the emergence of media organizations in the district. The renaissance movement in Malabar paved the way for the budding of press and other communication devices. Mathrubhumi and Al Ameen were the important newspapers originated from the district of Kozhikode. The newspapers facilitated the people to update news and also equipped them to participate in freedom struggle. Initially men had the supremacy over all media organizations. The situation prevailed then was not a favourable one for women. Lack of education and opportunities, gender bias and the patriarchal social system hindered women to enter into journalism. Though many challenges have been faced by women, they gradually stepped forward to the media industry. The entry of Television also paved the way for new opportunities to women in the district. Along with Television channels, the news channels also started to establish their market. The digitalization in the global market also spread all over the world. Kerala is no exception to the new power. The waves of digital revolution in Kerala had its own specific contribution in the district of Kozhikode. Thus, new media opened its opportunities to the entire media population.

Even though, women entered into journalism the work participation remained low in the district over the years considered for the study. In every media gender bias could be visible. Table 4.7 explicates the gender distribution of media persons from the year 2010 to 2022. It is clear that in Kozhikode, the number of women journalists increased from 44 in 2010 to 68 in 2022. The rise of new media industries in the district was the main reason for this augmentation. But, at the same time

fluctuations in the number of media persons were also be observed. In Print Media, variations in the number of media persons could occurred over the years under the study. The absolute number of women in print media was 22 in 2010 and it increased to 54 in 2022. The enhancement in female education and skill development, technological upgradation, change in the social structure, emergence of new media industries were the main reasons for this elevation. The highest number of women media persons in Print Media was found in the year 2018 in which 41 women and 348 men were employed. But a higher participation of women was seen in the year 2022. Nevertheless, the increase in the number of women journalists were sparse and trivial as compared to the number of men in the district.

Table 4.7
Gender-Wise Distribution of Journalists in Kozhikode from 2010-2022

Year	Gender-Wise Distribution of Journalists in Media in Kozhikode from 2010-2022														
	Print Media (Count)			Electronic Media (Count)						New Media (Count)			Total Media Population (Count)		
	Male	Female	Total	Television			Radio			Male	Female	Total	Male	Female	Total
				Male	Female	Total	Male	Female	Total						
2010	287	22	309	77	12	89	6	9	15	NA*	NA*	NA*	369	44	379
2011	290	24	314	80	12	92	6	9	15	NA*	NA*	NA*	375	47	422
2012	290	26	316	82	12	94	6	10	16	NA*	NA*	NA*	378	49	427
2013	289	26	315	80	13	93	6	10	16	NA*	NA*	NA*	375	51	426
2014	339	38	377	97	15	112	7	10	17	NA*	NA*	NA*	442	64	506
2015	307	32	339	123	22	145	6	11	17	1	0	1	437	66	503
2016	327	35	362	108	13	121	6	10	16	2	1	3	443	60	503
2017	326	35	361	103	13	116	6	11	17	2	0	2	437	60	497
2018	348	41	389	114	13	127	7	11	18	6	0	6	474	65	539
2019	336	30	366	118	13	131	6	11	17	13	6	19	474	60	534
2020	345	38	383	117	15	132	6	10	16	24	5	29	493	68	561
2021	303	40	343	145	30	175	6	10	16	28	6	34	482	87	569
2022	329	54	385	120	14	134	6	10	16	29	10	39	484	88	572

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

*N. A: Not Available

In the media of Television, fluctuations were found during the periods of the study. In 2010, Television had only 12 women media professionals and it increased to 22 in 2015 and to 30 in 2021. Though Television is a popular media, in 2022, only 14 women media persons were found to be employed in the district of Kozhikode. The lesser viewership of TV channels was the main reason for this decline. Though emergence of new TV channels offers many employment opportunities to women, the lower prime time rates and the lower profit forced them to fire their employees.

Apart from Print and Television, New Media manifested an increasing trend without any decrease in the number of women. In New Media, the representation of women was found to be one in 2016 and increased to 10 in 2020. As mentioned in section 4.2 from the years 2010 to 2014, the data on new media was unavailable. The higher participation of women in New Media is observed in the year 2022. Radio displayed a favourable work participation among women in media in the district of Kozhikode. Radio has a constant number of media persons which has only negligible change over the years. The total number of media persons in Kozhikode had fluctuations. In the year 2016, the total number of media persons were 503 and it declined to 497 in the year 2017. Thereafter an increasing number of media persons were observed except during the year 2019. Regarding the total number of women media persons, it had a six-point decline in 2016 from 66 in 2015, then it exhibited an increasing trend. The over-all number of women in media was 88 out of 572 media persons in the district during the year 2022.

Though the district of Kozhikode district exhibited an increasing trend in all media, the work participation of women was only 15.38 per cent in the whole media population. As hinted at in section 4.2. lower opportunities, low salary, gender discrimination, competition between media organizations and patriarchal culture were the main reasons for the lower participation of women. Besides these reasons, lack of skilled training in journalism pulled women back from this profession.

4.3.2.1 Kruskal Wallis Test for Work Participation of Women Journalists in Kozhikode.

The Kruskal-wallis test (non-parametric) was used to test the significance of work participation of women since the data was not normal. The test brought out the

result that there is significant difference in the work participation of women in media at one per cent level of significance (p -value <0.01).

Table 4.8.
Kruskal Wallis Test for Work Participation of Women Journalists in Kozhikode

Media	Female work participation (%)				Kruskal Wallis test
	Minimum	Maximum	Mean	Std. Deviation	Chi square value (p-value)
Print	7.1	14.1	9.6	1.9	31.5 (<0.01)
TV	9.9	17.1	12.5	2.1	
Radio	58.8	64.7	62.2	1.9	
New media	0.0	33.3	15.7	14.2	
Total	10.4	15.4	12.2	1.5	

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

Table 4.8 explores the maximum, minimum and average work participation of women journalists in the district of Kozhikode from the years 2010 to 2020. In the district of Kozhikode, regarding the Print Media, the minimum work participation of women in the district was 7.1 per cent and the maximum stood at 14.1 per cent. The average female work participation of women in Print Media was 9.6 per cent which is the lowest among all media in Kozhikode and also below the state average. In Television, the minimum work participation was 9.9 per cent and the maximum count for 17.1 per cent. The average female work participation in TV was 12.5 per cent. In Radio, the female work participation remains unchanged over the years which comes about 62.2 per cent. Next to Radio, New Media has the greatest number of women working in media. In New Media, the average female work participation was 15.7 per cent. The average female work participation rate in Kozhikode district was 12.2 per cent.

4.3.2.2 ANOVA Test for Goodness of Fit of Work Participation of Women Journalists in Kozhikode

To test the significance of Regression equation considered for the study in the district of Kozhikode, ANOVA test was used. Though the district has a sex ratio of 1097, the increase in work participation of female in media was very poor. The Linear trend of female work participation in the media in Kozhikode is depicted in Table 4.9. The result of ANOVA describes that the model is significant at one percent level (p value < 0.01).

Table 4.9
ANOVA Test for Goodness of fit of Work Participation of Women Journalists in Kozhikode

Media	Independent Variable	R ²	Unstandardized Coefficient(B)	Standardized Coefficient (Beta)	F-value (p-value)
Print	Year	0.647	0.385	0.804	20.2(<0.01)
TV	Year	0.069	-0.145	-0.263	0.816(0.386)
Radio	Year	0.197	0.213	0.444	2.7(0.128)
New Media	Year	0.143	2.19	0.378	1.0(0.355)
Total	Year	0.557	0.287	0.746	13.8(<0.01)

Source: Compiled Data from Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022.

The value of R² value of regression for female work participation in Print Media is 0.647. It explains 64.7 per cent of the variation in the model. The unstandardized coefficient is 0.385 which indicate the percentage rate of increase per year in print media in the district of Kozhikode district was 0.385. The ANOVA spells out that the rate of change is significant at one per cent level of significance (p -value <0.01). The R² value in the case of TV is 0.069 per cent. The unstandardized coefficient B accounts for a declining rate of -0.145 which explains that the rate of decrease of work participation of women per year in T. V is 0.145.

Regarding Radio, there is no need of casual staff more than twelve. Thus, the number of women has not changed with the progress of years. Though, Radio showed a constant rate of population, the rate of change of female work participation is negligible and the rate of change was only 0.213 per cent increase in a year. R² value of Radio is 0.197. This accounts for a mere two per cent level of variation in the data.

In New Media, the R^2 value is 0.143. It describes 14.3 per cent variation in the model. The unstandardized coefficient in New Media is 2.19. Thus, the rate of change in New Media is 2.19 per cent per annum. The R^2 value in all media in the district of Kozhikode is 0.557 with an unstandardized coefficient of 0.287. Thus, the model is significant at one per cent level (p value < 0.01).

The female work participation in the district of Kozhikode had fluctuations over the period considered for the study (2010-2022). The fluctuations were quite vivid from the year 2015 onwards. Regarding the Print Media, the highest number of women work participation was recorded in the year 2022 followed by 2018. The very next year it had a decline and picked up in the subsequent years. However, in Television, a negative trend of growth was observed in the decade from the years of 2010 to 2022. In Television, a drastic fall in the number of women journalists in Television was experienced in the year 2016 from the peak during the year 2015. The work participation of women in the media of Radio in the district of Kozhikode as in other districts of the study remains constant and the rate of change is negligible. Regarding the Online Media, during the year 2020 a decline in the number of the women journalists was recorded. This decline may be due to the wide spread of the pandemic Covid-19 in Kerala.

The present discussion on the work participation of women in media in the district of Kozhikode can be concluded by rehashing that the work participation of women in media in the district of Kozhikode is subjacent as in the other districts of the study. Radio is the only media which exhibited a constant rate of the work participation of women and a comparatively high work participation was recorded. As explained in section 4.2.2, this could be attributed to the mode of appointment made by Union Public Service Commission (UPSC) since it is All India Radio.

4.3.3 Work Participation of Women Journalists in Ernakulam

The district of Ernakulam is well acclaimed as the commercial capital of the state of Kerala. The census of 2011 explicated that 68.07 per cent of the population in the district were urban residents. Big industrial houses, building-manufacturing units and developing small scale and cottage industrial units along with the bounty of the greenery and back waters are the blessings bestowed on to the district of Ernakulam.

Consequently, media houses were also rooted in city centres for the easy access of their requirements. The popular Print media organizations, visual and online organizations were established in the city. Ernakulam is the main centre from which the distribution of the popular English dailies has taken place. In addition, the headquarters of Frequency Modulation (FM) stations are located in the district. Thus, the work participation in media also increased. But recent years portrays a decline in the work participation in the district. As different from other districts in Ernakulam, the work participation of both genders has brought about a decline. The situation of the work participation of women is really poor. The data on women media population from 2010 to 2022 is given in Table 4.10. In Ernakulam, the total media population in 2010 was 383 in which only 57 media persons were found to be women. The highest number of women in media in the district was in the year 2020 with a number of 124 women working journalists. However, the subsequent years displayed a declining trend. The work participation of men remained the same.

Table 4.10
Gender-Wise Distribution of Journalists in Ernakulam from 2010-2022

Year	Gender-Wise Distribution of Journalists in Media in Ernakulam from 2010-2022											
	Print Media (Count)			Electronic Media (Count)			New Media (Count)			Total Media Population (Count)		
				Television								
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
2010	220	42	262	106	15	121	NA*	NA*	NA*	326	57	383
2011	225	43	268	110	15	125	NA*	NA*	NA*	335	58	393
2012	226	44	270	110	16	126	NA*	NA*	NA*	336	60	396
2013	228	44	272	113	18	131	NA*	NA*	NA*	341	62	403
2014	236	47	283	131	21	152	NA*	NA*	NA*	363	72	435
2015	268	55	323	153	18	171	4	0	4	407	73	480
2016	276	58	334	141	21	162	4	1	5	421	80	501
2017	282	59	341	121	12	133	4	3	7	409	74	483
2018	286	66	362	123	14	137	24	5	29	433	85	518
2019	288	66	354	150	19	169	29	10	39	448	95	543
2020	274	70	344	163	39	202	35	15	50	472	124	596
2021	259	67	326	149	18	167	30	11	41	438	96	534
2022	250	59	309	146	19	165	34	15	49	430	93	523

Source: Media Hand Book, KUWJ Membership List and All India Radio from 2010 to 2022

NA*: Not Available

Ernakulam is the centre for many popular printing presses and publications. In Kerala, the highest number of women population in print media is also found to be in the district. In the year 2010, women counted 42 out of total 262 in the print media population. It constantly increased and had its peak (70) during the year 2020. After the year 2020, the number of women had a decline and reached 59 in the year 2022. This could be attributed to the closure of presses, the impact of the pandemic Covid-19, lower salary for women compared to men which is a clear sign of gender discrimination.

Television during the periods considered for the study. The female work participation during the year 2010 was confined to 15 persons. This had a further increase to 21 during 2014 and it remained the same during 2016 and had its peak (39 women) during the year 2020. The district of Ernakulam is well acclaimed as the hub of the visual media in Kerala. Shooting locations, studios of movies and the head-quarters of various channels are located in the district of Ernakulam. It is a known fact women from the surrounding districts are attracted to the visual media platforms existing in the district of Ernakulam. At this juncture, it can be noted that the women have opted to work in entertainment channels. Considering the news channels, the entry and drop-out rates are high.

Regarding the work participation of women in New Media, in 2015, the number of women working journalists was low. A significant number of women journalists were noted only after the year 2018. The number of working women in New Media had its peak during the year 2020. The very next year it explicated a decline. The penetration of various Online media organizations abetted women media persons to get employed. In addition to Online Media, there are Frequency Modulation Radio (F.M Radio) stations located in the district. These are private channels which provide entertainment news. Since All India Radio has no news-wing in the district of Ernakulam, Table 4.10 does not include the data regarding this.

4.3.3.1. Kruskal Wallis Test for Work Participation of Women Journalists in Ernakulam

The Kruskal-Wallis Test was used to test the significance of female work participation among the various media in the district of Ernakulam since the data was not normal. Table 4.11 exhibits the Kruskal-Wallis Test applied to the data of the district of Ernakulam from the years 2010 to 2022. The test gives the result that, there is significant difference in female work participation among media at one per cent level of significance ($p\text{-value} < 0.01$). Table 4.11 represents the percentage-wise distribution of women journalists in Ernakulam district. Regarding the print media, the minimum work participation of women in Ernakulam was 16 per cent and the maximum stood at 21 per cent. The mean of print media explains the average participation of women at 17.7 per cent.

Table 4.11
Kruskal Wallis Test for Work Participation of Women Journalists in Ernakulam

Media	Female Work Participation (%)				Kruskal Wallis test
	Minimum	Maximum	Mean	Std. Deviation	Chi Square Value (p-value)
Print	16	21	17.7	1.6	16.9 (< 0.01)
TV	9	19	12.3	2.5	
New media	0	43	24.1	12.5	
Total	15	21	16.4	1.7	

Source: Compiled Data from Media Hand Book and KUWJ Membership List from 2010 to 2022.

In TV, the minimum work participation was 9 per cent and the maximum 19 per cent and the average female work participation is 12.3 per cent. New media has the highest average female work participation among different media and it was 24.1 per cent. The only media having more than 20 per cent of mean of women work participation was with New Media. Though, the district of Ernakulam has printing presses, news and online channels, the maximum work participation of women stood at 21 per cent and the average female work participation rate in Ernakulam district is only 16.4 per cent.

4.3.3.2 ANOVA Test for Goodness of Fit of Work Participation of Women Journalists in Ernakulam

To test the significance of Regression equation in the work participation of women journalists in the district of Ernakulam, ANOVA test was applied. Table 4.12 revealed that except Television, all other media displayed a positive change in work participation of women in the district. The data displayed the overall change in the district of Ernakulam and is significant at one per cent level of significance (p-value<0.01). ANOVA is represented in Table 4.6 and it demonstrates the significance of the given model.

Table 4.12

ANOVA Test for Goodness of Fit of Work Participation of Women Journalists in Ernakulam

Media	Independent Variable	R ²	Unstandardized Coefficient(B)	Standardized Coefficient (Beta)	F-value (p-value)
Print	Year	0.854	0.382	0.924	64.2(<0.01)
TV	Year	0.097	-0.123	-0.311	1.2(0.301)
New Media	Year	0.260	2.59	0.510	2.1(0.196)
Total	Year	0.595	0.345	0.772	16.2(<0.01)

Source: Compiled Data from Media Hand Book and KUWJ Membership List from 2010 to 2022

The R² value of regression for the female work participation in Print Media was 0.854. Since R² is the coefficient of determination, it manifested that 85.4 per cent of the variation was explained in the model. The unstandardized coefficient is 0.382 which indicates the percentage rate of increase per year in Print media in the district of Ernakulam. The ANOVA revealed that the rate of change was significant at one per cent level of significance (p-value<0.01).

The R² value in the case of the media Television is 0.097 and the rate of change communicated a declining trend by decreasing 0.123 per cent per year. From table 4.10 it can be observed that the female participation in New Media had an increasing trend from 2010 onwards. In New Media the R² value is 0.260, which indicates 26 per cent of the variation is explained in the model (Table 4.12). The rate of increase in New Media

was 2.59 per cent per year. The overall change in Ernakulam is found to be significant at one per cent level of significance (p -value <0.01). The R^2 value of the district was 0.595. In the district of Ernakulam, the rate of change per year was only 0.345.

Ernakulam district is very well urbanized district in Kerala. There are many media organizations in the district. Even though there are many media organizations, the Kruskal-Wallis test, Regression test and ANOVA test used in the study to explore the participation of women in media found that the work participation of women was low in the district. The participation of women in Print and New Media exhibited an increasing trend whereas Television displayed a negative trend in work participation. The most urbanized district in Kerala having poor representation of work participation of women participation is a grave concern and it should be properly monitored by the government for the better development of women in the district.

4.4. Comparison of Work Participation of Women Journalists (among the Districts of Kozhikode, Thiruvananthapuram and Ernakulam)

The analysis of work participation of women journalists in the three districts of Kerala, namely Kozhikode, Ernakulam and Thiruvananthapuram developed by taking the district wise work participation separately. In this session, a comparative analysis is presented. District-wise comparison would help to know the variations among the three sample districts in the work participation among women media persons. Thiruvananthapuram, Ernakulam and Kozhikode are the main centres for media houses. The technological development, urbanization, geographical location, transportation and infrastructural facilities are the main reasons for selecting these areas. Even though there are many media houses, the media professionals vary among these three. These variations can be seen in different media houses too. If one district has higher print media organizations, the other has more visual media organizations. The number of women journalists changes due to this. The study has used the Friedman Test for testing the significance among the Print, Television and Online Media and Wilcoxon Signed Rank Test applied for Radio. The analysis of the comparisons is presented in Tables from 4.13 to 4.16.

4.4.1. Friedman Test (Year-Wise) for Work Participation of Women Journalists in Print Media (Kozhikode, Thiruvananthapuram and Ernakulam)

The Friedman Test is a non-parametric statistical test developed by Milton Friedman and is similar to Kruskal-Wallis test in its application. It determines whether any of the differences between the medians are statistically significant by looking into the p value with the null hypothesis. Table 4.13 compared the work participation of women in print media in the three districts using the Friedman Test. The Friedman Test in Print Media among the districts Thiruvananthapuram, Kozhikode and Ernakulam revealed that the test is significant at one per cent level of significance (p-value<0.01).

Table 4.13
Friedman Test (Year-Wise) for Work Participation of Women Journalists in Print Media among the Districts

District	Mean	SD	Minimum	Maximum	Percentiles			Friedman Test Chisquare value (p-value)
					25 th	50 th (Median)	75 th	
Thiruvananthapuram	13.2	2.6	10.4	18.9	10.6	13.6	14.6	24.1 (<0.01)
Kozhikode	9.6	1.9	7.1	14.1	8.2	9.7	10.3	
Ernakulam	17.7	1.6	16.0	20.6	16.2	17.3	19.0	

Source: Compiled Data from Media Hand Book, KUWJ Membership List from 2010 to 2022

Table 4.13 displays that the average work participation in Print Media is seen to be higher in the district of Ernakulam. Despite of the fact that the district of Thiruvananthapuram has more media houses and organisations and Printing presses when compared to the district of Ernakulam, the highest mean of the work participation is represented by the district of Ernakulam with 17.7 per cent. This may be due to the reason that district of Ernakulam is located in the centre of the state and is the commercial hub of the state. In the districts of Thiruvananthapuram and Kozhikode the representations are 13.2 per cent and 9.6 per cent respectively.

It is also vivid from Table 4.13 that there were more women journalists from the district of Thiruvananthapuram and after 2020, the number declined drastically. The pandemic Covid-19 had its own role in the making. Considering the Print media, the highest work participation is recorded in the district of Ernakulam (20.6%) whereas in

the districts of Thiruvananthapuram and Kozhikode the representations are 18.9 per cent and 14.1 per cent respectively.

4.4.2. Friedman Test (Year-Wise) for Work Participation of Women Journalists in Television (Kozhikode, Thiruvananthapuram and Ernakulam)

The Friedman Test for female work participation in Television among the three districts of Kozhikode, Thiruvananthapuram and Ernakulam are displayed in Table 4.14. The Friedman Test in Television among the districts revealed that the test is significant at one per cent level of significance ($p\text{-value} < 0.01$). Thus, table 4.14 explains that the three districts have differences in the work participation of women working in Television.

Table 4.14
Friedman Test (Year-Wise) for Work Participation of Women Journalists in Television among the Districts

District	Mean	SD	Minimum	Maximum	Percentiles			Friedman Test Chi square value (p-value)
					25 th	50 th (Median)	75 th	
Thiruvananthapuram	17.1	2.9	11.4	21.7	15.0	17.3	19.0	14.4 (<0.01)
Kozhikode	12.5	2.1	9.9	17.1	10.6	12.8	13.8	
Ernakulam	11.9	1.5	9.0	14.0	10.6	12.0	13.4	

Source: Compiled Data from Media Hand Book, KUWJ Membership List from 2010 to 2022

Thiruvananthapuram is the district having highest number of Television channels in Kerala. The headquarters of the popular Television channels are located at Thiruvananthapuram. Therefore, the highest rate of women journalists in news channels should be found in Thiruvananthapuram and this is proved by the data by having 17.1 per cent of work participation. The district of Kozhikode occupies the second position followed by the district of Ernakulam. While comparing these three districts, the maximum work participation of women is found in Thiruvananthapuram and the minimum in Ernakulam.

4.4.3. Friedman Test (Year-Wise) for Work Participation of Women Journalists in New Media (Kozhikode, Thiruvananthapuram and Ernakulam)

Table 4.15 illustrates the Friedman Test on the work participation of women in New Media in the three districts. In New media, the highest rate of women journalists was found in Ernakulam with a mean of 24.1 per cent and followed by Thiruvananthapuram with a mean of 17.6 per cent and Kozhikode with 15.7 per cent respectively. Table 4.15 elucidates that the test is not significant in New Media.

Table 4.15
Friedman Test (Year-Wise) for Work Participation of Women Journalists in New Media among the Districts

District	Mean	SD	Minimum	Maximum	Percentiles			Friedman test Chi square value (p-value)
					25 th	50 th (Median)	75 th	
Thiruvananthapuram	17.6	3.4	14.3	22.4	14.7	16.2	21.4	2.77 (0.255)
Kozhikode	15.7	14.2	0.0	33.3	0.0	17.4	30.1	
Ernakulam	24.1	12.5	0.0	42.9	17.9	26.2	30.5	

Source: Compiled Data from Media Hand Book, KUWJ Membership List from 2010 to 2022

New media is the most popular media in modern era. The easy accessibility of internet makes the people to use more online sources to update the news more than traditional media. It led to a mushrooming growth of Online Media all over Kerala. This wide popularity reflected in the work participation of women in Online Media especially in the district of Ernakulam. The maximum work participation of women in New Media in the district of Ernakulam is 42.9 per cent followed by Kozhikode (33.3 per cent) and Thiruvananthapuram (22.4).

4.4.4. Wilcoxon Signed-Ranks Test for Work Participation of Women Journalists in Radio among the Districts.

The Wilcoxon Signed-Rank Test is a non-parametric statistical hypothesis test named after Frank Wilcoxon, used to compare two related samples. Wilcoxon Test is a good alternative to t-test, which calculates the difference between two or more paired groups and analyses that these sets of pairs are different from one another in a

statistically significant manner. Wilcoxon Signed Ranks test for Female Work Participation in Radio among the districts Thiruvananthapuram and Kozhikode are portrayed in the Table 4.16.

Table 4.16
Wilcoxon Signed-Ranks Test for Work Participation of Women Journalists in Radio among Thiruvananthapuram and Kozhikode

District	Mean	SD	Minimum	Maximum	Percentiles			Wilcoxon Signed Ranks test Z(p-value)
					25 th	50 th (Median)	75 th	
Thiruvananthapuram	56.3	1.0	54.5	57.5	55.6	55.9	57.3	-3.2 (<0.01)
Kozhikode	62.2	1.9	58.8	64.7	60.6	62.5	63.6	

Source: Compiled Data from Media Hand Book and All India Radio from 2010 to 2022

In Kerala, the news units of All India Radio are situated in the districts of Thiruvananthapuram and Kozhikode. Thus, the comparison of Thiruvananthapuram and Kozhikode districts were done in the analysis of Radio and exempted the district of Ernakulam. By comparing the two districts, Kozhikode has the maximum participation of women in Radio. Table 4.16 explicates that the maximum and minimum participation of women in Radio in Kozhikode district is 64.7 per cent and 62.2 respectively. In Thiruvananthapuram the figures were 57.5 per cent and 54.5 per cent respectively. The result brought forth that there are significant differences in work participation in Radio in the districts of Thiruvananthapuram and Kozhikode at one per cent level of significance (p-value <0.01).

The district-wise comparison showed the variations in work participation of women in different media. In Print Media and New Media, the district of Ernakulam had more women working journalists followed by Thiruvananthapuram and Kozhikode, whereas in Television, Thiruvananthapuram came first followed by Kozhikode and Ernakulam respectively. Radio has news units only in the districts of Thiruvananthapuram and Kozhikode. Though, largest number of women media persons were found in Thiruvananthapuram, the average work participation of women is more in the district of Kozhikode.

4.5 Summary of the Chapter

The chapter abridged the trend of the work participation of women media professionals in Kerala. The secondary data collected for the analysis was taken from the period 2010 to 2022. The period 2010 to 2022 is taken into consideration because during the year 2010, a significant step by the government of India has been put forward by giving 33 per cent reservation for women in local self-governments. This made the analysis to consider the period from the year 2010 to 2022, to estimate the trend of work participation of women journalists in Kerala. The analysis of the secondary data brought out the finding that there was a growth in the number of women journalists in Kerala over the years. This happened due to the entry of the New Media organizations and technological advancement. But the intake of male media persons was found to be more than female media persons. Kruskal Wallis, Regression and ANOVA were used to test the significance of the work participation of women journalists in all the media considered for the study. The high R values in all media, except Radio, explained a strong relationship between the variables. Friedman Test and Wilcoxon Signed Rank Test was used to compare the work participation in the three districts and the result displayed that there is significant difference in work participation in all media except New Media in the respective districts of Kozhikode, Thiruvananthapuram and Ernakulam.

The number of women journalists was low compared to the number of male media persons due to the lower opportunities and gender discrimination faced by the women. In Kerala, the work participation of women in media is in an alarming situation. All media except Radio had poor representation of women. The lower work participation in media also depicts the lower opportunities available for women. The lower work participation of women in Kerala is a serious issue which should be considered in length. It is high time that the problems faced by women in media should be addressed well. Women deserve a good working environment and thus their work participation can be increased.

CHAPTER 5

ECONOMIC EMPOWERMENT OF

WOMEN JOURNALISTS IN MEDIA

5.1 Introduction

The previous chapter explored the trends in the work participation of women journalists in media in Kerala. In the present chapter, the emphasis is on the second objective of the study to analyse the economic empowerment of women journalists in media. In addition to this, the current chapter explicates the profile of the study area and the socio-demographic profile and working conditions of the women media persons in Kerala. Thus, the chapter deals with five significant sections. The first section explores the profile of the study area, the second is the fragment of socio-demographic features, the third part explains the working conditions of women journalists and the fourth division explicates the economic empowerment of women journalists in media in Kerala. The fifth part analyses the Economic Empowerment Index and estimations of the economic empowerment of women in relation to the Economic Empowerment Index.

5.2 The Profile of the Study Area

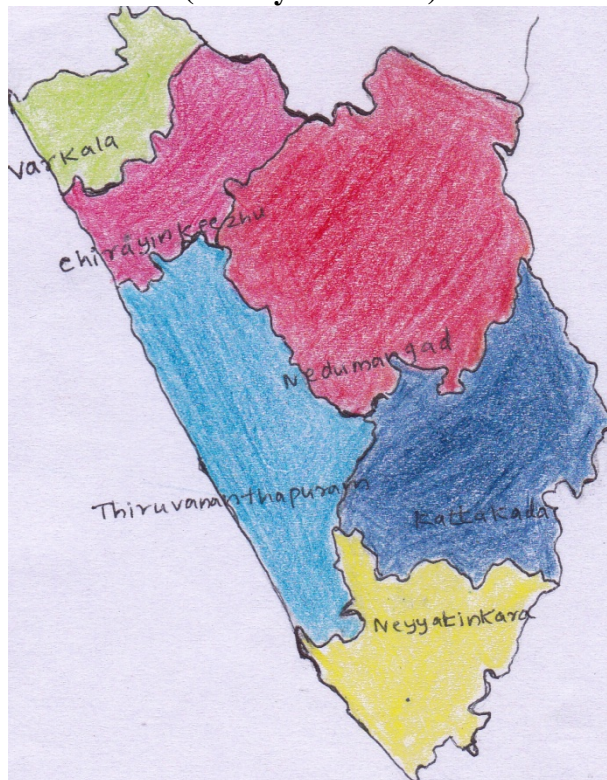
In the present study, the districts of Thiruvananthapuram, Kozhikode and Ernakulam were selected because these districts have the higher representation of women journalists in Kerala. The districts of Thiruvananthapuram, Ernakulam and Kozhikode represent the southern, central and northern parts of Kerala. It helps to provide an accurate study of the entire women journalists. The profile of the study area provided in sessions 5.2.1 to 5.2.3 reveals the socio-demographic profile of the women journalists and geographic conditions of each district namely Thiruvananthapuram, Ernakulam and Kozhikode.

5.2.1 The District of Thiruvananthapuram

Thiruvananthapuram is the southernmost district in Kerala extended with an area of 2192 km² and the district came into existence as a result of the Linguistic Reorganization of States on the 1st of November 1956. As per 2011 census, it is the second most populous district in Kerala with a population of 3,301,427 of which male persons and female persons were 1,581,678 and 1,719,749 respectively with a sex ratio of 1087. The initial provisional data released by census India 2011, brought out that the density of the district of Thiruvananthapuram is 1,508 people per sq. km. against 1,476

people per sq. km in 2001. Out of the total literates of 2,785,408 (93.02 per cent) in the district of Thiruvananthapuram, male and female constitute 1,354,857(95.06 per cent) and 1,430,551(91.17 per cent) respectively. In the district of Thiruvananthapuram, out of the whole population, 53.66 per cent lives in urban areas and the remaining 46.34 per cent in rural areas.

Figure 5.1
Map of the District of Thiruvananthapuram
(Survey District-1)

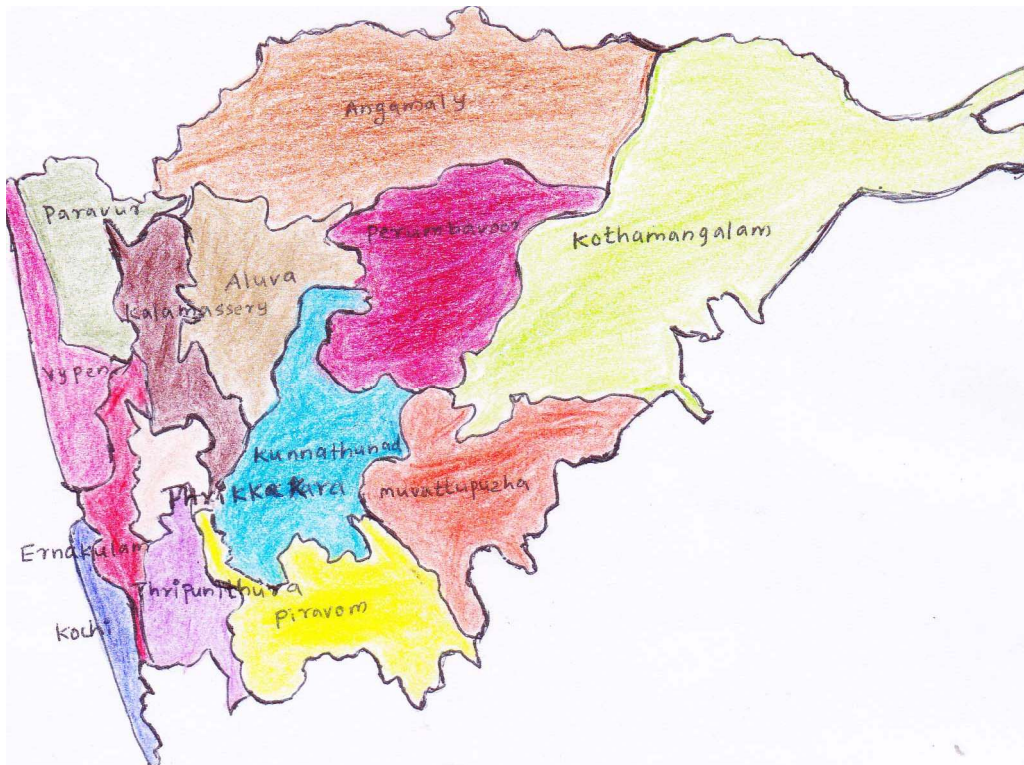


The capital of the state is also well known for its media popularity. Popular media organizations are located in the capital city. The head office of the popular Print media organizations Deshabhimani, Janayugom, The Hindu, and the TV channels Amrita, Asianet News, Jaihind, Janam, Doordarshan, Kairaly News, Kaumudy TV, News 18 Kerala and Raj Tv(regional) are located in the district of Thiruvananthapuram. Apart from this, several weeklies, monthlies, bi-monthlies, quartiles and fortnights are published from the various parts of the district. According to the Media Hand Book 2022, there are 53 Print, 22 TV, 6 Radio (5 among them are Frequency Modulation Radio) and 11 Online Media organizations published and broadcasted from the district. The total number of journalists in Thiruvananthapuram counts for 118 and out of which

women journalists are, distributed among Print Media, TV channels, Online portals and All India Radio and from these 72 samples were collected for the study. The regional head office of All India Radio is also located in the district which started its transmission from the princely state of Travancore during the year 1943.

5.2.2 The District of Ernakulam

Figure 5.2
Map of the District of Ernakulam
(Survey District-2)

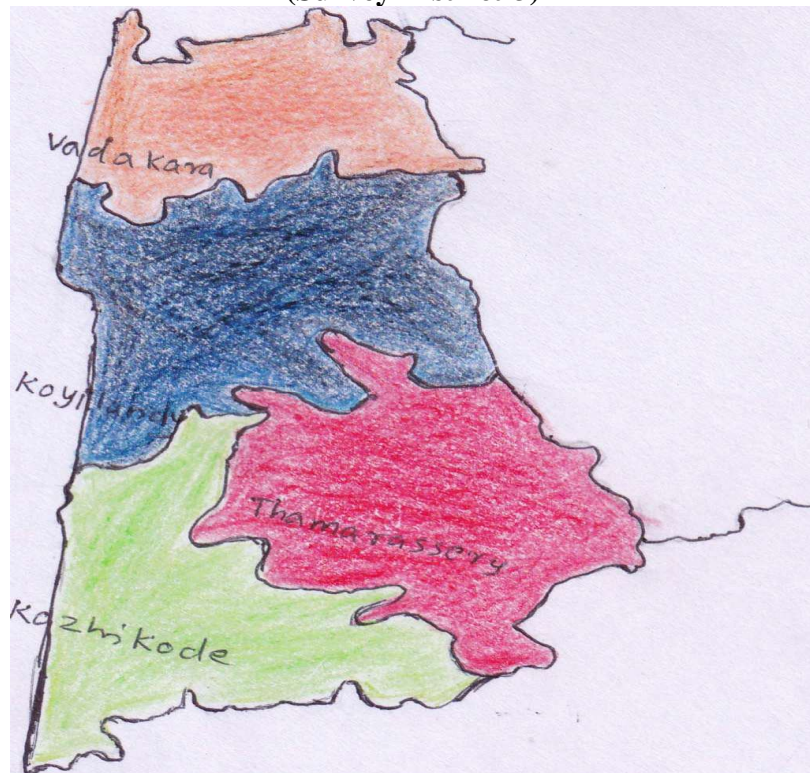


The district of Ernakulam is located in the central part of the state having an area of 3,063 km² with a density of 1072. The district's total population is 3,282,388 with 1,619,557 male persons and 1,662,831 female persons (Census, 2011) with a sex ratio of 1024 female persons per 1000 male persons. Ernakulam is the most urbanized district in Kerala with 68.07 per cent of its population living in the urban area and 31.93 per cent in the rural area. The total number of literates in Ernakulam is 2,855,676 in which male literates are 1,45,723 and female literates are 1,429,953. Ernakulam is a hub of the prominent media organizations. The head office of the popular media organizations such as the Hindu, the Indian Express, the Times of India, Veekshanam, Janmabhumi, 24 news and Reporter are located in the district of Ernakulam. As per the

Media Hand Book 2022, there are 33 Print, 20 TV, 5 Frequency Modulation Radio and 14 online media organizations are published and broadcasted from the district. The number of women journalists working in Print, Electronic and New Media in the district was 93 and from these 69 samples were collected for the study.

5.2.3 The District of Kozhikode

Figure 5.3
Map of the District of Kozhikode
(Survey District-3)



Kozhikode is known to be the district which is located in the northern part of the state with an area of 2345 kilometre square. As per the 2011 census, the district had a population of 3,086,293 of which males and females were 1,470,942 and 1,615,351 respectively with a density of 1,316 people per square km. The sex ratio of the district is 1098 female per 1000 male. The average literacy rate of Kozhikode was 95.08 in which male and female literacy was 96.11 per cent and 88.62 per cent respectively. The actual number of literates in the district was 2,615,443 of which male and female were 1,266,939 and 1,348,504 respectively. Kozhikode also has a long tradition in media culture. The district is famous for Print media. According to the Media Hand Book 2022, there are 23 Print, 19 Television, 3 Radio (2 are Frequency Modulation radio)

and 7 Online organizations are published and broadcasted from the district. The head office of popular media channels located in the district of Kozhikode are Mathrubhumi, Chandrika, Madhyamam, Siraj, Suprabhatham, Mathrubhumi news and Media One. Kozhikode is the district in which All India Radio has a news unit other than the district of Thiruvananthapuram. The second transmitter of All India Radio started from the district of Calicut in 1950. The total number of women journalists in Print, Television, Radio and Online organizations was 88 and from these 53 samples were collected for the study.

5.3 Socio-Demographic Profile of the Women Journalists in Kerala

The socio-demographic profile explains the social and demographical characteristics of the population and their well-being in their familial as well as social space. Socio-demographic profile includes the characteristics of the population like age, sex, education, ethnicity, members of the household, marital status and employment and income status of the household. The present session explains the socio-demographic profile of the women journalists to analyse their status in family and society.

5.3.1 Age-Wise Classification of the Women Journalists

The working population is an asset of every country. It is the vibrant population who are active in the household as well as in other spheres of the society. Table 5.1 illustrates the age structure of the women journalists in Kerala. Table 5.1 vividly brings out that 45.9 per cent of them were between the age group of twenty to thirty years. It is followed by the category of 31 to 40 years of old women journalists with 33.2 per cent.

Table 5.1
Age-Wise Classification of the Women Journalists

	Frequency	Percentage (%)
20-30	90	45.9
31-40	65	33.2
41-50	35	17.9
51-60	6	3.1
Total	196	100.0

Source: Primary Survey

The media professionals are young and vibrant group of people dominated by willingness to work 24 hours of a day. About eighty per cent of the women journalists are below 40 years. There is high recruitment of youngsters in the media field. In Television, young and fresh-looking women have more viewership than old-aged women. This reduces the opportunities for old-aged women in Television especially on screen.

5.3.2 Educational Qualification of the Women Journalists

Education is very significant in every profession and it is a necessity for getting prestigious employment. The people in Kerala give top priority to education. Kerala is a state having the highest rate of literacy and this is reflected in the education of women journalists. In Kerala, women journalists are well educated. Education enables a person to analyse the news better and the news media better enlightens an educated person. Higher Education of women journalists would enhance their social responsibility and commitment towards society.

Table 5.2
Educational Qualification of the Women Journalists

	Frequency	Percentage (%)
Graduation	35	17.9
Post-Graduation	157	80.1
Others	4	2.0
Total	196	100.0

Source: Primary Survey

Table 5.2 explicates that 82 per cent of the women journalists have the educational qualification of post-graduation and above. ‘Others’ consists of higher education in research, Master of Philosophy (M.Phil) and Doctor of Philosophy (Ph.D). Women media persons having the educational qualification of graduation is 17.9 per cent.

5.3.3 Type of Family

Family is the basic unit for supporting and flourishing an individual’s capabilities, talents and proficiency. In the modern era, family has in fact turned to be nuclear family. This is not exceptional to the family of the women journalists. The

study brought out that eighty-two per cent of the women journalists were from nuclear families. The women journalists who belonged to joint families constituted 17 per cent. At this juncture it has to be noted that two percent of the women journalists belong to large families where there are more than 10 members in the family with parents, grandparents, in laws, siblings and maternal and paternal brothers and sisters.

Table 5.3
Type of Family

	Frequency	Percentage (%)
Nuclear	161	82.1
Joint	33	16.8
Others	2	1.0
Total	196	100.0

Source: Primary Survey

5.3.4 Marital Status of the Women Journalists

The study brought out that 64.8 per cent of the women journalists were married and 29.1 per cent were unmarried. The widowed and divorced women journalists constitute 5.1 and one per cent respectively. Marital status explores the socio-economic status of women journalists. The marital status of a woman, their employment and empowerment are related. Marriage and child-rearing can curtail the labour force participation of women but the opposite effect happens in the case of men.

Table 5.4
Marital Status of the Women Journalists

	Frequency	Percentage (%)
Married	127	64.8
Unmarried	57	29.1
Widowed	10	5.1
Divorced	2	1.0
Total	196	100.0

Source: Primary Survey

According to a study taken by UN Women, 2019-2020, 65.6 per cent of the single women are working as against 52.1 per cent of the married women. In the case of divorce or separation, the rate is 72.6 per cent. At the same time, in the study, the

labour force participation for men was 85.6 per cent, 96.1 per cent and 90.5 per cent respectively.

5.3.5 Age at Marriage of the Women Journalists

In Kerala, women prefer to get married only after their education. Thus, in Kerala, the age of marriage of a woman is generally between 20 to 30 years. The primary survey data is no exception to this. The age at marriage of the women journalists is explicated in table 5.5.

Table 5.5
Age at Marriage of the Women Journalists

	Frequency	Percentage (%)
Less than 20	7	3.6
20-30	123	62.8
Above 30	9	4.6
NA	57	29.1
Total	196	100.0

Source: Primary Survey

The study brought out that 62.8 per cent of the women journalists were married between the age of 20 to 30 years. It manifests that women journalists were interested to get married only after their graduation or post-graduation or higher studies. The women journalists who were married before 20 years of age were 3.6 per cent who are mostly the senior women journalists. On the other hand, the women journalists who were married after 30 years of age were 4.6 per cent.

5.3.6 Religion-Wise Classification of the Women Journalists

Religion has an important role in the country. In India, the popular religions are Hinduism, Christianity and Islamism. Table 5.6 exhibits that 67.9 per cent women journalists were Hindus followed by Christians (16.3 per cent), Muslims (9.7 per cent) and others (2 per cent). Other categories constitute the Parsi and Jews. It is important to note that four per cent of the women journalists have no interest in religion and they constitute under the “no religion category”. The changes with the ages, the outlook and mentality of the younger generation towards caste and religion are evident from their attitude.

Table 5.6
Religion-Wise Classification of the Women Journalists

	Frequency	Percentage (%)
Hindu	133	67.9
Christian	32	16.3
Muslim	19	9.7
Others	4	2.0
No religion	8	4.1
Total	196	100.0

Source: Primary Survey

5.3.7 Caste-Wise Classification of the Women Journalists

Table 5.7 points out the dominance of the superior caste in the profession of journalism. The presence of individuals from scheduled castes and scheduled tribes in the media population is really low. The data explicated that 50 per cent of the women journalists were from the general category. The Other Backward Caste comes up to 36.7 per cent. The other caste comprised 3.1 per cent. The most vital information forms the lower participation of the Scheduled castes and Scheduled tribes. There were only eight female journalists from the Scheduled caste. There was no female journalist from the Scheduled Tribe communities. In a modern and hi-tech society, women of the Scheduled Tribe communities should be encouraged to become journalists. Inclusive development demands such a structural change.

Table 5.7
Caste-Wise Classification of the Women Journalists

	Frequency	Percentage (%)
General	98	50.0
SC	8	4.1
OBC	72	36.7
Others	6	3.1
No Caste	12	6.1
Total	196	100.0

Source: Primary Survey

The lower participation of the Scheduled Castes and Scheduled Tribes should be acknowledged by the government. Another impressive finding from table 5.7 is the indifference towards caste among the women journalists in Kerala. Twelve women journalists chose no caste for their identity. This is a clear indication that a small

portion of the women journalists in Kerala uphold the basic human dignity than any caste, creed or colour.

5.3.8 Residence -Wise Classification of the Women Journalists

The region of residence is one of the factors affecting the employment of a woman. Generally, employment opportunities are more prevalent in urban regions. Thus, people decide to move and settle in urban regions. After getting into the profession, women settle in urban regions for the easy movement of their work.

Table 5.8
Residence -Wise Classification of the Women Journalists

	Frequency	Percentage (%)
Rural	83	42.3
Urban	113	57.7
Total	196	100.0

Source: Primary Survey

It is vivid from table 5.8 that 57.7 per cent of the women journalists were coming from the urban areas. Modern facilities like infrastructural, educational and transportation facilities, access to educational and employment institutions and training facilities were the possible reasons for this. The women journalists from the rural area were 42.3 per cent.

5.3.9 Region of the Workstation of the Women Journalists

Table 5.9 displays the region of the workstation of the women journalists. The districts of Thiruvananthapuram, Kozhikode and Ernakulam are selected for the study as it constituted the highest number of the women journalists in Kerala. These districts also represent the northern, central and southern parts of Kerala.

Table 5.9
The Region of the Workstation of the Women Journalists

	Frequency	Percentage (%)
Kozhikode	53	27.0
Ernakulam	67	34.2
Thiruvananthapuram	76	38.8
Total	196	100.0

Source: Primary Survey

The region of the workstation of the women journalists explicated that 38.8 per cent of the women journalists were from the district of Thiruvananthapuram followed by Ernakulam (34.2 per cent) and Kozhikode (27 per cent). This is because the district of Thiruvananthapuram has the highest number of women journalists followed by the districts of Ernakulam and Kozhikode.

5.4 The Working Conditions of the Women Journalists in Kerala

The working conditions of the women journalists explain the infrastructural facilities, financial security and freedom of expression and choice they make in an organization. The working conditions of the women journalists include nature of the job, work experience, monthly income, promotions and increments, maternity benefits and allowances, fair working atmosphere and working hours, freedom of expression and transportation and infrastructural facilities. The present session explains the working conditions of the women journalists to analyse their working status in the organizations.

5.4.1 Media-Wise Classification of the Women Journalists

The media-wise classification explicates that 43.4 per cent of the women journalists are belonging to Print Media. Despite, the number of women journalists of the Online increasing the easiness of working, love for desk jobs and access to jobs might be the reasons for the clustering of the women journalists in Print Media.

Table 5.10
Media-Wise Classification of the Women Journalists

	Frequency	Percentage (%)
Print	85	43.4
Television	56	28.6
Radio	16	8.2
Online	39	19.9
Total	196	100.0

Source: Primary Survey

The arrival of the electronic media brought the women journalists into Television and Radio. There are 28.6 per cent of women journalists working in the Television media and 8.2 per cent in Radio. The advent of information technology and

related developments in media brought in numerous developments in the field. It enhanced the work participation of women in the media in the online space. 19.9 per cent of the women media persons are working in online media. The Online Media has provided space for both men and women to express themselves well. However, the Online Media provides better space to women to be more active and expressive.

5.4.2 Classification of the Media (Public and Private)

In media, the categorization of private and public sector undertakings is noteworthy due to its operations. Generally, public sector undertakings are not as profit minded as compared to private sector undertakings. In Kerala, all the popular media organizations are under private ownership mostly owned by the political parties or dominant business giants.

Table 5.11
Classification of the Media (Public and Private)

	Frequency	Percentage (%)
Public	17	8.7
Private	179	91.3
Total	196	100.0

Source: Primary Survey

91.3 per cent of the women journalists were employed in the private sector undertakings and 8.7 per cent were working in public sector undertakings. The Print and Online Media are under private ownership and the Television channels except Doordarshan belong to private ownership. Among seventeen women journalists working in public sector undertakings, sixteen were employed in All India Radio and one in Doordarshan.

5.4.3 Nature of the Present Job

Generally, women are observed to be employed in contract and unpaid or low paid jobs. This was because of the availability of women for low salaried and contract works. Women were forced to work without proper wages, allowances and tenure due to their family issues.

The survey data explicates that 52 per cent of the women journalists were permanent employees followed by contract (44.4 per cent) and part time staff (2.6 per cent) and others (one per cent). ‘Others’ are the women trainees in the media organizations. It is to be highlighted here that half of the women journalists were permanent employees.

Table 5.12
Classification of the Women Journalists Based on the Nature of Present Job

	Frequency	Percentage (%)
Contract	87	44.4
Permanent	102	52.0
Part time	5	2.6
Others	2	1.0
Total	196	100.0

Source: Primary Survey

5.4.4 Classification of the Women Journalists (Field-Wise)

In media, editing and reporting are the vital duties assigned to the media persons. In the present study, women journalists who are working in the field of editing and reporting together constitute 76 per cent. It is followed by news management with 20.4 per cent. The women journalists working in the fields of photography, content writing, video production and news reading are few in number and these together accounts for 3.5 per cent.

Table 5.13
Classification of the Women Journalists (Field-wise)

	Frequency	Percentage (%)
Editing	97	49.5
Reporting	52	26.5
News Management	40	20.4
Photography	1	0.5
Content Writing	2	1.0
Video production	2	1.0
News Reading	2	1.0
Total	196	100.0

Source: Primary Survey

5.4.5 Classification of the Women Journalists Based on Beat Specialization

Beat specialization shows the specialization of women media persons in media. Sixty-seven (34.2 per cent) women journalists have no specialization. They are included in the general category. About 21 per cent of the women journalists have specialization in arts and culture. It is followed by Politics (15.8 %), education and career (6.1 %), entertainment (5.1 %), food and life (3.6 %) and business (3.6 %). Sports, Crime and court and region are the other categories of specialization and they together constitute 8.3 per cent.

Table 5.14
Classification of the Women Journalists Based on
Beat Specialization

	Frequency	Percentage (%)
Politics	31	15.8
Arts & Culture	40	20.4
Sports	5	2.6
Business	7	3.6
Crime & Court	6	3.1
Science	6	3.1
Region	5	2.6
No Specialization	67	34.2
Education and Career	12	6.1
Entertainment	10	5.1
Food & life	7	3.6
Total	196	100.0

Source: Primary Survey

5.4.6 Reasons for Joining Media Profession

The choice of a profession is based on some reasons. Journalism is a profession with risk, travel and workload. Dedication or passion for job is essential to stick on to any job. The profession would not become a success without passion or love for the job. 88 per cent of the women media persons have the opinion that they entered the field due to their passion for journalism. It was followed by other reasons like a profession that enables their love to write. Three per cent of the working journalists agreed that they entered the job because they liked to communicate to the public and serve to reach them the news in a genuine manner. Only two women journalists were

concerned about the dignity of this profession. Two per cent of the women journalists joined the profession of journalism due to their love for taking risks. As it is a known fact that working in news media and covering sensitive news are quite challenging.

Table 5.15
Reasons for Joining Media Profession

	Frequency	Percentage (%)
Passion	173	88.3
Dignity	2	1.0
love to take risk	4	2.0
Bringing truth	6	3.1
Others	11	5.6
Total	196	100.0

Source: Primary Survey

5.4.7 Work Experience of the Women Journalists in Journalism

The work experience in any profession has a key role to further push individuals to their preferred profession. Generally, the probability for getting a job for an individual increases with his or her work experience. Work experience increases the probability of promotions and allowances in an organization. Work experience will enhance the potential of women to a greater level and it would help them to climb up the ladder of their profession.

Table 5.16
Work Experience of the Women Journalists in Journalism

	Frequency	Percentage (%)
Less than 5 years	52	26.5
5 - 10 years	64	32.7
10 - 15 years	35	17.9
More than 15 years	45	23.0
Total	196	100.0

Source: Primary Survey

Table 5.16 reveals that 32.7 per cent of the women journalists have been working in the field of journalism from five to ten years. But in a profession of media, the work experience does not play an active role in getting job. Media organizations always prefer youngsters and freshers in the profession. It is quite evident from the visual media in Kerala. The media persons having a work experience of less than five years constitute 26.5 per cent. Twenty-three per cent of the women media professionals have an experience of more than fifteen years in the profession and 17.9 per cent of the women journalists have an experience of ten to fifteen years.

5.4.8 Work Experience in Current Organization

Work experience in current organization explicates the years of working of the women journalists in the current organization. The years of working in the organization is closely connected with the relationship between management and its employees. The number of years of the working of the women journalists in the same organization shows the positive relation of the good governance of the management organization.

Table 5.17
Work Experience in Current Organization

	Frequency	Percentage (%)
Less than 5 years	94	48.0
5 - 10 years	47	24.0
10 - 15 years	27	13.8
More than 15 years	28	14.3
Total	196	100.0

Source: Primary Survey

Table 5.17 shows that 48 per cent of the women Journalists were working in the current organization for less than five years. This exemplifies that majority of the women journalists shift their job if they get better job opportunities and better working conditions. In addition, the long distance from home to the workstation also compelled them to shift their job to another organization. Twenty-four per cent of the women journalists were working in the organization for five to ten years and 28.1 per cent have been working for 10 years and above.

5.4.9 Monthly Income from the Present Job

Monthly income is a significant factor in every profession. Generally, in the Media industry, lower salary is provided to everyone irrespective of the gender. However, in media which have lower circulation and lower rating, the gender discrimination is observed to a certain extent. Lower rating and lower circulation of Television, Online and Print Media reduces the profit to the organization which in turn leads to lower salary, allowances and other benefits given to the employees. Women are the vulnerable category who get affected the most. Generally, women are working for low salary and on daily wages terms. In the patriarchal world, women are considered to be inferior to men in ability and responsibility in the employment scenario. Thus, the media having lower the financial stability prefer women more and deny them special beats.

Table 5.18

Monthly Income from the Present Job

	Frequency	Percentage (%)
Below ₹ 10,000/-	27	13.8
₹10,000 to ₹30,000 /-	104	53.1
₹30,001 to ₹50,000/-	35	17.9
Above ₹50,000/-	30	15.3
Total	196	100.0

Source: Primary Data

In media, 53.1 per cent of the women journalists get only ₹10,000 to ₹30,000 rupees as monthly income and it is followed by ₹30,001 to ₹50,000 category (17.9 %). Fifteen per cent get monthly income of ₹ 50,000 and above. About 14 per cent get below ₹10,000 and those who get below ₹10,000 was women journalists working in the media of Radio. From table 5.18, it can be understood that the average monthly income for a journalist in Kerala is between ₹10,000 and ₹30,000. The equal remuneration act (1976) and minimum wages act (1948) and working journalists (fixation of rates of wages) Act (1958) enabled women minimum wages and equal remuneration. Though, the gender pay gap is not evident in organizations, the salary given to media persons is low in comparison with the consumer price index.

5.4.10 Professional Degree of the Women Journalists

Professional degree is needed in any profession to get easy access to the job and the ease of working. Actually, in the field of media, a professional degree is not mandatory for getting the job. But the professional degree helps quick entry into the profession and the persons wishing to be a media professional can take a professional degree from any educational institution offering journalism. The data brought out that 74.5 per cent of the women journalists have a professional degree in journalism and 25.5 per cent do not have any professional degree.

Table 5.19
Professional Degree of the Women Journalists

	Frequency	Percentage (%)
Yes	146	74.5
No	50	25.5
Total	196	100.0

Source: Primary Data

5.4.11 Section of Work

In journalism, majority of the media persons are working in desk. Women journalists prefer desk jobs due to the easiness of the pattern of work. In the study, about 68 per cent of the women journalists are working in desk and 27 per cent are working in Bureau followed by online (3.1%) and news reading (4%). In the present study, news readers are the women journalists from the media of Radio.

Table 5.20
Section of Work

	Frequency	Percentage (%)
Desk	133	67.9
Bureau	53	27.0
Online	6	3.1
News Reading	4	2.0
Total	196	100.0

Source: Primary Data

5.4.12 Field of Work (Experience)

This section analyses the experience of the women journalists as which field they have worked in all the media considered for the study. In journalism, from the beginning, editing and reporting are the vital fields of work covered. The arrival of the electronic media brought out the possibilities of news presentation on Radio and Television. The out-break of the New Media put forth content developing to journalism and the profession became wider. Table 5.21 brought out that 55 per cent of the women Journalists are working in the field of editing. Editing is followed by reporting (33.7%), content developing (8.7%) and news presentation (2.6%).

Table 5.21
Field of Work (Experience)

	Frequency	Percentage (%)
Editing	108	55.1
Reporting	66	33.7
Content developing	17	8.7
News Presentation	5	2.6
Total	196	100.0

Source: Primary Survey

5.4.13 Age at Entry to the Profession

Age at entry explicates the passion of women entering into this profession. It indicates the capability and skills of the women journalists to get entry into the job. Further, the entry into a profession at a younger age would enhance their experience and competence in the profession.

Table 5.22
Age at Entry to the profession

	Frequency	Percentage (%)
Below 20	4	2.0
20-30	186	94.9
31-40	5	2.6
Above 40	1	.5
Total	196	100.0

Source: Primary Data

The study brought out that 94.9 per cent of the women journalists entered into the profession in the age group between 20 to 30 years and it is followed by 31 to 40 years of age (2.6 per cent). Women Journalists entering into this profession at a young age of below 20 years is meagre which is only two per cent. This is because the women journalists preferred to work only after higher education like post-graduation.

5.4.14 Membership in Trade Union

Trade unions have a key role in any organization to help achieve the employees their rights and benefits. In Kerala, one of the important trade unions is the Kerala Union of Working Journalists (hereafter KUWJ). Permanent working journalists have the eligibility for joining KUWJ. Kerala Journalist Union (hereafter KJU) is another union which is formed for the journalists who are not employed as permanent in the organization. In this juncture it can be observed that all the employment unions have their own political affiliation.

Table 5.23
Membership in Trade Union

	Frequency	Percentage (%)
KUWJ	74	37.8
KJU	3	1.5
Membership outside Kerala	1	0.5
No Membership	118	60.2
Total	196	100.0

Source: Primary Data

It is found out that 60.2 per cent of the working women journalists have not taken membership in any union. This makes it clear that 39.8 per cent of the women journalists are members of the active employment unions of the media persons. In the analysis it is brought out that 37.8 per cent are members of the KUWJ and 1.5 per cent are members of the KJU. It is interesting to note that 0.5 per cent of the women journalists are members of the employment unions outside Kerala.

5.4.15 Positions in Trade Union Committee

The bearing of positions of women in trade unions is significant at all times. It assigns power and autonomy to women in decision making related to their rights and benefits in the profession. The voice and negotiations of women are really important in a male dominated world. The positions in trade unions enhance equal opportunity to engage in healthy competition with their male counterparts. As explicated in table 5.23, 7.1 per cent of the working women journalists bear position in employment committees and among them, majority are members of state committee.

Table 5.24
Positions in Trade Union Committee

	Frequency	Percentage (%)
Yes	14	7.1
No	64	32.7
Not Applicable	118	60.2
Total	196	100.0

Source: Primary Survey

5.4.16 Willingness to Go for Better Job Opportunities

Willingness to go for better job is a factor which measures the satisfaction of women media persons in their profession and current organization. Generally, better employment opportunities attract women as it enhances their career and personal life. Table 5.25 brought to light that 41.8 per cent of the women journalists are ready to pursue new job opportunities while 20.4 per cent are fully satisfied with their current job and prefer not to go for new job opportunities. But, 37.8 per cent of the women media persons were doubtful whether they should pursue new opportunities or look for better chance.

Table 5.25
Willingness to Go for Better Job Opportunities

	Frequency	Percentage (%)
Yes	82	41.8
No	40	20.4
May be	74	37.8
Total	196	100.0

Source: Primary Survey

5.4.17 Number of Promotions

Promotions are the reward given to an employee for their efficiency and experience in employment graph. Promotions encourage the work of women media persons and it ultimately benefits the organization. Promotions also explicate the financial capability of the organization.

Table 5.26
Number of Promotions

	Frequency	Percentage (%)
Nil	97	49.5
1	38	19.4
2	30	15.3
More than 2	31	15.8
Total	196	100.0

Source: Primary Survey

The study explored that 49.5 per cent of the women journalists did not get any promotions. About twenty per cent of the women journalists received only a single promotion till the date of survey. 15.8 per cent of the women journalists received more than two promotions and 15.3 per cent of the women journalists received two promotions.

5.4.18 Number of Increments

Increment in salary has a key role in determining the work participation of the women in media. Increments act as an incentive for women to stick on to their current job and to work hard for the organization. Among the women journalists, 42.9 per cent agreed that they had two increments in salary. However, it is to be noted that 31.1 per cent of the women journalists did not get any increments. About 15 per cent (14.8 %) of the women journalists received only a single increment and 11.2 per cent of the women journalists received two increments.

Table 5.27
Number of Increments

	Frequency	Percentage (%)
Nil	61	31.1
1	29	14.8
2	22	11.2
More than 2	84	42.9
Total	196	100.0

Source: Primary Survey

5.4.19 Number of Additional Work-In-Charges

Generally, employees working in an organization are assigned with additional works other than their existing works. Additional work makes the women journalists tired due to the heavy work load. Most of the women journalists perform household chores. Hectic workload at the work place along with the daily household chores makes the employed women dead tired. When it comes to the women journalists, they find it very hard to keep a balance between the household chores and their work as women journalists. The work of the women journalists is too demanding and risky. It is the innate passion and great love for this profession that should motivate them to go ahead.

Table 5.28
Number of Additional Work-In-Charges

	Frequency	Percentage (%)
Nil	97	49.5
1	27	13.8
2	21	10.7
More than 2	51	26.0
Total	196	100.0

Source: Primary Survey

In Kerala, 97 women journalists (49.5 %) revealed that they had no additional work-in-charges and they were freshers. At the same time, 26 per cent of the women media persons agreed that they were assigned with more than two additional work-in-charges. Twenty-seven (13.8 %) women journalists were assigned with a single one work-in-charge and twenty-one (10.7%) women journalists had two additional work-in-charges in a year.

5.4.20 Career/ Personal Development Programmes Conducted in the Organizations

Career related and personal development programmes are essential for enhancing the personal and technical skills of the women employees. It can boost the organizational skills and the productivity of women media persons. Seventy-three per cent of the women journalists agreed that their organizations conducted career or personal development programmes whereas twenty-seven per cent disagreed with this.

Table 5.29
Career/Personal Development Programmes Conducted in the Organizations

	Frequency	Percentage (%)
Yes	143	73.0
No	53	27.0
Total	196	100.0

Source: Primary Survey

At this juncture it is suggested that career development programmes should be conducted by the organization for their employees so that they get refreshed and updated in their profession.

5.4.21 Frequency of Career/ Personal Development Programmes Conducted in the Organizations

The frequency of Career or Personal Development programmes exhibit the interest of the organizations towards their employee's progress in career as well as personal development. In the present study, 89.5 per cent were of the opinion that their organizations conducted career or personal development sessions once in a year. Fourteen (9.8 %) women journalists reported that their organization conducted career or personal development programmes twice a year. Only one women journalist revealed that her organization conducted career or personal development programmes twice in a year.

Table 5.30
Frequency of Career/ Personal Development Programmes Conducted in the Organizations

	Frequency	Percentage (%)
1	128	89.5
2	14	9.8
3	1	0.7
Total	143	100.0

Source: Primary Survey

The present study suggests that career development programmes should be conducted at least twice a year or ongoing training programmes should be undertaken by the organizations concerned.

5.4.22 Women-Orientation Programmes Conducted in the Organizations

Women-orientation programmes in the organizations are vital for the empowerment of women in general and particularly so for the women journalists. Women-orientation programmes are essential for every organization for improving the skills and talents of their women employees in association with the goals of organization and for augmenting the personal development of women. About sixty-nine per cent of the women journalists have opined that women-oriented programmes were

conducted in their organizations and 31.6 per cent had the opinion that no such programmes were conducted in their organizations. It is suggested here that orientation programmes exclusively for women journalists should be conducted to conscientise women about their rights and ultimately to empower them.

Table 5.31
Women-Orientation Programmes Conducted in the Organizations

	Frequency	Percentage (%)
Yes	134	68.4
No	62	31.6
Total	196	100.0

Source: Primary Survey

5.4.23 Frequency of Women-Orientation Programmes Conducted in the Organizations

The frequency of women-orientation programmes explains how often the organization conduct women-orientation programmes. About 96 per cent of the women journalists agreed that their organization conducted women-orientation programmes once in a year and they added that it was conducted on eighth March, the International Women's Day. There are only 6 women journalists (4.5 %) who reported that women-orientation programmes were conducted in their organization twice a year.

Table 5.32
Frequency of Women-Orientation Programmes Conducted in the Organizations

	Frequency	Percentage (%)
1	128	95.5
2	6	4.5
Total	134	100.0

Source: Primary Survey

It is to be noted that the organizations are conducting women-orientation programmes once a year, i.e, on international women's day. Women-orientation programmes can help develop the personal and professional enrichment of women.

5.4.24 Z-Test on the Working Environment of Women Journalists in the Organizations

The present study analysed the working conditions and the participation of women in their organizations. The significance of various parameters of the work participation is tested by Z- test of mean. The Z-test is used to check whether the means of two populations are significantly different or not and whether the data follows a normal distribution. The study analyzed fourteen statements regarding the work participation and working environment of the women media persons in the media. The first statement is related to the satisfaction in the present job. The mean score on satisfaction in the present job is 5.66, which designates that the women media persons moderately agree that they are satisfied in their present job. The Z–test displays that the agreement is significant at a one per cent level of significance ($p\text{-value}<0.01$).

The next statement is regarding the need of a professional degree for receiving the job. The mean score on the need of a professional degree is 4.19, which specifies women media persons neither disagree nor agree with the statement. The Z–test illustrates that the mean score is not significantly different from four ($p\text{-value}>0.05$). Regarding the statement, if the organization provides optimum maximum salary, the mean score is 3.84, which means the women journalists disagree with the statement in general and Z-test reveals that the mean score is not significantly different from four ($p\text{-value}>0.05$).

The statement regarding satisfaction with the promotion, has a mean score of 4.18, which indicates the women media persons neither disagree nor agree with the statement. The Z–test demonstrates that the mean score is not significantly different from four ($p\text{-value}>0.05$). The next statement is ‘trade unions play a significant role in the organization’. The mean score of the statement is 3.01, which represents that the women media persons disagree with the statement. The Z –test displays that the mean score is significantly less than 4 at one per cent level of significance ($p\text{-value}<0.01$). The statement of friendly atmosphere in the organization has the mean score of 5.89, this indicates that they are moderately agreeing with the statement and the Z-test demonstrates that the agreement is significant at one per cent of significance level.

Table 5.33
Working Environment of the Women Journalists

	Mean	SD	Z-value(p-value)
Satisfied with the Present Job	5.66	1.29	18.0(<0.01)
Professional Degree is Necessary	4.19	2.13	1.25(0.194)
Organization Give you Maximum Salary	3.84	2.12	-1.0(0.297)
Satisfied with the Promotion	4.18	1.91	1.3(0.193)
Trade Unions Play a Significant Role	3.01	1.91	-7.3(<0.01)
Friendly Atmosphere in the Organization	5.89	.99	26.8(<0.01)
Satisfied with Working Hours	5.58	1.66	13.3(<0.01)
Employment Rules and Regulations	5.34	1.47	12.8(<0.01)
Freedom to Give your Opinions	5.71	1.27	18.9(<0.01)
Satisfied with the Facilities	5.39	1.47	13.2(<0.01)
Satisfied with Seminars	4.63	1.66	5.3(<0.01)
Consider Journalism as a Convenient Profession	5.47	1.63	12.7(<0.01)
Work Participation in Media enhance Over-all Empowerment of Women	5.93	1.27	21.3(<0.01)

Source: Primary Survey

The mean score for the statement of satisfaction about working hours is 5.58, which means that the women media persons moderately agree that they are satisfied with the working hours. The Z-test displays that the agreement is significant at one per cent level of significance (p-value<0.01). Employment rules and regulations, freedom to give opinions in the board meetings, satisfaction with facilities have mean score above 0.5 and the Z-test indicates that the agreements are significant at one per cent level of significance. The mean score of satisfaction on seminars is 4.63, which implies the women media persons neither disagree nor agree with the statement. The Z-test proves that the mean score is significantly different (p-value<0.01).

Though, journalism is a tiring and risky job, the question of journalism as a convenient profession for women is an important one and the mean score for the same is 5.47. It denotes the women journalists moderately agree to the question and the Z-test portrays that the agreements are significant at one per cent level of significance. The next statement was regarding the influence of the work participation of women in media on the overall empowerment of women in society. The mean score of the statement is 5.93, indicating that women media persons moderately agree with the statement and the Z-test demonstrates that the agreement is significant at a one per cent level of significance. Out of the thirteen statements regarding the working environment

of the women journalists, eleven statements were significant at one per cent level of significance ($p\text{-value} < 0.01$).

5.4.25 Opinion on Work Participation of Women Journalists is Fewer in Media

The work participation of women explicates the significance of women in the economic activities of the family as well as the society. Work participation of women is a key factor for increasing financial stability and the empowerment of women. Work participation is essential for the decision-making power of women in their family as well as in individual matters.

Table 5.34
Opinion on Work Participation of Women Journalists is Fewer in Media

	Frequency	Percentage (%)
Yes	138	70.4
No	58	29.6
Total	196	100.0

Source: Primary Survey

It is quite evident from the present analysis that the industry of media is a ‘monopoly’ of men. The study explored that majority (70.4%) of the women journalists is low in comparison with men. Increased work participation leads to the increase in women empowerment in general and economic empowerment in particular. There is a direct relationship between work participation and economic empowerment. The reasons behind the low work participation will be discussed in section 5.4.26.

5.4.26 Z-Test on the Reasons for the Declining Work Participation of Women

There are many of factors which affect the work participation of women in the media. The present study used Z-test to test the significance of the reasons for the declining work participation of women in media. Z test is used to test whether the sample mean significantly varies including greater than or less than or not equal to a population mean when the population standard deviation is given. Noteworthy factors are stated in table 5.35. The first statement is regarding lower education. The mean score for lower education is 2.2, which demonstrates that the women journalists disagree with the statement that lower education is the reason for lower work participation. The Z-test revealed that this statement is significant with a one per cent

level of significance ($p\text{-value}<0.01$). The next reason for lower work participation of women in media is related to low salary. The mean value of the statement is 4.3 and the Z-test manifests that the mean score is not significantly different ($p\text{-value}>0.05$). Regarding the statements about less chance for promotion and risky jobs, women media persons does not agree that these reasons would affect the work participation of women in media. The mean score of these factors is 4.1 and 4.3 respectively and the Z-test establishes that the mean score is not significantly different ($p\text{-value}>0.05$).

The longer working hours, night assignments, marriage, pregnancy and maternity related issues, opposition from parents and the lack of employment opportunities are the key reasons for the lower participation of women in media. The mean scores for longer working hours and night assignments are 4.6 and 4.5 respectively and the Z-test explicates that the test is significant at a one per cent level of significance. Generally, in India, marriage, pregnancy and maternity related matters heavily influence more the work participation of women. The present study also acknowledges these factors have a deep impact on the work participation of women. The mean score for the statement is 5.2.

Table 5.35
Z-Test on the Reasons for Declining Work Participation of Women

	Mean	SD	Z-value (p-value)
Lower Education	2.2	1.7	-12.20(<0.01)
Low Salary	4.3	1.9	1.54(0.127)
Less Chance for Promotion	4.1	1.9	0.85(0.396)
Risky Job	4.3	1.9	1.62(0.108)
Mental Torturing	3.4	1.9	-3.56(<0.01)
Night Assignments	4.5	2.0	3.00(<0.01)
Longer Working Hours	4.6	1.9	3.43(<0.01)
Marriage/Pregnancy/Maternity Related	5.2	1.5	9.03(<0.01)
Oppose from Parents	4.8	1.6	5.83(<0.01)
Oppose from Husband	4.2	1.9	1.47(0.144)
Upper Income	3.2	1.6	-5.64(<0.01)
Age Difference	2.6	1.6	-10.28(<0.01)
Presence of Children	5.1	1.7	7.49(<0.01)
Gender Discrimination	4.2	1.9	1.27(0.205)
Glass Ceiling and Sticky Floor Effects	3.4	1.6	-4.55(<0.01)
Less Competitive	2.4	1.5	-12.03(<0.01)
Interference in Work	3.5	1.8	-3.56(<0.01)
Oppose from Caste	2.7	1.5	-10.03(<0.01)
Poor Health	3.7	1.9	-2.08(<0.05)

Self-Decision	4.0	1.8	-0.23(0.816)
Long Distance	4.3	1.9	2.19(<0.05)
Low Work Experience	2.9	1.6	-8.12(<0.01)
Lack of Employment Opportunities	4.5	1.9	2.95(<0.01)
Lack of Awareness	4.2	1.7	1.08(0.281)
Lack of Freedom of Mobility	3.6	1.8	-2.79(<0.01)
Lack of Social Exposure	3.1	1.8	-5.64(<0.01)
Cultural and Religious Factors	3.5	1.7	-3.41(<0.01)
Other Reasons	5.1	1.1	12.03(<0.01)

Source: Primary Survey

5.4.27 Testing of Hypothesis

Hypothesis: The differences in the reasons for the declining work participation of women journalists are significant.

In the present study, Kaiser-Meyer-Olkin (KMO) measure of sampling is used to find out the stimulants for the lower work participation of women in media. Henry Felix Kaiser, an American psychologist and educator developed the Kaiser-Meyer-Olkin test for factor analysis during the late 1950s. Kaiser-Meyer-Olkin Measure of Sampling is used to measure how suitable the data is for factor analysis. If Kaiser-Meyer-Olkin Adequacy is more than 0.5, it indicates that the results of the factor analysis are useful with the data. In the present data, Kaiser-Meyer-Olkin measure of sample adequacy is 0.641 which is greater than 0.5 which implies that the value is significant at the level of five per cent and the factor analysis is feasible for the study.

Table 5.36
KMO and Bartlett's Test

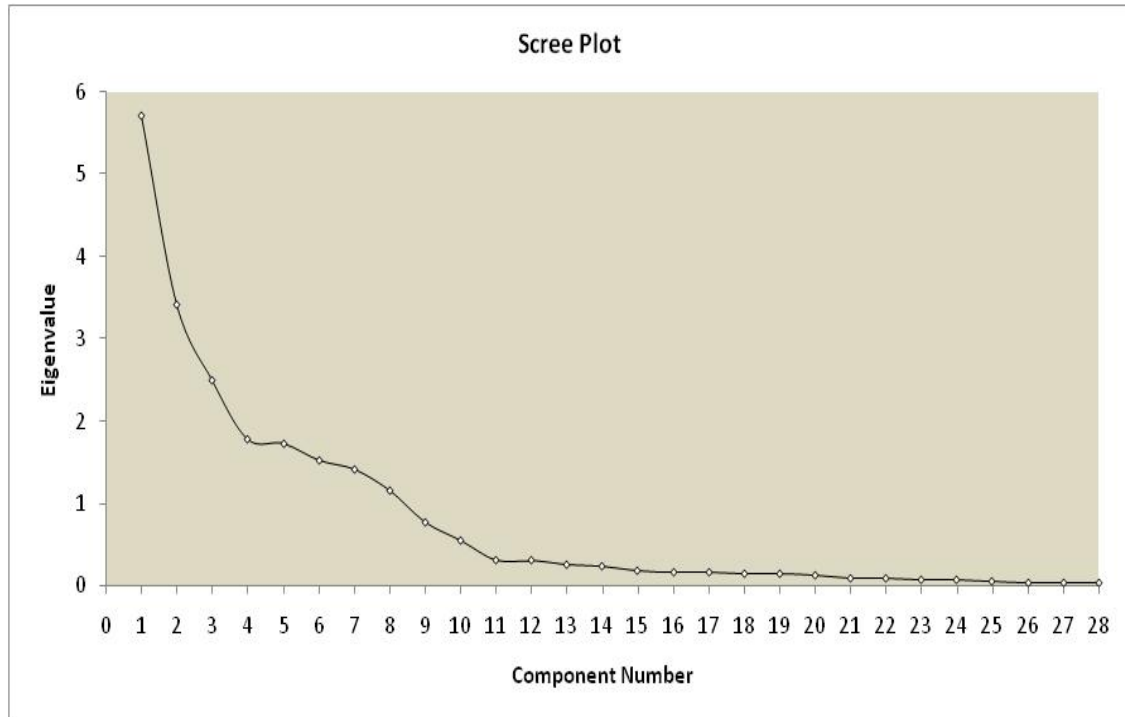
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.641
Bartlett's Test of Sphericity	Approx. Chi-Square	1962.1
	Df	378
	Sig.	0.000

Source: Primary Survey

Kaiser-Meyer-Olkin (KMO) and Bartlett's test assess all the data collected. Since the p-value of Bartlett's test of sphericity is less than 0.05, it indicates that a factor analysis is useful with the data. A KMO value over 0.5 and Bartlett's test below 0.5 implicates there is a significant correlation in the available data. In the present data, the chi-square value of Bartlett's Test of Sphericity is 1962.1 at a difference of 378 with

a p-value of 0.00 manifests that the study is significant and hence the hypothesis is that the differences in the reasons for the declining work participation of women journalists are significant is accepted.

Figure 5.4



Source: Primary Survey

Figure 5.4 displays the scree plot for the reasons for the declining work participation of women journalists in media. Raymond B. Cattle introduced the screen plot during the year 1966. Scree plot is a line that explains the eigen values of the principal components in an analysis. The x-axis and y-axis portray the component numbers and eigen values respectively. Generally, the scree plot is a downward sloping curve ordering the eigen values from largest to smallest. The number of components before the curve flattens denotes the significant number of components to be extracted for the factor analysis.

Table 5.37
Communalities

	Initial	Extraction
Lower Education	1.000	0.469
Low Salary	1.000	0.716
Less Chance for Promotion	1.000	0.740
Risky Job	1.000	0.543
Mental Torturing	1.000	0.688
Night Assignments	1.000	0.799
Longer Working Hours	1.000	0.787
Marriage/Pregnancy/Maternity Related	1.000	0.719
Oppose from Parents	1.000	0.780
Oppose from Husband	1.000	0.854
Upper Income	1.000	0.687
Age Difference	1.000	0.787
Presence of Children	1.000	0.654
Gender Discrimination	1.000	0.521
Glass Ceiling and Sticky Floor Effects	1.000	0.704
Less Competitive	1.000	0.530
Interference in Work	1.000	0.696
Oppose from Caste	1.000	0.759
Poor Health	1.000	0.796
Self-Decision	1.000	0.768
Long Distance	1.000	0.725
Low Work Experience	1.000	0.577
Lack of Employment Opportunities	1.000	0.635
Lack of Awareness	1.000	0.494
Lack of Freedom of Mobility	1.000	0.782
Lack of Social Exposure	1.000	0.854
Cultural and Religious Factors	1.000	0.521
Other Reasons	1.000	0.633
Extraction Method: Principal Component Analysis.		

Source: Primary Survey

Communalities indicate the amount of variance in each variable that is accounted for. If the communality is less than 0.6, it indicates the parameter has less significant influence on the factors. From table 5, it is evident that out of twenty-eight reasons for declining work participation, twenty-one statements have an extraction value that is higher than 0.6 and only two statements have a value less than 0.5.

Table 5.38
Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	Per cent of Variance	Cumulative Per cent	Total	Per cent of Variance	Cumulative Per cent
1	5.71	20.40	20.40	2.96	10.57	10.57
2	3.41	12.16	32.57	2.81	10.05	20.61
3	2.49	8.90	41.47	2.59	9.26	29.88
4	1.78	6.37	47.84	2.51	8.97	38.84
5	1.73	6.19	54.02	2.43	8.70	47.54
6	1.52	5.44	59.47	2.29	8.18	55.72
7	1.41	5.04	64.51	2.22	7.94	63.66
8	1.15	4.12	68.63	1.39	4.97	68.63

Extraction Method: Principal Component Analysis.

Source: Primary Survey

The percentage of variance explicates the variations in components with the statement for the declining work participation. The percentage variation of first component manifests 20.40 per cent of variation. The variations in second and third components have variations of 12.16 per cent and 8.90 per cent respectively. The fourth and fifth components have variations of 6.37 per cent and 6.19 per cent respectively. The sixth, seventh and eight components have variations of five per cent and below. The cumulative percentage of eigen values are the cumulative variance of the factors when added to the preceding factors. From the table 5.39, the percentage variance of eigen values from component one, two, three and four are 20.40 per cent, 32.57 per cent, 41.47 per cent and 47.84 per cent respectively. On the other hand, components five, six, seven and eight represents 54.02 per cent, 59.47 per cent, 64.51 per cent and 68.63 per cent respectively. In the rotation sum of squared loadings, the total explicates the total variance after rotation, the percentage of variance exhibits the percentage of variance attributable to each factor after rotation and the cumulative percentage explains the cumulative variance of the factor when added to the preceding factors.

Table 5.39
Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
Lower Education	-0.123	0.311	0.154	0.512	0.169	-0.067	0.196	-0.009
Low Salary	-0.130	0.761	0.092	0.261	0.130	0.118	-0.110	0.006
Less Chance for Promotion	0.000	0.782	0.000	0.178	0.061	0.145	-0.211	-0.166
Risky Job	-0.131	-0.090	0.644	0.037	0.048	0.166	-0.266	0.025
Mental Torturing	0.047	0.492	0.100	0.643	0.042	0.046	0.124	-0.018
Night Assignments	0.077	-0.069	0.853	0.171	0.137	0.032	0.098	-0.030
Longer Working Hours	-0.106	0.011	0.786	0.214	0.176	0.042	0.131	-0.250
Marriage/Pregnancy/Maternity Related	0.010	-0.044	0.305	0.192	0.548	-0.251	0.388	-0.271
Oppose From Parents	0.163	0.123	0.373	0.030	0.748	-0.056	-0.015	0.188
Oppose From Husband	0.077	0.127	0.164	0.194	0.828	0.260	-0.114	0.012
Upper Income	0.226	0.089	0.176	0.669	0.189	0.309	-0.103	0.088
Age Difference	0.021	0.036	0.054	0.841	0.138	0.017	0.041	-0.233
Presence of Children	0.020	-0.022	-0.161	0.254	0.642	0.292	0.256	-0.007
Gender Discrimination	0.276	0.524	-0.227	0.135	-0.147	0.268	0.074	0.035
Glass Ceiling and Sticky Floor Effects	0.293	0.281	0.124	-0.091	0.337	-0.469	0.075	0.420
Less Competitive	0.065	0.103	0.176	-0.049	-0.057	0.604	0.253	-0.224
Interference in Work	0.290	0.349	-0.024	0.014	0.114	0.681	0.096	0.060
Oppose from Caste	0.767	0.049	0.080	0.271	0.242	0.072	0.037	0.153
Poor Health	-0.095	-0.024	0.053	0.051	-0.009	0.238	0.839	0.141
Self-Decision	0.320	-0.118	-0.030	0.150	0.140	0.081	0.773	-0.063
Long Distance from House	0.127	0.318	0.524	-0.344	0.031	-0.0001	0.423	0.185
Low Work Experience	0.234	0.474	-0.221	-0.228	0.004	0.204	0.344	-0.193
Lack of Employment Opportunities	0.481	0.489	-0.101	0.039	0.131	-0.070	0.093	0.348
Lack of Awareness	0.534	0.360	-0.066	-0.114	0.171	-0.084	0.157	0.037
Lack of Freedom Of Mobility	0.849	0.104	0.078	0.016	-0.091	0.158	-0.101	-0.008
Lack of Social Exposure	0.862	-0.108	-0.117	0.164	0.066	0.056	0.200	-0.103
Cultural And Religious Factors	0.613	-0.069	0.012	-0.013	0.150	0.302	0.014	0.160
Other Reasons	0.103	-0.047	-0.068	-0.162	0.084	0.053	0.072	0.758

Extraction Method: Principal Component Analysis.

a. Rotation converged in 12 iterations

Rotation Method: Varimax

with Kaiser Normalization

Source: Primary Survey

The Principal Component Analysis extracted eight components, the first one explained 10.57 per cent variance, the second one 10.05 per cent variance and the third one 9.26 per cent. The fourth, fifth and sixth components have explained 8.97 per cent, 8.70 per cent and 8.18 per cent respectively. The seventh and eighth components explained 7.94 per cent and 4.97 per cent respectively and the eight components together explained 68.63 per cent variation.

5.4.28. Factors Related to Low Work Participation of the Women Journalists in Media

From the twenty-eight statements regarding the reasons for the lower work participation of women journalists in media, the important factors were combined into eight categories. The first being the Socio-cultural factors which showing 10.57 per cent of variation in the data and the second one is Gender discrimination and low service benefits which explains 10.05 per cent of variation. Risk factors (night assignments, longer working hours) (9.26%), Upper-class family and mental or sexual torturing (8.97%), Family matters and lack of support from family (8.7%), Less competitive and Interference in work from management (8.18%), Health factors (7.94%) and Glass ceiling and sticky floor effects and other reasons (4.97%) are the other components affecting the work participation of women in media.

5.4.28.1 Socio-Cultural Factors

The socio-cultural factors are the vital factors influencing the work participation of women journalists in media. This component includes lack of awareness, lack of freedom of mobility, lack of social exposure, cultural and religious factors and opposition from caste. The first component explains lack of awareness about the existing social system. The lack of freedom of mobility exhibits the restrictions of mobility of women in public space, especially at night. Women journalists are restricted by their family members and society in the 21st century. Lack of social exposure by certain women working in media also lowers the work participation in the industry. Cultural and religious factors also affect women work participation. Religion and caste restrict women from many developmental activities that can help them to enhance their self-esteem and self-reliance.

5.4.28.2 Gender Discrimination and Low Service Benefits

Gender discrimination and low service benefits are other significant factors affecting the work participation of women in media. Gender discrimination is one of the significant factors affecting the work participation of the women in media. In the present study, women journalists opined that they faced gender discrimination by their superiors or authority especially in assigning beats, reporting stories and in workload

distribution. The low service benefits explain low salary and promotions, lack of employment opportunities and work experience. Low salary affects the work participation of women in media. Low salary and promotions displace labour from the existing organizations. Lack of employment opportunities also affect the work participation of women journalists in media.

5.4.28.3 Risk Factors

The other factor affecting the low work participation of women journalists is the risk factors in Kerala. Risky job, night assignments and longer working hours and long distance from house are the risk factors affecting the work participation of women journalists in media. The profession of the employment in media is a risky and a tiresome job. Since media is related to news, one cannot predict its nature. The emergency of editing or reporting especially at late night and long travelling makes the women journalists vulnerable. These factors lead to the decision of resigning from the job. In addition, the convenience of travelling and working in the home town also affects the work participation of women journalists in media.

5.4.28.4 High-Income Family and the Mental and Sexual Torturing

The fourth component is related to the high-income family, lower education, mental torture and the age difference between spouses. High -income in the family would also affect the work participation of women journalists. The high income prevents women to enter into job market to some extent. Lower education also thwarts women journalists from work participation. In addition, mental torture or sexual harassment from the members of the family or colleagues force women journalists to resign their jobs.

5.4.28.5 Family Matters and Lack of Support from Family

Family is the basic unit that every individual seeks support for self-development. It is difficult for an individual, particularly women, to be empowered without the support from family. Marriage, pregnancy and maternity-related issues, opposition from parents and husband also restrict women from work participation. Among these, marriage, pregnancy and maternity issues are the most vital factors for declining work participation of women. In a patriarchal society, a woman has to shift to

her husband's house after marriage. Women have to sacrifice her interest for the sake of her husband's family. This may force women media persons to resign their current jobs. Pregnancy and maternity related issues are an indispensable part of women. Women have to take rest at the time of pregnancy and take care of their baby after pregnancy. This is an important time period of her life and requires adequate break from work. These issues may also lead to the termination or resignation of women journalists. In addition, the opposition from parents or husband also force women journalists to quit their job.

5.4.28.6 Less Competency and Interference in Work from Management

The problems related to the working stations are another reason for declining work participation of women journalists in media. Less competency and interference in work from management lowers work participation of women journalists in media. In media, all organizations, particularly Television channels are competitive. The corporate Television media always thrives for creative ideas for gaining viewership. Newspapers and Online Media are no exception to this. The lack of competency and creative ideas can affect an employee at such organization. The unwanted interference of organization in work could also lead to resignation of women journalists.

5.4.28.7 Health Factors and Self-Decision

The seventh component leading to the declining work participation of the women journalists in media is due to poor health and self-decision as not to go for work. Poor health due to diseases, mental stress or physical illness also force women journalists to quit their job.

5.4.28.8 Glass Ceiling and Sticky Floor Effects and Other Reasons

Glass ceiling and sticky floor effects and other reasons constitute the last component. The invisible barriers of checking promotions or career advancement, mobility and freedom of the women journalists also tend women journalists to resign. The competition among the media organization and its detrimental effects forms the 'other reasons'.

5.4.29 Stimulants for Increasing Work Participation of Women Journalists in Media Industry

The work participation of women journalists in media is found to be low at national and regional level. For increase in work participation of women journalists, the stimulants for work participation have to be considered. The important stimulants are education, better employment opportunities, fair salary, promotions and advances, friendly atmosphere, support from family, maternity leave and benefits, fair working hours, personal freedom, freedom of decision making, child care and sanitation facilities, transportation and infrastructural facilities and government laws and policies related to women.

The mean value for stimulants is given in table 5.40. From table 5.40 it is obvious that the important stimulants that increase work participation are support from family, personal freedom, freedom of decision, maternity leaves and benefits and fair working hours. The mean score for support from family and personal freedom is 6.4. The Z-test explicated that these statements are significant with one per cent level of significance ($p\text{-value}<0.01$). The mean value for the statements regarding maternity leave and benefits, fair working hours and personal freedom is 6.3. The Z-test revealed that this statement is significant with a one per cent level of significance ($p\text{-value}<0.01$). The next statements are regarding transportation and infrastructural facilities and friendly atmosphere. The mean score for these stimulants is 6.2 and the Z-test brought out that these statements are significant with one per cent level of significance ($p\text{-value}<0.01$). The next crucial stimulant affecting the work participation of women journalists is childcare and sanitation facilities. The mean score for the statement is 6.1 and the Z-test revealed that the statement is significant at a one per cent level of significance.

Table 5.40
Stimulants for Increasing Work Participation of Women Journalists
in Media Industry

	Mean	SD	Z-value(p-value)
Education	6.0	1.5	18.4(<0.01)
Better Employment	6.0	1.4	20.4(<0.01)
Fair Salary	5.9	1.5	17.8(<0.01)
Promotions, Advances	5.8	1.6	15.6(<0.01)
Friendly Atmosphere	6.2	1.1	28.1(<0.01)
Support from Family	6.4	1.1	30.0(<0.01)
Maternity Leave	6.3	1.4	23.3(<0.01)
Fair Working Hours	6.3	1.1	30.2(<0.01)
Personal Freedom	6.4	1.1	31.2(<0.01)
Freedom of Decision	6.3	1.0	32.6(<0.01)
Childcare and Sanitation	6.1	1.3	23.8(<0.01)
Transportation and Infrastructural	6.2	1.2	25.8(<0.01)
Government Laws, Policies	6.0	1.1	24.7(<0.01)

Source: Primary Survey

Education, better employment and government laws and policies are other stimulants affecting the work participation of women in media. The mean score for these statements is six. The Z-test is significant for these statements at one per cent level of significance. In addition, fair salaries and promotions and advances are other stimulants for increasing the work participation of women in media. The mean scores of the factors are 5.9 and 5.8 respectively and the Z-test establishes that the mean score is significant with a one per cent level of significance (p-value<0.01).

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) test was applied in order to find out the effect of stimulants on the work participation of women journalists. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.863 which is greater than 0.5, which denotes the existence of a substantial correlation of the data.

Table 5.41
KMO and Bartlett's Test

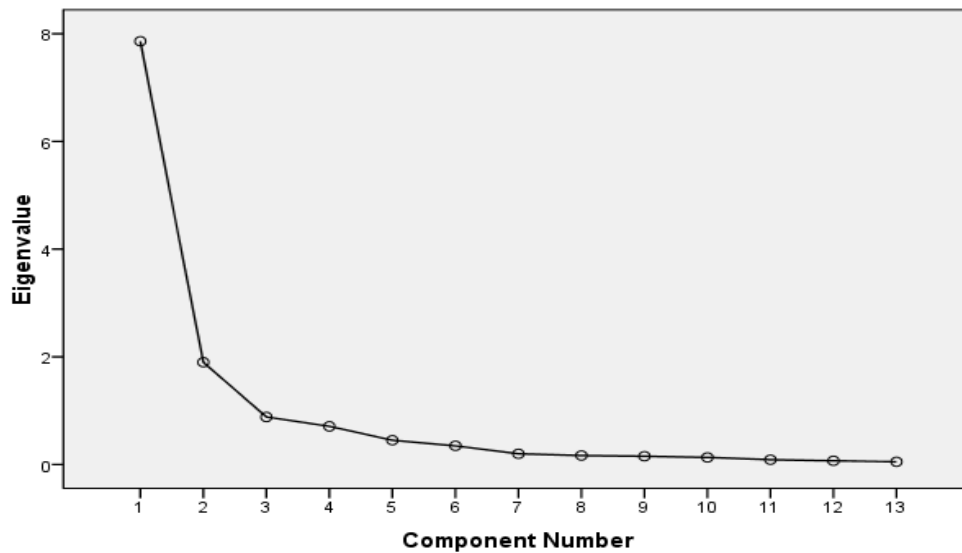
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.863	
Bartlett's Test of Sphericity	Approx. Chi-Square	2857.331
	Df	78
	Sig.	0.000

Source: Primary Survey

Bartlett's Test of Sphericity is used here to find out whether the correlation matrix is statistically different from an identical matrix. From table 5.41, it is observed here that the Bartlett's Test of Sphericity is statistically significant with a p value of 0.000 which is less than 0.05. The chi-square value of Bartlett's Test of Sphericity is 2857.331 at a difference of 78 with a p-value of 0.00 established that the study is significant.

Figure 5.5

Scree Plot



Source: Primary Survey

Figure 5.5 displays the scree plot for the stimulants for the work participation of women in media. The line explains the eigen values of the principal components related to the stimulants for work participation of women in media. The x-axis and y-axis portray the component numbers and eigen values respectively. Thirteen components are represented in the x- axis and the corresponding eigen values are given in y-values.

Table 5.42
Communalities

	Initial	Extraction
Education	1.000	0.835
Better Employment	1.000	0.845
Fair Salary	1.000	0.899
Promotions, Advances	1.000	0.861
Friendly Atmosphere	1.000	0.695
Support From Family	1.000	0.572
Maternity Leave	1.000	0.761
Fair Working Hours	1.000	0.876
Personal Freedom	1.000	0.770
Freedom Of Decision	1.000	0.792
Childcare And Sanitation	1.000	0.552
Transportation and Infrastructural	1.000	0.744
Government Laws, Policies	1.000	0.556

Extraction Method: Principal Component Analysis.

Source: Primary Survey

From table 5.42, it is evident that all thirteen stimulants have values greater than 0.5 and out of these, nine stimulants have a high extraction value that is higher than 0.7. Among the components, fair salary, fair working hours, promotions and advances, better employment opportunities and education were very well explained and have a high extraction value which is above 0.8.

Table 5.43
Total Variance Explained

Comp onent	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.86	60.47	60.47	4.93	37.92	37.92
2	1.90	14.60	75.07	4.83	37.15	75.07

Extraction Method: Principal Component Analysis

Source: Primary Survey

Table 5.43 illustrates that the total variance extracted from the Principal Component Analysis. The percentage variation of first component, displays 60.47 per cent of variation. The variations in the second component have the variations of 14.60 per cent. The cumulative variance of eigen values from component one and two are 60.47 per cent and 75.07 per cent respectively. In the rotation sum of squared loadings, the percentage of variance from first components is 37.92 per cent and second

component is 37.15 per cent. The cumulative per cent of the two components are 37.92 per cent and 75.07 respectively.

Table 5.44
Rotated Component Matrix^a

	Component	
	1	2
Education	0.120	0.906
Better Employment	0.246	0.886
Fair Salary	0.271	0.908
Promotions, Advances	0.279	0.885
Friendly Atmosphere	0.465	0.692
Support from Family	0.379	0.655
Maternity Leave	0.749	0.447
Fair Working Hours	0.862	0.365
Personal Freedom	0.858	0.186
Freedom of Decision	0.866	0.204
Childcare and Sanitation	0.734	0.115
Transportation and Infrastructural	0.727	0.465
Government Laws, Policies	0.697	0.264
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: Primary Survey

Table 5.44 explicates the rotation component matrix of the two components extracted from the Principal Component Analysis. The first component is the personal freedom, infrastructural facilities and government support which explains 37.92 per cent of the variation. The second component is the better service benefits and support from the family and it displays 37.15 per cent of variation.

5.4.30 Stimulants Affecting the Work Participation of Women Journalists in

Media

The stimulants affecting the work participation of women journalists in media are divided into two components namely personal freedom, infrastructural facilities and government support and the second component is better service benefits and support from family. The two components are explained in section 5.4.30.1.

5.4.30.1 Personal Freedom, Infrastructural Facilities and Government Support

The component personal freedom, infrastructural facilities and government support include the factors of maternity leave, fair working hours, personal freedom, freedom of decision, child care and sanitation facilities, transportation and infrastructural facilities and government laws and policies. Maternity leave and benefits are essential for enhancing the work participation of women. A pregnant woman or a mother having small kids have the right to get maternity benefits and allowances from the organization. According to Indian Maternity Benefit Act, 1961, mothers are eligible to avail six months or twenty-six weeks 'maternity leave'. Further, a woman is also eligible for availing maternity leave for three months or twelve weeks with every subsequent child. And these are paid leave in which the employer has to pay her in full. Fair working hours, personal freedom and freedom of decision are vital for a decent working atmosphere in an organization. Child care facilities are also equally important. Fifty years ago, pregnant women or new mothers were not ready to work. But now, all women are ready to work irrespective of their maternity status. Thus, a creche for babies in the organizations is a necessity. Sanitation facilities should include proper toilets and bathrooms and wash basins. The transportation and infrastructural facilities including vehicles from organizations or giving transportation allowances should be provided by the organizations. The infrastructural facilities denote separate cabins or clean and safe working place, fans, ventilators, drinking water and canteen facilities. Unfortunately, these facilities are absent in the media organization in full or partially.

5.4.30.2 Service Benefits and Support from Family

Education, better employment, fair salary, promotions and advances, friendly atmosphere and support from family constitute the second component. Education is one of the basic needs for getting employed. Higher education leads to better employment opportunities. Better employment and fair salary will stimulate women journalists to stay in the current organizations and in general can stimulate the work participation of women. Promotions and advances encourage women to work. But the most significant factors are friendly atmosphere and support from family. In the present study, it was analysed that the support from colleagues and management are important for stimulating work participation and appropriate promotion.

The present study sought suggestions from the women media persons for the boosting of the work participation of women journalists in news media. They suggested that activities of the news-media should be in such a way that it promotes the self-confidence of the women journalists. The suggestions given by them are (1) accepting the women journalists as individuals with dignity and decorum (2) accepting and supporting the risky work done by them and to entrust them with important works (3) gender discrimination in salary and perks and other discriminations of any sort should be eliminated by the management (4) Transportation facilities during odd times should be considered (5) women should have a crystal clear space in the decision making desk in the of the important activities of the organization so that policies will be formulated taking into consideration the needs and requirements of women and (6) Job security should be ensured and stress in the work place should be reduced for women so that they can bring a balance between work and household chores.

5.5 Economic Empowerment of Women Journalists in Media

Economic empowerment is the essential feature which is to be attained by a woman for their economic independence as well as for social upliftment. Active participation in employment is the foremost characteristic to attain financial autonomy for women. The economic empowerment of women is determined by examining their access to and control over productive resources, decent work, increased voice and agency and power to make decisions and active participation in economic affairs (UN Women, 2018).

5.5.1 Number of Household Earners

Number of household earners has a key role in determining the annual income of the family and their status and well-being. The number of household earners is positively related with the annual income of the household. Table 5.45 brought out that 70.9 per cent of the houses of women media persons have two earners in their house. Thirty-six women journalists (18.4%) responded that they have more than two household earners in their house and it is followed by 21 (10.7%) women journalists with only one household earner.

Table 5.45
Number of Household Earners

	Frequency	Percentage (%)
1	21	10.7
2	139	70.9
More than 2	36	18.4
Total	196	100.0

Source: Primary Survey

5.5.2 Number of Dependents

Number of dependents at home and the economic empowerment of women are interrelated. Dependents include the children, and the old aged members of the family. They are not productive and have no earnings. The entire economic activities of dependent people rely on the shoulders of the household earners. The age of dependent people is significant and it is directly related to the work participation and the economic empowerment of the women journalists. If the age of children is below five years or if there is an old aged member in the family, the work participation of women is likely to be low or the participation of women in daily wages will be high.

Table 5.46
Number of Dependents

	Frequency	Percentage (%)
1	71	36.2
2	60	30.6
3	38	19.4
More than 3	27	13.8
Total	196	100.0

Source: Primary survey

It is brought out by the present study that 36.2 per cent of the women journalists have only one dependent in their family. In the case of 30.6 per cent of the women journalists have two dependents living with them and for 19.4 per cent of the women journalists have three dependents living with them. When it comes to the case of 13.8 per cent of the women journalists, the number of the dependents is more than three.

5.5.3 Annual Income

Annual Income is the base of the economic well-being of every household. Employment and annual income are closely related. The annual income of a household will increase with the number of family members employed. Though, media is a popular industry, the annual income of 48.5 per cent of the women journalists are below five lakh. It explicates that majority of the women journalists come from a background of average financial set up. About thirty-one per cent of the women journalists have an annual income of five to ten lakh. Women journalists having annual income above 10 lakh constitutes 20.9 per cent.

Table 5.47
Annual Income

	Frequency	Percent
Below ₹5,00,000/-	95	48.5
₹ 5,00,001- ₹10,00,000 /-	60	30.6
₹10,00,001 - ₹15,00,000/	21	10.7
Above ₹ 15,00,000 /-	20	10.2
Total	196	100.0

Source: Primary Survey

5.5.4 Ownership of Land

Ownership of land is one of the vital assets for women in terms of security. The ownership of land and other assets enable women to be economically empowered. But the possession of land by women is observed to be low. Globally, men have control over land and women are marginalized with regard to possession or acquisition of land (World Bank, 2020). According to World Bank, women who are sole owner of land in India in the year 2016 was a mere 6.9 per cent.

Table 5.48
Ownership of Land

	Frequency	Percentage (%)
Yes	58	29.6
No	138	70.4
Total	196	100.0

Source: Primary Survey

Table 5.48 elucidates that 29.6 per cent of the women journalists have the ownership of land. But the rest of the 70.4 per cent of the women journalists have no ownership of land. This is an example of the prevalence of patriarchal dominance in Kerala.

5.5.5 Ownership of House

Ownership of house is a vital feature determining the economic empowerment of a woman and it is a lifetime asset. Majority of the women journalists (60.7 %) own houses. Sixty (30.6 %) of the women journalists live in rented houses. The others constituted 8.7 per cent who were living with siblings or relatives.

Table 5.49
Ownership of House

	Frequency	Percentage (%)
Owned	119	60.7
Rented	60	30.6
Others	17	8.7
Total	196	100.0

Source: Primary Survey

5.5.6 Family Budget

The earnings of the family and expenditure are important measures for preparing the family budget. Expenditure allotted to each item helps to know more about the household expenditure of women journalists. Regarding the consumption of food and vegetables, 41.3 per cent of the women journalists allotted between ₹2000 to ₹4000. 24 per cent of the women journalists allotted between 2000 rupees for food and vegetables and 35.2 per cent allotted above ₹4000. Regarding cloth, 67.3 per cent of the women journalists preferred to buy cloth below ₹2000 in a month. Educational expenses of children or themselves are another expenditure to women journalists. More than half (56.6 %) of the women journalists spent above six thousand for educational purposes. The women journalists constituting 18.9 per cent make a monthly expenditure of ₹ 2000 on education and 13.8 per cent make expenditure of ₹ 4000 to ₹ 6000 per month. The last category of 10.7 per cent makes an expenditure of ₹2000 to ₹ 4000 on an average for education. Regarding the expenditure made on groceries and medical expenses, on an average ₹2000 for each of the categories are made by the

women journalists. This explains that 47.4 per cent of the women journalists spend ₹ 2000 on groceries and 56.6 per cent of them spend ₹ 2000 on medical expenses per month. The expenses for fuel and travel are increasing day by day and for this, women journalists spend between two thousand to four thousand a month.

Table 5.50
Family Budget

Sl. No.	Items	Below Rs.2000	Rs.2000 – 4000	Rs.4001-6000	Above Rs.6000	Total
1	Food and Vegetables	46(23.5)	81(41.3)	35(17.9)	34(17.3)	196(100)
2	Cloth	132(67.3)	46(23.5)	10(5.1)	8(4.1)	196(100)
3	Education	37(18.9)	21(10.7)	27(13.8)	111(56.6)	196(100)
4	Entertainment	145(74)	47(24)	4(2)	-	196(100)
5	Groceries	93(47.4)	77(39.3)	15(7.7)	11(5.6)	196(100)
6	Health and Medical Expenses	111(56.6)	60(30.6)	17(8.7)	8(4.1)	196(100)
7	Fuel and Travelling Expenses	46(23.5)	81(41.3)	38(19.4)	31(15.8)	196(100)
8	Rent and Mortgage	28(14.3)	22(11.2)	12(6.1)	134(68.4)	196(100)
9	Electricity	121(61.7)	60(30.6)	6(3.1)	9(4.6)	196(100)
10	Gas and Water Connection	159(81.1)	34(17.3)	2(1.0)	1(0.5)	196(100)
11	Tours or Dining out	99(50.5)	75(38.3)	17(8.7)	5(2.6)	196(100)
12	Cable, Telephone and Internet	141(71.9)	51(26.0)	3(1.5)	1(0.5)	196(100)
13	Garbage/ Recycling	85(43.4)	11(5.6)	-	-	196(100)
14	Maintenance or repairs	163(83.2)	29(14.8)	3(1.5)	1(0.5)	196(100)
15	Others	153(78.1)	26(13.3)	11(5.6)	6(3.1)	196(100)

Source: Primary Survey

Rent and mortgage are expensive factors in the family budget. For rent and mortgage, 68.4 per cent of the women media persons are spending above ₹6000. The other noteworthy expenditure of family is the expenditure on electricity, gas and water connection, tours and dining out, cable, telephone and internet, garbage and recycling, the expenditure on maintenance and others. The money allotted by more than half of the women journalists for the aforesaid expenditures are below ₹2000.

5.5.7 Loans and Borrowings

Loans and borrowings are indispensable for the accounting in the income and expenditure of a family. People take loans for meeting their current and future needs. Loans are available from different sources such as banks and other financial institutions by an agreement to repay the money with a certain amount of interest. On the other hand, borrowings are made from money lenders, indigenous borrowers, friends, relatives and non-banking financial intermediaries.

The study explored that fifty-two per cent of the women journalists have the loans and borrowings below ₹ five lakh. At the same time, 21.9 per cent of the women journalists have no loans and borrowings. There are 13.8 per cent of women media persons who have loans and borrowings between ₹5 lakh to 10 lakh. Loans and borrowings between ₹ 10 lakh to ₹ 15 lakh were availed by 4.6 per cent of women journalists. There are two per cent of women media persons having loans and borrowings in between ₹ 15 lakh to ₹ 20 lakh. It is significant to note that 21.9 per cent of the women journalists have no loans and borrowings.

Table 5.51
Loans and Borrowings

	Frequency	Percentage (%)
Below ₹. 5,00,000 /-	102	52.0
₹.5,00,000 – ₹10,00,000/-	27	13.8
₹.10,00,001 - ₹15,00,000/-	9	4.6
₹.15,00,001– ₹20,00,000/-	4	2.0
Above ₹. 20,00,000/-	11	5.6
No Loans and Borrowings	43	21.9
Total	196	100.0

Source: Primary Survey

5.5.8 Source of Credit

The source of credit denotes from where one gets it or income. The noteworthy source of credit is Bank, government financial institutions, Chitties and kuries, gold loans, indigenous money lenders popularly termed as 'blade' in Kerala and life insurance companies like Life Insurance Corporation of India and Industrial Credit and

Investment Corporation of India. In addition, financial help from family, friends and relatives are accounted as other sources of credit.

Table 5.52
Source of Credit

	Frequency	Percentage (%)
Bank	135	68.9
Chitties and kuries	26	13.3
Gold loan	9	4.6
Money lenders	3	1.5
Others	17	8.7
Total	196	100.0

Source: Primary Survey

The study explicates that 68.9 per cent of the women journalists resort to bank as their main source of loan. Chitties and kuries are the second source (13.3 %) and six per cent of the women journalists used gold loan and money lenders for the source of credit. The other sources include insurance companies, finance from parents, relatives and friends, constitute 8.7 per cent of the total source of credit.

5.5.9 Savings and Investments

Savings and investments are significant factors of a healthy financial plan for a family. Savings is safe to handle and it is associated with short-term goals while investments are risky and is linked with long term financial goals. The risk involved in investment is the dynamic difference between savings and investment. Savings and investments are essential for financial autonomy and empowerment of women. In the present study 58.2 per cent of the women journalists have less than one lakh as savings and investment. This points out that half of the women journalist could not save or invest with their current source of income. 19.4 per cent of the women journalist have saving and investments between ₹ one lakh to 5 lakh and 9.2 per cent have savings and investments between ₹5 lakh to ₹10 lakh. The study found out that only 13.3 per cent of the women journalists have savings and investments above ₹ 10 lakh.

Table 5.53
Savings and Investments

	Frequency	Percentage (%)
Below ₹1,00,000 /-	114	58.2
₹1,00,001 –₹ 5,00,000 /-	38	19.4
₹ 5,00,001 -₹10,00,000/-	18	9.2
₹10,00,000 -₹15,00,000 /-	8	4.1
Total	196	100.0

Source: Primary Survey

5.5.10 Financial Institution where Money is Saved

Individuals save money for security and for meeting anticipated or unanticipated events. Financial institutions help people to save their money safely. Bank, Kerala State Finance Enterprises Limited (KSFE), post office, chit funds or chitties and kuries are some of the important financial institutions where money is saved.

Table 5.54
Financial Institution where Money is Saved

	Frequency	Percentage (%)
Bank	152	77.6
KSFE	14	7.1
Post Office	13	6.6
Chitties and kuries	17	8.7
Total	196	100.0

Source: Primary Survey

The prominent pattern of saving among the woman journalists is depositing in nationalized banks. This fact is quite evident from the analysis that 78 per cent of them make savings in the form of deposits. It is followed by Chitties and Kuries (8.7 %), Kerala State Financial Enterprises Limited (7.1 %) and savings with post office (6.6 %). Since Chitties and kuries are easily accessible, individuals prefer to save in Chitties and kuries. There are over ten thousand chit funds registered in India. Kerala State Financial Enterprises Limited is a fully state-owned government company where providing chit fund is the main function. Post office savings are safe and convenient

method of a saving scheme which offers saving instruments and reliable and risk-free returns on investments.

5.5.11 Investments

Investments are assets or is an instrument with a goal of generating future income. Since investments are risk bearing assets, people have a natural aversion towards investments. The important instruments of investments are stocks or bonds, mutual funds and Exchange Traded Funds (ETFs) and bank products. Stock denotes an individual's stake in a company whereas bond is a type of security issued by government and corporation to raise money by providing loans to the issuer with an assurance to pay back the face value of loan amount on a specific date and pay interest along the way at a fixed rate.

Table 5.55
Investments

	Frequency	Percentage (%)
Stocks/Bonds	10	5.1
Mutual Funds and ETFs	19	9.7
Bank products	23	11.7
Nil	141	71.9
Others	3	1.5
Total	196	100.0

Source: Primary Survey

Mutual fund is an instrument that collects money from investors to acquire securities. Exchange Traded Fund (ETF) is a type of collective investment security that functions like a mutual fund, have multiple fundamental assets rather than one. Bank offers many schemes and products for safe investments for its customers. The study reveals that 71.9 per cent of the respondents have no investments. The risk associated with investment and lack of proper knowledge about the instruments of investment are the main reasons for this. Among the women media persons having investments, 11.7 per cent of the women journalists prefer bank products for investment. It is followed by mutual funds or ETFs (9.7 %) and other investments (1.5 %) like Life Insurance Corporation of India (LIC).

5.5.12 Right to Take Decision on Family Matters

The right to take decision on family matters indicates self-confidence and the respect given to them by the members of the family. The present study explicates that 81.6 per cent of women journalists have the right to take decisions on family matters. But, 14.8 per cent of women journalists agreed that they have medium right to take decision on matters related to the family. It is surprising to note that 3.6 per cent of the women journalists confessed that they had no right to take decisions regarding the matters pertaining to their family.

Table 5.56
Right to Take Decision on Family Matters

	Frequency	Percentage (%)
Yes	160	81.6
No	7	3.6
Somewhat	29	14.8
Total	196	100.0

Source: Primary Survey

5.5.13 Decision Making in Family Issues

Decision making in family issues implies that how decisions related to family matters are made. Table 5.57 demonstrates that 38.3 per cent of the women journalists have the opinion that decision is made by the whole family together. Twenty-seven per cent of the women journalists are decision makers on family matters. Twenty-four per cent of women journalists agreed that decisions making about family issues are taken by husband and wife together. On the other hand, the decision making in family of 5.1 per cent of the women media persons are taken by their parents. The analysis on this discussion can be concluded by stating that the women journalists should have complete freedom to take decisions about their family. To put it differently both the partners i.e, male and female should have equal right to take decisions regarding their family.

Table 5.57
Decision Making in Family Issues

	Frequency	Percentage (%)
Self	53	27.0
Husband or in laws	11	5.6
All family members Together	75	38.3
Husband and Wife Together	47	24.0
Parents	10	5.1
Total	196	100.0

Source: Primary Survey

5.5.14 Spending on Salary

Spending on salary implies how the salary is being spent by the women journalists. In the present study, 59.7 per cent of the women journalists elucidates that they partially save their income and spend the rest for their family. Thirty per cent of the women journalists expressed that they spend their entire savings for their family. Four per cent of the women media professionals save their salary for future. Only one women journalist revealed that she gives her salary to her parents. The ‘others’ constitutes 5.6 per cent of the total women journalists who spend the entire amount for themselves.

Table 5.58
Spending on Salary

	Frequency	Percentage (%)
Save	8	4.1
Spend for the family	59	30.1
Give it to Parents	1	0.5
Partially save and spend for the family	117	59.7
Others	11	5.6
Total	196	100.0

Source: Primary Survey

5.5.15 Share of the Salary on Family Expenditure

The share of salary given to the expenditure of the family denotes the financial ability and savings of women media persons. Half of the women journalists (51 %) allot 10 to 60 per cent of their salary for the expenditures of their family. Women journalists who share more than 60 per cent of their income for the family constitute

34.2 per cent. Women journalists who spend less than 10 per cent for their family is 14.8 per cent.

Table 5.59
Share of the Salary on Family Expenditure

	Frequency	Percentage (%)
Less than 10	29	14.8
10-30	50	25.5
31-60	50	25.5
61-90	37	18.9
More than 90	30	15.3
Total	196	100.0

Source: Primary Survey

5.5.16 Beneficiaries of Pension Schemes

Pension schemes are significant for an individual's life after retirement. Government of Kerala provides pension benefits to eligible journalists. Generally, the pension scheme is available for media persons who are permanent in the organizations. The contribution made towards the pension scheme is ₹500 per month and they are likely to get ₹10,000 per month after retirement. In the present study, 78.1 per cent are not the beneficiaries of pension schemes in Kerala. The women journalists who are beneficiaries of pension schemes constitutes only 21.9 per cent.

Table 5.60
Beneficiaries of Pension Schemes

	Frequency	Percentage (%)
Yes	43	21.9
No	153	78.1
Total	196	100.0

Source: Primary Survey

5.5.17 Subsidiary Occupations

The present study analyzes if the respondents practice any other occupation to examine any scope for alternative sources of income other than from the present job. 93.9 per cent of the women journalists disagree with the statement that they practice any other occupation other than the present job. On the other hand, 6.1 per cent of the

women journalists have undertaken subsidiary occupations than the present one and majority of them are from the media of Radio. Women journalists below 0.5 per cent from news channels and newspapers were engaged in subsidiary occupations. The subsidiary occupations constitute teaching, PR works, data entry and out sourcing for the multinational companies such as event management and photography.

Table 5.61
Subsidiary Occupations

	Frequency	Percentage (%)
Yes	12	6.1
No	184	93.9
Total	196	100.0

Source: Primary Survey

5.5.18 One-Sample Z Statistics on Decision Making and the Economic Participation of Women Journalists in Households.

Decision making and the economic participation of women in household is an indispensable part of the economic empowerment of women. Decision making and work participation are closely associated. The individuals who are employed have more power of decision making in family than an unemployed person. The relationship between the decision making and the economic participation of the women journalists in households is analysed in table 5.62. The study used One Sample Z Statistics to bring out the relation between decision making and the economic participation of women journalists in households.

Table 5.62
One-Sample Z Statistics on Decision Making and the Economic Participation of
Women Journalists in Households

	Mean	SD	Z value (p-value)
Active Participation in Household Matters	6.3	1.2	25.9(<0.01)
Complete Autonomy Regarding Salary	6.3	1.1	28.9(<0.01)
Education Expenses of Children	6.8	1.3	30.6(<0.01)
Knowledge About My Husband's Property	6.4	1.7	19.5(<0.01)
Decision Making Regarding the Financial Matters	6.0	1.3	20.8(<0.01)
Economically More Empowered	6.3	1.2	28.2(<0.01)
More Respect from Family	6.1	1.2	25.4(<0.01)
Complete Autonomy for My Own Property	6.1	1.2	24.0(<0.01)
Decisions Regarding Savings and Investment	6.3	1.0	32.9(<0.01)
Satisfied Helping the Financial Matters	6.1	1.2	24.0(<0.01)
Health Expenses of Family	5.1	1.9	8.3(<0.01)
Redeem Debt with My Salary	5.8	1.4	19.1(<0.01)
Buy all Things that I Want	5.0	1.8	8.2(<0.01)
Not Dependent	5.5	1.8	12.2(<0.01)
Buy all Things for My Children	5.3	1.9	9.4(<0.01)
Bear all Financial Expenses	4.4	2.0	2.6(<0.05)

Source: Primary Survey

There are sixteen statements given in table 5.62 related to the decision making and the economic participation of women media persons and out of these, fifteen statements are found to be significant at a one per cent level of Significance (p value<0.01). The statement having a lower mean value is the statement regarding the ability to bear all financial expenses. The Z-test for the statement explicates that the mean score is not significantly different (p-value>0.05). Out of the fifteen statements, ten have a mean value above 0.6. The statements having higher mean values are regarding the educational expenses of children, knowledge about husband's property, active participation in household matters, complete autonomy regarding the salary, decisions regarding savings and investments and feeling economically empowered more due to the employment they are engaged in.

Table 5.63
Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
Decision Making and Economic Participation (%)	53.6	100	83.3	10.5

Source: Primary Survey

Table 5.63 illustrates the descriptive statistics on decision making and economic participation. The minimum value given for the decision making of the women on economic affairs is 53.6 per cent and the maximum is 100 per cent. The mean value for the decision-making of the women journalists on economic affairs is 83.3 per cent with a standard deviation of 10.5. From table 5.63, it is evident that the women journalists have higher participation and decision-making regarding their economic affairs.

Table 5.64
Decision Making and Economic Participation

	Frequency	Percentage (%)
Low (<69.1)	27	13.8
Medium (69.1 - 84.6)	62	31.6
High (>84.6)	107	54.6
Total	196	100.0

Source: Primary Survey

Table 5.64 explains the low, medium and high level of decision making and the economic participation by the women journalists in Kerala. The lower participation denotes by the value less than 69.1 and medium lies between 69.1 to 84.6 and higher have the value of above 84.6. From table 5.64, it is observed that 54.6 per cent of the women journalists have higher participation and decision-making regarding their economic affairs. On the other hand, 31.6 per cent of the women media persons have medium participation (69.1 to 84.6) and 13.8 per cent have lower decision-making power (<69.1) regarding their economic participation in the household matters.

5.5.19 Z - Test on the Outcome of Economic Empowerment

The statements regarding the outcome of the economic empowerment are given in table 5.65 These statements checked whether they help in achieving the

economic empowerment of the women in media. There are twelve statements related to economic empowerment and Z-test revealed that all the statements are significant at one per cent level of significance (p-value <0.01).

Table 5.65
Z-Test on the Outcome of Economic Empowerment

	Mean	SD	Z value (p-value)
Education and Employment are Key Factors	6.6	1.0	36.8(<0.01)
Savings and Investment	6.7	0.5	71.7(<0.01)
Economic Empowerment on Decision making	6.6	0.7	52.8(<0.01)
Health of Family Members	6.4	0.8	40.4(<0.01)
Increases the Education and Health	6.6	0.6	64.3(<0.01)
Reduces the Financial Crisis	6.4	1.2	27.9(<0.01)
More Individual Freedom and Financial Autonomy	6.6	0.6	63.1(<0.01)
Financial Autonomy	6.7	0.5	68.8(<0.01)
Attaining Self-Reliance	6.5	0.6	60.2(<0.01)
Increase Welfare of the Family and Society	6.4	1.2	29.3(<0.01)
Economic Policies enhances Economic Empowerment	6.2	1.2	24.9(<0.01)
Economic Empowerment is essential for over-all empowerment of women	6.5	1.1	31.4(<0.01)

Source: Primary Survey

The second and eighth statements regarding savings, investments and financial autonomy enhancing the economic empowerment of women have a mean value of 6.7 and the Z-test reveals that the mean value is significant at a one per cent level of significance (p-value<0.01). The statements on education and employment are key factors for the economic empowerment, economic empowerment enhances decision making power of women, economic empowerment increases the education and health of children and economic independence gives more individual freedom and financial autonomy have a mean score of 6.6 and Z-test demonstrated that the mean value is significant at a one per cent level of significance (p-value<0.01). The statements regarding economic empowerment of women being essential for attaining self-reliance and economic empowerment being essential for overall empowerment of women have a mean value of 6.5. The Z-test for these statements brought out that the mean value for these statements is significant at a one per cent level of significance (p-value<0.01). The statements regarding the economic empowerment of women helping to improve the health of family members, reduces the financial crisis in family and increases the

welfare of the family and society have a mean value of 6.4 and the Z-test explicated that the mean value is significant at a one per cent level of significance (p-value<0.1). In addition, the statement regarding the economic policies related to the women enhances economic empowerment of women having a mean value of 6.2 is also found to be significant with a one per cent level of significance (p-value <0.01).

5.5.20 Stimulants for the Economic Empowerment of Women Journalists

Stimulants are an important part of attaining the economic empowerment for women. Work participation and economic empowerment are closely connected. The important stimulants for achieving economic empowerment are education, employment, wage, financial autonomy, wealth and property, savings and investments, decision making power, ability to spend, support from family and workstation, awareness about rights, government support, financial institution's support and socio-cultural and religious factors.

Table 5.66 illustrates the rank for the stimulants of the economic empowerment of women in media. Here, thirteen statements are classified on the basis of mean value and standard deviation and is ranked from one to eight. The statements having highest rank has the highest mean and significance for the study. The first rank is given to two statements education and decision-making power with a mean value of 6.6. The second rank is given to the support from family and the financial autonomy with a mean value of 6.5. The third rank is the statements regarding the employment and wage with a mean value of 6.5 and a standard deviation of 1.2. The fourth rank is associated with the statements about the awareness about rights, savings and investments with a mean value of 6.4. The fifth rank is given to the ability to spend with a mean value of 6.3. Government support is given the sixth rank with a mean of 6.2. Wealth and property and financial institution's support is at the seventh rank with a mean value of 6.2 and a standard deviation of 1.3. The statement regarding socio-cultural-religious factors with a mean of 5.9 is given the eighth rank.

Table 5.66
Mean, Standard Deviation and Rank of the Stimulants, affecting
Economic Empowerment

	Mean	SD	Rank
Education	6.6	1.1	1
Decision making power	6.6	1.1	
Support from family	6.5	1.1	2
Financial Autonomy	6.5	1.1	
Employment	6.5	1.2	3
Wage	6.5	1.2	
Awareness about rights	6.4	1.2	4
Savings and Investments	6.4	1.2	
Ability to spend	6.3	1.1	5
Government Support	6.2	1.2	6
Wealth and Property	6.2	1.3	7
Financial Institution's Support	6.2	1.3	
Socio-Cultural-Religious Factors	5.9	1.5	8

Source: Primary Survey

5.5.21 Z-Test on the Stimulants of Economic Empowerment of Women Journalists

The present study applied Z-test for testing the significance of stimulants for the economic empowerment of women journalists in media. Table 5.67 manifests the mean value of all statements. The Z-test brought to light that all statements are significant at a one per cent level of significance (p-value <0.01).

Table 5.67
Z-Test on the Stimulants of Economic Empowerment of Women Journalists

	Mean	SD	Z value (p-value)
Education	6.6	1.1	33.2(<0.01)
Employment	6.5	1.2	29.2(<0.01)
Wage	6.5	1.2	30.1(<0.01)
Financial Autonomy	6.5	1.1	30.2(<0.01)
Wealth and Property	6.2	1.3	23.1(<0.01)
Savings and Investments	6.4	1.2	29.2(<0.01)
Decision making power	6.6	1.1	32.7(<0.01)
Ability to Spend	6.3	1.1	28.6(<0.01)
Support from Family	6.5	1.1	31.1(<0.01)
Awareness about Rights	6.4	1.2	27.9(<0.01)
Government Support	6.2	1.2	26.1(<0.01)
Financial Institution's Support	6.2	1.3	23.9(<0.01)
Socio-Cultural-Religious Factors	5.9	1.5	18.8(<0.01)

Source: Primary Survey

5.6 The Economic Empowerment Index

The present study calculated the Economic Empowerment Index to find out the economic empowerment of women journalists in different media which is given below.

Let there be m parameters. For each parameter, the index is calculated by

$$Z_i = [X_i - \text{Minimum}(X_i)] / [\text{Maximum}(X_i) - \text{Minimum}(X_i)].$$

$$\text{Economic Empowerment Index} = \frac{1}{m} \sum_{i=1}^m Z_i$$

Table 5.68
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Economic Empowerment Index	196	0.46	1.00	0.81	0.12

Source: Primary Survey

Table 5.68 displays the Economic Empowerment Index for 196 women journalists. The minimum value for the economic empowerment index is 0.46 and maximum is one. The mean value derived from the present study is 0.81 with a standard deviation of 0.12. The women journalists are not economically empowered to the full. They have yet to be economically empowered. The Economic Empowerment Index estimated that the women journalists in Kerala are not fully economically empowered.

5.6.1 Economic Empowerment Index of Women Journalists

Economic empowerment is essential for women journalists to attain their goals in life. Economic Empowerment Index calculated from the study revealed that 66.3 per cent (130) of the respondents have medium level of empowerment. It is followed by low empowerment with 18.4 per cent (36 in number) and high empowerment with a per cent of 15.3 (30 in number). Kerala is a state where human development indicators are noticed to be high. This is not reflected in economic empowerment of women. The study clearly estimates that only 15.3 per cent of the women journalists in Kerala are economically empowered. Economic empowerment is yet to be achieved and there is a long way to go.

Table 5.69
Economic Empowerment Index of Women Journalists

	Frequency	Percentage (%)
Low	36	18.4
Medium	130	66.3
High	30	15.3
Total	196	100.0

Source: Primary Survey

The state of Kerala is well acclaimed for its social and human development index. When it comes to the case of the women journalists it is to be noted that only 15.3 per cent have high empowerment. This may be due to the fact that there is wage discrimination based on the gender in media. Male counter parts are paid well and women are not paid in equal terms and they not provided with enough freedom to make decisions in the crucial matters regarding their family. As per table 5.69, majority of the women journalists (66.3%) belong to the category of having medium economic empowerment but not highly economically empowered.

5.6.2 Comparison of Economic Empowerment Index across the Type of Media (ANOVA)

The present study analysed the economic empowerment of women in different strata of media viz Print, Television, Radio and Online by using ANOVA test. The mean values in the study revealed that except the online media all the other three mediums have a mean of 0.8 and above.

Table 5.70
Comparison of Economic Empowerment Index across the Type of Media (ANOVA)

Media	N	Mean	SD	F-value(p-value)
Print	85	0.83	0.12	1.688 (0.175)
Television	56	0.81	0.11	
Radio	16	0.80	0.15	
Online	39	0.78	0.13	
Total	196	0.81	0.12	

Source: Primary Survey

The mean value for the Print media is 0.83 while Television is 0.81. The media of Radio has a mean value of 0.8 and Online Media has 0.78. The ANOVA test explicated that the economic empowerment is the least in Online Media, followed by Radio, Television and Newspaper. ANOVA test demonstrates that the economic empowerment among different types of media is not significantly different (p-value>0.05).

5.6.3 Comparison of Economic Empowerment Index across the Nature of Job (ANOVA)

In media, the comparison of the nature of the job with the economic empowerment is significant. This includes contract, permanent and part time work in the media. Except the part time employees, others, that is the contract and permanent staff enjoy high economic empowerment. Among the part time workers, the mean value for the economic empowerment index is 0.69 and for permanent workers it is 0.83. It is followed by the contract workers with a mean value of 0.80. The total mean value of the Economic Empowerment Index across the nature of job is 0.81.

Table 5.71
Comparison of Economic Empowerment Index across Nature of Job (ANOVA)

	N	Mean	SD	F-value(p-value)
Contract	87	0.80	0.12	3.36 (0.037)
Permanent	104	0.83	0.12	
Part time	5	0.69	0.19	
Total	196	0.81	0.12	

Source: Primary Survey

From table 5.71 it can be observed that the economic empowerment is the least among the part time workers, followed by contract, and permanent employees. The ANOVA test displays that the economic empowerment among the people employed in various types of employment within the media are significantly different (p-value<0.05) at 5 per cent level of significance.

5.6.4 Comparison of the Economic Empowerment Index with Respect to the Work Experience as Journalist (ANOVA)

Generally, the economic empowerment of women and the work experience are observed to be positively related. To check the relation between the economic empowerment of women journalists in media and work experience, the ANOVA test is

used. On contrary to the typical relation with work experience and the empowerment, women in media having experience of less than five years have highest mean of 0.84. The proper implementation of wage policies, decision making power and self-confidence of youngsters might be the reasons for high empowerment that is reported, among them.

Table 5.72
Comparison of Economic Empowerment Index with Respect to the Work Experience as Journalist (ANOVA)

Experience as journalist	N	Mean	SD	F-value(p-value)
Less than 5 years	52	0.84	0.11	1.69 (0.171)
5 - 10 years	64	0.79	0.12	
10 - 15 years	35	0.81	0.13	
More than 15 years	45	0.81	0.14	
Total	196	0.81	0.12	

Source: Primary Survey

From table 5.72 it can be observed that the economic empowerment of women having experience between five to ten years is the least with a value of 0.79. On the other hand, the economic empowerment of women having work experience of ten years and above have a mean value of 0.81. The ANOVA test depicts that the economic empowerment among the women with respect to work experience are not significantly different ($p\text{-value} > 0.05$) at 5 per cent level of significance.

5.6.5 Comparison of the Economic Empowerment Index with Respect to Field of Work (ANOVA)

As discussed in session 5.4.12, the main types of work done by the women journalists are editing, reporting, content creation and news presentation. The mean value for the editing constitutes 0.81 and reporting is 0.80. The mean value for content development is the highest among the different types of work with a mean of 0.85. The mean value for news presentation is low compared to others with a value of 0.78. The total mean for the Economic Empowerment Index with respect to type of work is 0.81. The ANOVA test portrays that the economic empowerment among women journalists

with respect to the type of work are not significantly different ($p\text{-value} > 0.05$) at 5 per cent level of significance.

Table 5.73
Comparison of the Economic Empowerment Index with Respect to Field of Work (ANOVA)

Type of work	N	Mean	SD	F-value(p-value)
Editing	108	0.81	0.12	0.91 (0.438)
Reporting	66	0.80	0.11	
Content Developing	17	0.85	0.12	
News Presentation	5	0.78	0.21	
Total	196	0.81	0.12	

Source: Primary Survey

5.6.6 Comparison of the Economic Empowerment Index with Respect to Division of Work (ANOVA)

The comparison of Economic Empowerment Index with respect to division of work is given in table 5.74. The division of work in media includes the work in desk, bureau, online and news reading. The total mean value from the division of work is 0.81. The mean value is found to be highest in online media. It has a mean value of 0.85 and standard deviation of 0.11. Desk job has a mean value of 0.8 (0.82). The news bureau has the mean of 0.79 with a standard deviation of 0.12. The mean value for news reading is 0.74, which is the lowest in the division of work.

Table 5.74
Comparison of the Economic Empowerment Index with Respect to Division of Work (ANOVA)

	N	Mean	SD	F-value(p-value)
Desk	133	0.82	0.12	1.21 (0.309)
Bureau	53	0.79	0.12	
Online	6	0.85	0.11	
News Reading	4	0.74	0.23	
Total	196	0.81	0.12	

Source: Primary Survey

The F-value and p-value of ANOVA is 1.21 and 0.309 respectively. ANOVA test depicts that economic empowerment among women with respect to division of work is not significantly different ($p\text{-value} > 0.05$) at 5 per cent level of significance.

5.6.7 Economic Empowerment Index based on Organizations

The present study collected data from women journalists from thirty-three organizations working in different media. The Economic Empowerment Index of women journalists based on these organizations are given in Table 5.75.

Table 5.75
Economic Empowerment Index based on Organizations

Name of organization	Economic Empowerment Index
7	0.96
22	0.94
29	0.89
32	0.88
1	0.87
12	0.86
10	0.86
24	0.86
4	0.86
28	0.85
3	0.85
16	0.85
23	0.84
13	0.84
8	0.82
25	0.82
31	0.81
26	0.81
Total	0.81
27	0.81
33	0.8
17	0.79
19	0.79
15	0.79
6	0.76
14	0.75
30	0.75
5	0.75
18	0.75
2	0.69
9	0.69
11	0.69
21	0.69
20	0.67

Source: Primary Survey

Table 5.75 depicts that the total index value of the economic empowerment of women journalists based on organizations is 0.81. Out of thirty-three organizations, twenty have the index value of 0.80 and above. Women journalists from thirteen organizations revealed they have an empowerment index lower than 0.80. Out of these thirteen organizations, five have an index value below 0.7. The proper implementation of economic policies and schemes by government and organizations can help to promote the economic empowerment of women media persons.

5.6.8 Comparison of the Economic Empowerment Index with Respect to Various Media (ANOVA)

The comparison of Malayalam and English newspapers, Television channels and All India Radio are given in Table 5.76. The total mean value for all organizations is 0.81. The mean value for Malayalam newspaper is 0.83 whereas English newspaper depicts a mean value of 0.79. The mean value for Television and Online channels is 0.80 whereas All India Radio has a mean value of 0.80.

Table 5.76
Comparison of the Economic Empowerment Index with Respect to Various Media (ANOVA)

	N	Mean	SD	F-value(p-value)
Malayalam Newspaper	79	0.83	0.12	0.742 (0.528)
English Newspaper	22	0.79	0.14	
Television and Online Channels	79	0.80	0.12	
All India radio	16	0.80	0.15	
Total	196	0.81	0.12	

Source: Primary Survey

The F value of ANOVA is 0.742 and p-value is 0.528. The ANOVA test manifests that the economic empowerment among women with respect to various media are not significantly different (p-value>0.05) at 5 per cent level of significance.

5.6.9 Karl Pearson Coefficient of Correlation on the Economic Empowerment Index

Karl Pearson's coefficient of correlation is a popularly used mathematical method which measures the level of relation between linearly related variables. The coefficient of correlation is denoted by 'r' which falls in the range of -1 and +1. Value -1 represents a strong negative correlation and +1 indicates strong positive correlation between variables. The present study used Karl Pearson Correlation to check the relation between human resources, social resources and economic resources on the economic empowerment of women journalists in media.

Table 5.77
Karl Pearson Coefficient of Correlation on the Economic Empowerment Index

		Economic Empowerment Index
Economic resource	Pearson Correlation	0.793
	Sig. (2-tailed)	0.000
	N	196
Human resource	Pearson Correlation	0.029
	Sig. (2-tailed)	0.687
	N	196
Social resource	Pearson Correlation	0.048
	Sig. (2-tailed)	0.501
	N	196
Freedom	Pearson Correlation	-0.027
	Sig. (2-tailed)	0.712
	N	196
Decision making	Pearson Correlation	0.730**
	Sig. (2-tailed)	0.000
	N	196
Views and voice	Pearson Correlation	0.083
	Sig. (2-tailed)	0.245
	N	196
**. Correlation is significant at the 0.01 level (2-tailed).		

Source: Primary Survey

Table 5.77 applied Karl Pearson coefficient correlation on the theoretical model of the study elaborated by Prof. Naila Kabeer. As discussed in chapter two, section 2.8 of the study, resources, agency and achievements lead to empowerment. Resources include economic, social and human resources. Economic, social and human resources are well explained in chapter two, section 2.8. Agency represents the processes by

which choices are made and exercised and it comprises the authority of decision making, freedom of movement, views and voice and negotiations. In the present model, negotiations are included in the views and voice. From table 5.77, it is obvious that decision making and economic resources are significant with the economic empowerment at a one per cent level of significance. Economic resources are the necessary resources for achieving the economic empowerment. It includes land, gold, wealth, properties and all financial resources. Decision making is given a higher priority to achieve economic empowerment of women. Since the study focuses on the economic empowerment of women journalists, the relation between economic resources and decision making are found to be significant.

5.6.10 Multiple Regression Model

Regression analysis is one of the popular statistical methods used in data analysis. The term regression was coined by an English polymath, Francis Galton in the year 1885. Multiple regression is a statistical tool used to analyze the association between a single dependent variable with several independent variables. Table 5.78 explicates the descriptive statistics of regression model.

Table 5.78
Descriptive Statistics

	Mean	Std. Deviation	N
Economic Empowerment Index	0.811	0.123	196
Economic resource	6.997	0.787	196
Human resource	5.158	0.858	196
Social resource	4.575	1.397	196
Freedom	3.592	1.167	196
Decision making	6.339	0.821	196
Views and voice	2.319	1.067	196

Source: Primary Survey

The mean value for the Economic Empowerment Index is 0.811 with a standard deviation of 0.123. From table 5.78, it is evident that only economic resources and decision making have a mean value above six. The summary of model is given in Table 5.79.

Table 5.79
Model Summary

R	R²	Adjusted R²	Std. Error of the Estimate
0.838 ^a	0.702	0.700	0.08412
a. Predictors: (Constant), Views and voice, Freedom, Human resource, Decision making, Economic resource, Social resource Source: Primary Survey			

In Table 5.79, R represents the predictors or independent variables: views, voice, freedom, human resource economic resource and social resource. R² value measures the goodness of fit of a model. R square lies between zero and one in which higher the R square, the higher the model will fit with the given data. Here, the R square is obtained as 0.702. It indicates 70.2 per cent of the empowerment can be explained by decision making power of the respondents. The ANOVA in table 5.80 brought out that the F ratio is 37.721, hence the model is significant.

Table 5.80
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1.601	6	0.267	37.721	0.000 ^a
Residual	1.337	189	0.007		
Total	2.939	195			

a. Predictors: (Constant), Views and voice, Freedom, Human resource, Decision making, Economic resource, Social resource

b. Dependent Variable: Economic Empowerment Index

Source: Primary Survey

Multicollinearity is a statistical concept in which several independent variables in the model are observed as correlated. This is a statistical problem, because, the interdependency among the independent variables cause difficulty in testing how much the independent variables affect the dependent variable or outcome in the model. Though, multicollinearity does not reduce the explanatory power of a model, it reduces reliability of statistical inference. In the multiple regression model, the chance of multicollinearity is common. The Variance Inflation Factor (VIF) is applied to measure the multicollinearity in a regression analysis.

Table 5.81
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.030	0.068		0.443	0.658		
Economic resource	0.113	0.007	0.770	15.404	0.000*	0.960	1.042
Human resource	0.010	0.007	0.070	1.421	0.157	0.983	1.018
Social resource	0.005	0.006	0.055	0.773	0.440	0.478	2.091
Freedom	0.000	0.007	0.003	-0.048	0.962	0.490	2.042
Decision making	0.109	0.007	0.732	14.741	0.000*	0.977	1.023
Views and voice	0.003	0.006	0.028	0.555	0.580	0.931	1.074

a. Dependent Variable: Economic Empowerment Index

Source: Primary Survey

Table 5.81 on multiple regression displays that all the independent variables are positively related to the empowerment but only the economic resources and decision making are significant. The Variance Inflation factor (VIF) explicates that there is no multicollinearity (VIF <10) in the given model.

The graphical representation of normality of a multiple regression model is essential for better representation of the model. The Normal P-P plot also known as the probability-probability plot or per cent-per cent plot or P value plot assess how symmetrically a data set fits into the model or whether the residuals follow a normal distribution. It is a method used in multiple regression to test the normality and homogeneity of variance. A straight and diagonal line in a normal probability plot represents normally distributed data whereas a skewed line towards left or right indicates the data is not normally distributed.

Figure 5.6

Normal P-P Plot of Regression Standardized Residual

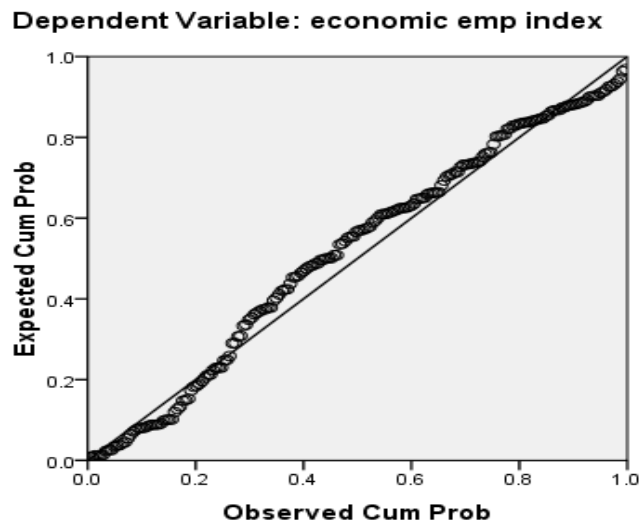


Figure 5.6 illustrates the normal probability plot of regression standardized residual. The X-axis represents Observed cum probability and x-axis and Y-axis depicts expected cum probability. The graph displays a straight and diagonal line in normal p-p plot. Thus, the data follows a normal distribution.

5.7 Summary of the Chapter

The present chapter can be recapitulated by stating that three significant issues were analysed namely the socio-demographic profile, working conditions and the economic empowerment of the women media persons in Kerala in five sections. The Z-test and exploratory factor analysis were used to find out the reasons behind the low work participation and stimulants for the work participation of women journalists in media. The study found out eight significant factors affecting the work participation of women journalists in media and they are socio-cultural factors, gender discrimination, low service benefits, risk factors, upper class family, mental or sexual torture, family matters and lack of support from family, less competency, interference in work from management, health factors, own decision, glass ceiling and sticky floor effect. The second factor analysis is done to find out the stimulants of the work participation. Two factors are found out from the stimulants and they are personal freedom, infrastructural facilities, government support, better service benefits and support from family. The

present study calculated the Economic Empowerment Index and has used One Sample Z statistics, ANOVA model, Karl Pearson correlation and Multiple Regression Model to find out the economic empowerment of women journalists in media and to test the variations among the models. The result explicated that economic empowerment of women journalists is not up to the mark as only 15.3 per cent of them have high economic empowerment. The Karl Pearson correlation and Multiple Regression applied on the theoretical model found out that the economic resources and decision making are significant for the economic empowerment of women in media.

CHAPTER 6

**CHALLENGES FACED BY WOMEN
JOURNALISTS IN PERSONAL AND
PROFESSIONAL LIFE**

6.1 Introduction

The profession of media is vibrant in nature and the working pattern of the women journalists is subjected to various changes over time. The preceding chapter analysed the socio-demographic profile and the economic empowerment of women journalists in media in Kerala. Though women media persons have a better situation in Kerala, they still face many challenges in society. The present chapter analyses the challenges faced by women journalists in their family and professional space and discusses the reasons behind the attraction of the women journalists into the profession even though they have to face challenges in society. Factor Analysis, the Principal Component Analysis (PCA) and Orthogonal Varimax Matrix with Kaiser Normalization were applied to find out the main factors challenging the women journalists.

6.2 Challenges Faced by the Women Journalists

There are many challenges and problems faced by the women journalists in their personal and professional life. To rank the prominent challenges faced by the women journalists, mean, standard deviation and ranking were done. The ranking of factors is ordered in such a way that the lowest mean has the higher rank and the factor having the highest mean has the lowest rank. Twelve challenges affecting women journalists in private as well as public spaces were given to find out the most challenging factor. The ranking was given in ascending order in which the most challenging factor was given the first rank and the lowest given the twelfth rank.

Table 6.1
Mean, Standard Deviation and Ranking of the Challenges Faced by the
Women Journalists

Challenges	Mean	SD	Rank
Work Life Imbalance	2.8	2.3	1
Financial Instability	4.1	2.5	2
Workload, Travelling and night assignments	5.1	2.7	3
Insufficient support from family/ Organization/ colleagues	5.6	2.9	4
Lower employment and career advancement opportunities	5.7	3.1	5
Physical / Mental illness and Stress	5.8	2.9	6
Physical / Mental harassments at Work station or Home	6.7	2.7	7
Gender Discrimination	6.7	3.1	8
Interference of organization in work	7.1	2.7	9
Glass ceiling and Sticky floor Effects	8.3	3.1	10
Inadequate infrastructure and sanitation facilities	9.0	2.1	11
Other Factors	11.1	2.2	12

Source: Primary Survey

Table 6.1 explains that the work life imbalance has the highest rank with a mean score of 2.8. Balancing work and family life are very difficult for all working women especially the women working in media. Financial instability is the second important challenge affecting the life of the women journalists. Financial security is significant for smooth family life. The third significant challenge affecting the working of the women in media is the workload including travelling and night assignments allotted. The mean score of this factor is 3.1. Insufficient support from family, organization and colleagues is another challenge distressing the women media persons. In addition to this, lower employment and narrow career advancement opportunities further make their work life miserable. Physical and mental illness and stress have been given the sixth rank. The working pattern of the media industry is tiring and it will adversely affect the workers both mentally and physically. Physical and mental harassment at workstations or homes is the next challenge faced by the women journalists. Gender discrimination, interference in work by management, glass ceiling and sticky floor effects and inadequate infrastructure and sanitation facilities are the other challenges faced by women journalists. In addition, other factors like the stress from the rivalry

between the media to attain the top rating and circulation is the latest challenge affecting women journalists.

Apart from the challenges stated the study found out that there are other challenges from the opinion of the women journalists. Job insecurity is a big challenge faced by women journalists in the industry. The industry of media appoints women for contract for a long time. They may not be appointed permanently and this would affect the women journalists and an insecurity would build in their personal and professional life. In addition, the stigma and perception of society towards women media persons are another significant challenge they face. The conservative attitude of society that working woman is a failure in parenting and household work is a challenge for them and the struggle to change the mindset of society add more pressure on them.

6.2.1 Testing of Hypothesis

Hypothesis: There exists significant differences in the challenges faced by women journalists in their personal and professional life.

In order to find out the important challenges faced by women journalists, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) test was done. The KMO test is essential to check the fitness of factors. The KMO measure varies between zero and one and the if the factor has a value of greater than 0.5, it is significant and feasible for the factor analysis. It is obvious from table 6.2 that the measured value is 0.621 and is greater than 0.5, which means that the value is significant at the level of five per cent and the factor analysis is feasible for the study.

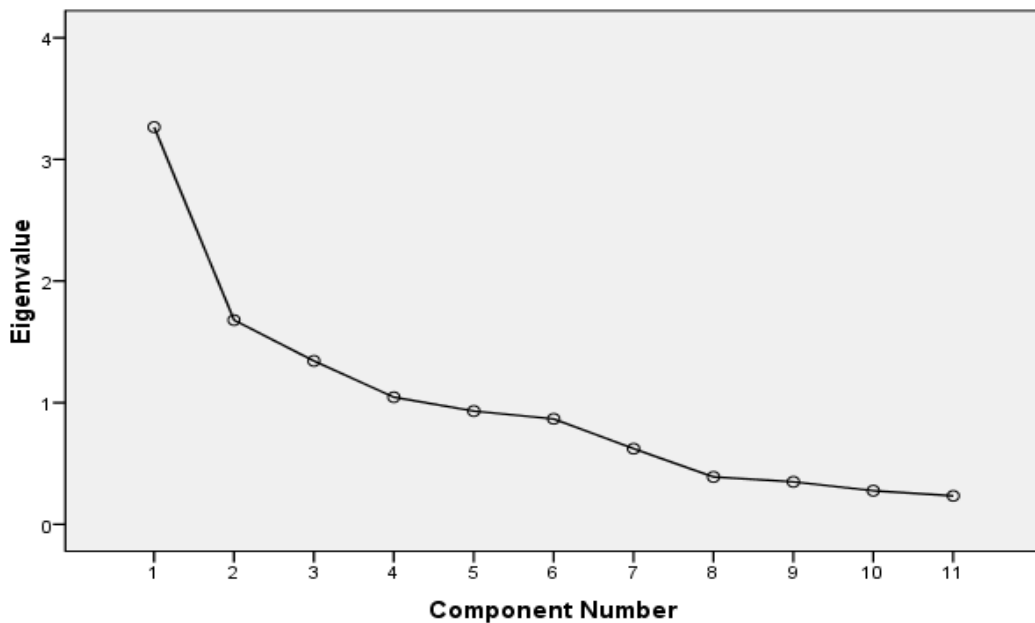
Table 6.2
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.621
Bartlett's Test of Sphericity	Approx. Chi-Square	644.925
	Df	55
	Sig.	0.000

Source: Primary Survey

Bartlett's Test of Sphericity is used to find out whether the correlation matrix is statistically different from an identical matrix. From table 6.2, it can be observed that the Bartlett's Test of Sphericity is statistically significant with a p value of 0.000 which is less than 0.05. The chi-square value of Bartlett's Test of Sphericity is 644.925 at a difference of 55 with a p-value of 0.00 manifests that the study is significant and hence the hypothesis such as there exists significant differences in the challenges faced by women journalists in their personal and professional life is accepted.

Figure 6.1
Scree Plot



Source: Primary Survey

Figure 6.1 displays the scree plot which is a plotted line which explains the eigen values of the principal components in an analysis. The x-axis and y-axis portray the component numbers and eigen values respectively. Generally, the scree plot is a downward sloping curve ordering the eigen values from largest to smallest. The number of components before the curve flattens denotes the significant number of components to be extracted for the factor analysis.

**Table 6.3
Communalities**

	Initial	Extraction
Work-Life Imbalance	1.000	0.803
Insufficient Support from Family	1.000	0.758
Unfavourable Working Condition	1.000	0.805
Insufficient Support from Colleagues	1.000	0.813
Interference Of Organization in Work	1.000	0.612
Gender Discrimination in Family and Workstation	1.000	0.709
Physical and Mental Harassments	1.000	0.565
Physical and Mental Illness	1.000	0.632
Financial Instability	1.000	0.609
Inadequate Infrastructural/Sanitation Facilities at Workstation	1.000	0.386
Lack Of Employment Opportunities and Career Advancement Programmes	1.000	0.640

Extraction Method: Principal Component Analysis

Source: Primary Survey

Communality values measure how well the variables are explained by the factors. The closer the communality to one, the greater the variable is explained by the factors. From table 6.3, it is evident that out of the eleven challenges, ten challenges have a high extraction value that is higher than 0.5 and only one challenge has a value less than 0.5. Among the components, insufficient support from colleagues, work-life imbalance and unfavourable working condition is very well explained and have a high extraction value above 0.8.

**Table 6.4
Total Variance Explained**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.3	29.7	29.7	2.2	19.8	19.8
2	1.7	15.3	44.9	2.2	19.6	39.4
3	1.3	12.2	57.2	1.6	14.5	53.9
4	1.0	9.5	66.7	1.4	12.8	66.7

Extraction Method: Principal Component Analysis.

Source: Primary Survey

From table 6.4, the percentage variance of the eigen values from component one, two, three and four are 29.7 per cent, 15.3 per cent, 12.2 per cent and 9.5 per cent respectively. The cumulative percentage of eigen values are the cumulative variance of the factors when added to the preceding factors. In the rotation sum of squared loadings, the total explicates the total variance after rotation, the percentage of variance exhibits the percentage of variance attributed to each factor after rotation and the cumulative percentage explains the cumulative variance of the factor when added to the preceding factors.

Table 6.5
Rotated Component Matrix^a

	Component			
	1	2	3	4
Work-Life Imbalance	0.236	-0.004	0.852	-0.142
Insufficient Support from Family	-0.043	0.083	0.840	0.211
Unfavourable Working Condition	0.239	0.855	0.070	-0.112
Insufficient Support from Colleagues	-0.119	0.795	-0.023	0.408
Interference Of Organization in Work	0.284	0.703	0.067	0.181
Gender Discrimination in Family and Workstation	0.049	0.157	0.095	0.820
Physical and Mental Harassments	0.385	0.383	-0.278	0.439
Physical and Mental Illness	0.721	0.153	-0.043	0.296
Financial Instability	0.728	0.174	0.016	-0.221
Inadequate Infrastructural/Sanitation Facilities at Workstation	0.515	0.249	0.216	-0.111
Lack Of Employment Opportunities and Career Advancement Programmes	0.707	-0.065	0.136	0.343

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: Primary Survey

From the eleven important challenges, the important factors were combined to four. These first factor is combined from the factors such as the financial instability, lack of employment and career opportunities (19.8%). It comprises physical and mental

illness, financial instability, inadequate infrastructure or sanitation facilities at workstations and lack of employment opportunities and career advancement programmes. The second factor is the unfavourable working conditions (19.6%) consisting of unfavourable working conditions, insufficient support from colleagues and interference of organization in work. The third factor challenging the women media persons are family related issues (14.5%). Work-life imbalance, insufficient support from family comes under the factor of family related issues. The fourth and last factor is gender discrimination and harassments (12.8%). Gender discrimination in family and workstation and physical and mental harassments constitutes this category.

6.2.1.1 Financial Instability, Lack of Employment and Career Opportunities

Financial stability is really important in every individual's life. Financial resources and securities are needed for a better standard of life for women and their family. Financial resources and securities are the wealth and properties possessed by women in the form of land, gold, assets and securities. Financial stability is essential for self-reliance and autonomy for women and it would enable their decision-making in household matters. But, in media houses, the payment for women journalists is not up to mark. The young women entering media houses join on contract. Women journalists cannot save or invest properly. Besides this, the financial expenses of the family make them financially insecure. Financial instability with a lack of employment and career opportunities adds fuel to the problem.

Better employment and career opportunities are the key factors for improving the professional life of women media persons. This enhances the skills, capabilities and potential of women media persons and helps them to climb the higher ladders of their professional life. The infrastructural or sanitation facilities of the working organization affect the working pattern of individuals. In the industry of media, the infrastructure and sanitation facilities are found to be satisfying. This is because popular industries with high capital investment have better infrastructure and sanitation facilities than others. In addition, physical and mental illness affect the work participation of the women journalists. Since, media is a stressful field, women journalists have the possibility of getting physical or mental illness. They are unable to work properly due to their poor health. Women journalists have fewer sleeping hours. In the present

analysis it was found out that less than two per cent of the women journalists revealed that they have mental strain and stress and are resorting to medicines.

6.2.1.2 Unfavourable Working Conditions

A favourable working condition is a crucial factor for working women. A friendly atmosphere is needed for the speedy and potential working. The freedom of interaction with colleagues, ample breaks, choosing the time schedule for work, taking leave when needed, get adequate maternity leaves and benefits and a descent timing for work would improve the productivity of women journalists. The support from colleagues is noteworthy for a better working atmosphere. Help from colleagues in a backlog of work would reduce the mental and physical stress of the women journalists. The backup from seniors, superiors and heads would be beneficial for the women journalists in their profession. Insufficient support, negligence or backbiting from colleagues may give mental stress to women journalists and discourage them from their work. The interference of organizations in the personal and professional lives of women journalists can hamper their work and life. The intrusion of media organizations for making cooked up stories in favour of organizations, and their political and personal interests would be a burden for the women journalists. The organizational pressure would lead to the resigning of women media persons from their organization or the journalism field itself.

6.2.1.3 Family Related Issues

Work-life imbalance, insufficient and support from family come under the factor of family related issues. Media industry is a busy industry with huge work load and physical and mental stress. The balancing of work and family life together is a gigantic task for women and especially for the women in media industry. The duty of caring of children, elderly people and other family members often falls on women. Women journalists are no exception and have to do all the stereotypical works of women such as preparing food for the family, sending the children to school, taking care of their babies, elderly or sick people and preparation for the work. They have workload at home as well as at the office even when they reach home late night. Women journalists have no sufficient time to spend with their family. The media industry is related to news which sprouts each second, the media persons have limited

leisure time and have to engage in duty even on public holidays. Thus, support from the family is crucial for them. The family has to support the women journalists by looking after their babies and children, helping them with domestic chores and scheduling family time by considering their work pattern which will help them to relieve their stress at home and workstation. The present study revealed that work-life imbalance is a significant challenge to the women media persons.

6.2.1.4 Gender Discrimination and Harassments

Gender discrimination in family and workstation and physical and mental harassments comprise this category. Gender discrimination in family as well as workstation is a crucial challenge faced by the women journalists. In the present study, the gender discrimination is not highly evident in family. Though, in Kerala, the media organizations are found to be gender friendly in nature, the media organizations do portray gender discrimination. In the present study, women journalists agreed that there is gender discrimination in their organization. The gender pay gap is exceptionally low. But the discrimination is obvious in the fields of work like allotting beat specialization or stories and thus underestimating their abilities and skills. The sticky floor and glass ceiling effects have been evident in media organizations. Generally, women are not promoted to higher positions or they have to face more difficulties to achieve the path.

In the present study, the women journalists from two prominent Print media of Kerala expressed that there exists gender discrimination favouring men. Women journalists have to swim against the waves of this discrimination to reach top positions in the management of the organization. In addition to this, the physical and mental harassments also serve as barriers towards their progress in the industry of media. The mental and physical harassment whether it is at home or at work place create stress for all women and particularly to the women in media. The night assignments are indispensable part of the employment in media organizations and women are more prone to physical or verbal harassment when they undertake such work. Taking action against the harasser by the management is important. In some media organizations, the harasser is protected and action is taken against the victim. This would abate the identity of the victim and ultimately damage her attitude and personality.

6.3 Reasons for Accepting Job in Media Industry

The media industry has always been challenging and it pertains with times. Media is a medium for communication. From the media of print to the media of online communication, the challenges vary accordingly. The night assignments, work load, travelling to distant places, reporting at emergency situations, wars, political incidents, and internal and international uncertainties are the important challenges faced by media professionals. When looking through a gender lens, women journalists are the vulnerable section facing the difficulties. The challenges faced by the women journalists are severe still they dare to come forward to work in the media industry. The main reasons are given in table 6.5 and it is ranked in ascending order in which the first preference is given the first rank and the least preferred has the ninth rank.

From table 6.6 it is evident that the passion or dedication for the work is the significant factor for the women journalists to come to the industry even if there are multifarious challenges in the industry. Passion and dedication are indispensable for working in any profession. Without passion and dedication for work, the work would not be worthy. Journalism being a reputed career is an appealing choice for women. Media is known as fourth estate. Media has the responsibility of sharing news to the public. Media has the investigative power and has brought out hidden truth to the public. Thus, the society has respect and fear for the persons working in media.

Table 6.6
Mean, Standard Deviation and Ranking of the Reasons for
Accepting Job in Media Industry

Reasons	Mean	SD	Rank
Passion/ Dedication for Work	1.96	2.19	1
Reputed Career/ Prestigious Job	3.76	1.82	2
To Reveal the Truth	4.01	1.97	3
Like Desk/ Bureau/Field Works	4.96	2.42	4
Enjoy To Take Risk	5.51	2.02	5
To Increase Contacts with Reputed Persons/ Politicians /Celebrities .	6.14	2.36	6
To Became Famous	6.44	2.58	7
Fair Salary and Advances	6.47	2.61	8
To Attain Top Position	6.63	1.83	9

Source: Primary Survey

Revealing truth is one of the key functions of media. Thus, women prefer revealing truth as the third factor for choosing the media industry. There are professions like police, civil service and other government professions. Media is believed to have more power because of its popularity. Media have more interactions with public than any other professions. Every individual resort to media for updating news. Journalism is an art of writing and reporting. The love for desk, bureau or field work is another reason which is chosen by women media persons for coming to the industry. Journalism is a profession with risk and uncertainties. Revealing truth in front of the public in an emergency situation is indeed risky. From the coverage of wars, political turmoil, pandemics, and internal or international emergencies to coverage of local issues involves risk. Their love and passion to take risks is another reason for women to take journalism as their profession.

The profession in media is a glamorous profession. In media, the professionals especially in visual media are more popular due to their visibility. Eminent journalists and bureaucrats are working in the industry. Media is a medium for increasing contacts with reputed persons, politicians or celebrities. This is another reason for joining this profession. Television attracts young women to come to the industry. Fair salary and advances and possibility to attain top position are the other reasons for choosing media industry by women.

In the present study, women journalists added some other factors that influence them in the joining the media. Social service is one of the important reasons for women journalists to join this profession. Helping mentality is a good quality which a journalist should acquire. The profession of media helps to know about the lives of people in the society. In addition, the love for literature, writing, speech and debate skills and the aversion of clerical jobs are other significant reasons for choosing the profession in media.

6.4 Summary of the Chapter

The present chapter was comprised of two sections. The first section analysed the challenges affecting the women journalists in their personal and professional life. The second section explained the reasons behind the women journalists joining media industry even if there are many challenges in the industry. The Exploratory Factor

Analysis was used to find out the challenges and the factors affecting the women journalists in their personal and professional life. The Exploratory Factor Analysis employed found out the core challenges affecting the women journalists which were four and they are stated here; Financial Instability, Lack of Employment and Career Opportunities, unfavourable working condition, family related issues and gender discrimination and harassments. The reasons behind choosing the media industry by women media persons was ranked and found out that passion or dedication for the work is the most significant reason for the women media persons to come forward to work in the industry.

CHAPTER 7
SUMMARY, FINDINGS AND CONCLUSION

7.1 Introduction

Empowerment of women, work participation and gender equality are interrelated and are necessary for the sustainable development of women in particular and the society in general. Further, the economic empowerment enables women to take firm decisions in the day-to-day actions and engage dynamically in the society. The resources that warrant them to be better economically empowered as explored by the present study are of three types, such as human resources, economic resources, and social resources. Human resources include resources namely skill development, education and on job training. The economic resources are land and other physical assets and social resources are access to peer groups, participations in the activities of the organization in the case of women in media and other institutions. A woman is economically empowered when she has the power to make decisions in financial and economic matters pertaining to her house and the society around her. The present study has brought out that women in media have to face many impediments in transforming resources into strategic choices. It is a general fact that if a woman is employed, the entire family depends on her income than the income of the male counterpart. So, the work participation is an augmenting variable that buttresses the economic empowerment of women. The present study is confined to the work participation and economic empowerment of women journalists in media and the challenges encountered by them.

7.2 Major Findings of the Study

The present research work concentrated on the economic empowerment of women journalists in print, electronic and new media in Kerala and the challenges faced by the women journalists in their personal as well as professional life. In order to find out their status and problems three objectives were set for the study. They are;

1. To Understand the Work Participation of Women Journalists in Print, Electronic and New Media in Kerala.
2. To Measure the Economic Empowerment of Women Journalists in Media.
3. To Analyse the Challenges faced by the Women Journalists in Personal and Professional Life.

7.2.1 The Trend of the Work Participation of Women Journalists in Print, Electronic and New Media in Kerala

- Print media is where the largest number of women and men journalists were found to be working. It is followed by Television, Online Media and Radio. The work participation of women journalists found an increasing trend except in television channels during the periods of the present study. But, all media except radio has observed lower participation of women over the 13 years from the year 2010 to the year 2022 considered for the study.
- In the print media, the minimum work participation of women was only 8.6 per cent and the maximum stood at 12.8 per cent. The average female work participation in the print media was 10.4 per cent. The lower participation of women journalists was more prominent in television industry followed by Print and new media. In Television, the minimum work participation was 7.9 per cent and the maximum 11.9 per cent and the average female work participation was 10.3 per cent. In new media the average work participation was 17.8 per cent.
- Radio is a media which has the highest work participation of women journalists which was 50 per cent.
- The present study explicated that the maximum participation of women in media in Kerala was only 12.8 per cent and the average female work participation rate was 11.4 per cent.
- The work participation of women in Radio maintained a constant rate of 50 per cent during the years considered for the study i.e, from the year 2010 to 2022.
- In Kerala the rate of increase in work participation of the women journalists in media per year was only 0.246 per cent and it is one of the most important issues to be considered in the scenario of female work participation of the state.
- The study made a detailed analysis of the work participation of women journalists in media in the districts of Thiruvananthapuram, Ernakulam and Kozhikode, where the highest number of women journalists were found. Though, the Print, Television and Online Media have manifested deviations in the work participation of women journalists in the district of Thiruvananthapuram, the number of women in Radio has no such visible changes.

- The work participation rate of women journalists in media in the district of Thiruvananthapuram was 25 per cent except in the media of Radio. The overall participation rate of women constituted only 20 per cent in the district of Thiruvananthapuram.
- Except the media Television, all other media exposed a positive change in the number of women journalists in the district of Thiruvananthapuram. The percentage rate of increase per year in Print media in the district of Thiruvananthapuram was 49.7 per cent.
- From the year 2018, there was a fluctuation in the number of women journalists in the district of Thiruvananthapuram. A peak was experienced in the year 2017 and from the year 2018 onwards a fall was recorded in the number. Regarding New Media, the participation of women had an increasing trend from the year 2010 to 2022.
- In the district of Kozhikode, regarding the Print media, the minimum work participation of women journalists in the district was 7.1 per cent and the maximum stood at 14.1 per cent. The average female work participation of journalists in Print media was 9.6 per cent which is the lowest among all media in the district of Kozhikode and also below the state average. In Television, the minimum work participation was 9.9 per cent and the maximum counted 17.1 per cent. The average female work participation in TV was 12.5 per cent. In Radio, the female work participation remained unchanged over the years which was 62.2 per cent. Next to Radio, New Media had the greatest number of women journalists working in media. In New Media, the average female work participation was 15.7 per cent. The average female work participation rate in the district of Kozhikode was 12.2 per cent.
- Among the media considered in the study, Television had a declining trend of work participation in the district of Kozhikode. The percentage rate of increase per year in Print media in the district of Kozhikode district was 0.385. In Television, the rate of decrease of the work participation of women journalists per year was 0.145. Though, Radio showed a constant rate of work participation, the rate of change of female work participation is negligible and the rate of

change was only 0.213 per cent increase in a year. In New Media, the rate of change was 2.19 per cent per annum.

- In Kerala, the highest number of women in Print media was found in the district of Ernakulam (Media hand Book, 2022). Regarding the Print media, the minimum work participation of women journalists in the district of Ernakulam was 16 per cent and the maximum stood at 21 per cent. The mean of Print media explains the average participation of women at 17.7 per cent.
- In the district of Ernakulam, the entry and drop-out rates of women journalists in news channels were found to be high. Regarding Television, the minimum work participation in the district of Ernakulam was 9 per cent and the maximum 19 per cent and the average female work participation was 12.3 per cent. New media had the highest average female work participation among different media and it was 24.1 per cent. The only media having more than 20 per cent of women work participation was the new media. The maximum work participation of women stood at 21 per cent and the average female work participation rate in the district of Ernakulam district was only 16.4 per cent.
- The percentage rate of increase of work participation per year in Print media in the district was 0.382 per cent and the rate of change in Television communicated a declining trend by decreasing 0.123 per cent per year. New Media had an increasing trend with a rate of 2.59 per cent per year. In the district of Ernakulam, the rate of change per year was only 0.345 per cent.
- The present study made a comparison between the districts of Thiruvananthapuram, Kozhikode and Ernakulam. The study found out that the average work participation of women journalists in Print media was higher in the district of Ernakulam with 17.7 per cent.
- The district of Thiruvananthapuram had the highest per cent of women journalists in Television which was 17.1 per cent. The district of Kozhikode occupied the second position (12.5 %) followed by the district of Ernakulam (11.9 %). While comparing the three districts of Ernakulam, Thiruvananthapuram and Kozhikode, the maximum work participation of women journalists was found in Thiruvananthapuram and the minimum in Ernakulam.

- The maximum work participation of women in New Media in the district of Ernakulam was 42.9 per cent followed by Kozhikode (33.3 per cent) and Thiruvananthapuram (22.4).
- By comparing the two districts, Kozhikode has the maximum participation of women journalists in Radio. The maximum and minimum participation of women in Radio in Kozhikode district was 64.7per cent and 62.2 per cent respectively. In Thiruvananthapuram the figures were 57.5 per cent and 54.5 per cent respectively.
- The district-wise comparison brought out variations in the work participation of women in different media. In Print media and New Media the district of Ernakulam had more women working journalists followed by Thiruvananthapuram and Kozhikode, whereas in Television, Thiruvananthapuram came first followed by Kozhikode and Ernakulam respectively.
- Radio has news units only in the districts of Thiruvananthapuram and Kozhikode. Though, largest number of women journalists were found in Thiruvananthapuram, the average work participation of women was found to be more in the district of Kozhikode.

7.2.2 Socio-Demographical Characteristics and Economic Empowerment of Women Journalists in Media

- The present study brought out that 45.9 per cent of the women journalists were between the age of 20 to 30 years, followed by the category of 31 to 40 years with 33.2 per cent. The study explicated that women journalists were highly educated and eighty-two per cent of the respondents had the educational qualification of post-graduation and above.
- The study brought out that 82 per cent of the women journalists were from nuclear families and about 65 per cent of the women journalists were married and 29 per cent were unmarried. The sample population had 10 widowed women journalists and two divorcees.

- The study found out that 67.9 per cent of the women journalists were Hindus followed by 16.3 per cent of Christians, 9.7 per cent of Muslims and two per cent of others.
- The data explicated that 50 per cent of the women journalists were from general category. The Other Backward Caste were 36.7 per cent. The other caste comprised 3.1 per cent. There were only eight female journalists from the Scheduled caste category. There was no female journalist from Scheduled Tribe category.
- The regional comparison manifested that 57.7 per cent of the women journalists were from urban area. The rural area comprised 42.3 per cent.
- The media-wise classification explicated that 43.4 per cent of the women journalists belonged to Print media. There were 28.6 per cent of the women journalists working in Television and 8.2 per cent in Radio. The advent of information technology and the related developments in media put forth developments in the field. It enhanced the work participation of women in the Online Media. 19.9 per cent of women media persons were from Online Media.
- The sample data revealed that 91.3 per cent of the sample respondents were employed in the private sector undertakings and 8.7 per cent were working in public sector undertakings and 52 per cent of the women journalists were permanent employees followed by contract (44.4 %) and part time staff (2.6 %) and others (1 %).
- Women journalists who were working in the field of editing and reporting constituted 76 per cent. It was followed by news management with 20.4 per cent. The women media persons working in the fields of photography, content writing, video production and news reading were less in number and these accounted for 3.5 per cent. It is important to note that 34.2 per cent women journalists had no specialization. They were in the general category.
- The study revealed that 88 per cent of the women journalists had the opinion that they entered the field due to their passion for journalism. In the present study, 26.5 per cent of the women journalists had a work experience of less than five years, while 23 per cent of the women journalists had an experience of more than 15 years in the profession and 17.9 per cent of the women journalists

had an experience between 10 to 15 years. 48 per cent of the women journalists were working in the current organization for less than five years. This exemplified that majority of the women media persons wanted to shift for better job opportunities and better working conditions.

- In Media, the monthly payment given to employee is very low. 53.1 per cent of the women journalists got only ₹10,000 to ₹30,000 as monthly income and 17.9 per cent got between ₹30,001 to ₹50,000. 15 per cent got monthly income of ₹50,000 and above. About 14 per cent got below ₹10,000 and those who got below ₹10,000 was women media persons working in the media of Rpadio.
- The educational qualification of women journalists was very high. The data brought out that 74.5 per cent of the women media persons had a professional degree in journalism and 25.5 per cent did not have professional degree.
- In the study, about 68 per cent of women journalists were working in desk and 27 per cent were working in Bureau followed by online (3.1%) and news reading (4%). Fifty per cent of the women journalists were working in the field of editing. Editing was followed by reporting (33.7%), content developing (8.7%) and news presentation (2.6%).
- The present study also found out that 60.2 per cent of the working women journalists had no membership in any union. Among the members of trade union, 7.1 per cent of the working women journalists had position in trade committees and among them, majority were the members of state committees.
- 41.8 per cent of the women journalists were ready to pursue new job opportunities while 20.4 per cent were fully satisfied with their current job and preferred not to go for new job opportunities. But, 37.8 per cent of the women journalists were doubtful if they would pursue a new opportunity.
- The study explored that 70.4 per cent of the women media persons had the opinion that the work participation of women in media was low as compared to men.
- The study employed Factor Analysis to find out the factors affecting the low work participation of women journalists in media. The factors found out were socio-cultural factors, gender discrimination and low service benefits, risk factors, mental and sexual torturing, family matters and lack of support from

- family, lack of competitiveness and interference in work from management, health factors, glass ceiling and sticky floor effects and other reasons.
- The stimulants affecting the work participation of women journalists in media were divided into two components namely personal freedom, infrastructural facilities and government support and the second component was better service benefits and support from family. The component personal freedom, infrastructural facilities and government support included the factors of maternity leave, fair working hours, personal freedom, freedom of decision, child care and sanitation facilities, transportation and infrastructural facilities and government laws and policies. Education, better employment, fair salary, promotions and advances, friendly atmosphere and support from family constituted the second component.
 - The ownership of house was one of the important factors affecting the economic empowerment of women. The study brought out that 70.9 per cent of the houses of the women journalists had two earning members in their house. The number of dependents were closely associated with the work participation of women. The study brought out that 36.2 per cent of the houses of the women journalists have only one dependent in their house followed by 30.6 per cent with two dependents 19.4 per cent with three dependents and 13.8 per cent with more than three dependents.
 - Annual income is significant for enhancing the empowerment of women. Though, media is a popular industry, the annual income of 48.5 per cent of the women journalists were below five lakh.
 - Land is an important and secured asset which augmented the empowerment of women. In the present study, 70.4 per cent of the women journalists had no ownership of land. This is an example of the prevalence of patriarchal system in Kerala. Regarding house ownership, the data revealed that majority of women journalists (60.7 %) own houses. Sixty (30.6 %) of the total 196 women journalists live in rented houses.
 - In the study, 41.3 per cent of the women journalists allotted ₹2000 to ₹4000 rupees for food and vegetables. Regarding the expenditures on cloth, 67.3 per cent of women journalists preferred to buy dress worth below ₹2000 in a month.

For educational expenses of the children or themselves 56.6 per cent of the women journalists spent above ₹6000. For the purpose of entertainment, 74 per cent of the women journalists spend below ₹2000.

- For rent and mortgage, 68.4 per cent of the women journalists made an expenditure of ₹6000 per month. The money allotted by more than half of the women journalists for the expenditures on electricity, gas and water connection, tours and dining out, cable, telephone and internet, garbage and recycling, the expenditure on maintenance or repairs and others were below ₹2000 per month.
- The study explored that 52 per cent of the women journalists had loans and borrowings below ₹five lakh. 21.9 per cent of the women journalists had no loans and borrowings. The study brought out that 68.9 per cent of the women journalists resorted to banks as their main source of loans. Chitties and kuries were the second source (13.3 %) and six per cent of the women journalists used gold loan and money lenders for source of credit. The other sources included insurance companies, finance from parents or relatives or friends, constitute 8.7 per cent of the total source of credit.
- In the present study 58.2 per cent of the women had less than ₹one lakh as savings and investment. The study found out that 78 per cent of the women journalists made a saving in either nationalised or scheduled banks. It is followed by Chitties and Kuries (8.7 %), Kerala State Financial Enterprises Limited (7.1 %) and savings with post office (6.6 %). Since Chitties and kuries were easily accessible, they preferred to save in Chitties and kuries.
- The study found out that 71.9 per cent of the women journalists had no investments. The risk associated with investment and lack of proper knowledge about the instruments of investment are the main reasons for this. Among the women journalists having investments, 11.7 per cent of the women journalists preferred bank for investment. It is followed by mutual funds and Exchange Traded Funds (9.7 %) and other investments (1.5 %) like Life Insurance Corporation.
- The present study explicated that 81.6 per cent of the women journalists had the right to take decision in matters relating to family. But, 14.8 per cent of the women journalists were of opinion that that they had only medium range of

right to take decisions in matters related to family. It was also found that 3.6 per cent of the women journalists had no power to make decisions in matters related to their family.

- The study revealed that 38.3 per cent of the women journalists had the opinion that decisions are made by the whole family. 27 per cent of the women journalists were decision makers in matters related to family. 24 per cent of the women journalists had the opinion that decisions making about family issues were taken by husband and wife together. On the other hand, the decision making in family of 5.1 per cent of the women journalists was taken by their parents.
- In the present study, 59.7 per cent of the women journalists elucidated that they save and spend for family. 30 per cent of the women journalists had the view that they spent their entire savings for their family. Four per cent of the women journalists saved their salary for future. The 'others' constituted 5.6 per cent of the total women journalists who spent the income for themselves.
- The share of salary given to family expenditure explicates the financial ability and savings of women journalists in media. 51 per cent allocate ten to sixty per cent of their salary to their family expenditure. Women journalists who share more than 60 per cent of their income for family expenditure is sixty-seven (34.2 %). Women journalists who spend less than 10 per cent for their family expenditure was 14.8 per cent.
- In the present study, 78.1 per cent were not the beneficiaries of pension schemes in Kerala. The women journalists who were beneficiary of pension schemes constituted only 21.9 per cent.
- 93.9 per cent of the women journalists did not have any subsidiary occupations. On the other hand, 6.1 per cent of the women journalists were engaged in other occupations than the present one and majority of these were from the medium of Radio. Teaching, PR works and photography are other jobs taken up by women in media.
- The study found out that 54.6 per cent of the women journalists had higher participation and decision-making regarding their economic affairs. On the other hand, 31.6 per cent of the women journalists had medium participation

- (69.1 to 84.6) and 13.8 per cent had lower decision-making power (<69.1) regarding their economic participation in the household matters.
- The study used twelve statements to check whether they helped in achieving the economic empowerment of women journalists in media and Z-test revealed that all statements were significant at one per cent level of significance (p-value <0.01).
 - The second and eighth statements regarding savings, investments and financial autonomy enhancing economic empowerment of women had a mean value of 6.7 and the Z-test revealed that the mean value was significant at a one per cent level of significance (p-value<0.01). The statements education and employment had a mean score of 6.4 and Z-test demonstrated that the mean value was significant at a one per cent level of significance (p-value<0.01). The statements regarding the economic empowerment of women being essential for attaining self-reliance and economic empowerment being essential for overall empowerment of women had a mean value of 6.5. The Z-test for these statements brought out that the mean value for these statements was significant at a one per cent level of significance (p-value<0.01).
 - The statements regarding economic empowerment of women helping to improve the health of family members, reduced the financial crisis in family and increased the welfare of the family and society had a mean value of 6.4 and the Z-test explicated that the mean value was significant at a one per cent level of significance (p-value<0.01). In addition, the statement regarding economic policies related to women enhanced the economic empowerment of women having a mean value of 6.2 was also found to be significant with a one per cent level of significance (p-value <0.01).
 - As per the stimulants of the economic empowerment of women journalists in media, the first rank was allotted to two statements with regard to education and decision-making power with a mean value of 6.6. The second rank was given to the support from family and financial autonomy with a mean value of 6.5. The third rank was the statements regarding employment and wage with a mean value of 6.5 and a standard deviation of 1.2. The fourth rank was associated with the statements about the awareness of rights, savings and investments with

a mean value of 6.4. The fifth rank was assigned to the ability to spend had a mean value of 6.3. Government support is given the sixth rank had a mean of 6.2. Wealth and property and support of the financial institution was given seventh rank had a mean value of 6.2 and a standard deviation of 1.3. The statement regarding socio-cultural-religious factors had a mean of 5.9 and was given the eighth rank.

- The index of Economic Empowerment was calculated and the study found out that 66.3 per cent of the women journalists had medium empowerment. It is followed by low empowerment for 18.4 per cent and high empowerment for 15.3 per cent. Thus, from the study, it was obvious that 84.7 per cent of the women journalists are not fully economically empowered. The fair salary, promotions and advances from organizations and government pro-economic policies would enhance the economic empowerment of women journalists in media.
- The study made a comparison of the economic empowerment of women in different media. The study explicated that the mean value for the Print media was 0.83 while for Television it was 0.81. The media of Radio had a mean value of 0.8 and Online Media had a mean value of 0.78. The ANOVA test explicated that the economic empowerment was the least in Online Media, followed by Radio, Television and Print media. But the ANOVA test demonstrated that the economic empowerment among different types of media was not significantly different ($p\text{-value} > 0.05$).
- In media, the comparison of the nature of the job with the economic empowerment is significant. This includes contract, permanent and part time women working in the media. Except the part time employees, others that is the contract and permanent staffs had an economic empowerment index higher than 0.8. Among part time workers, the mean value for the economic empowerment index was only 0.69 and for permanent workers it was 0.83. It was followed by the contract workers with a mean value of 0.80. The total mean value of Economic Empowerment Index across the nature of job was 0.81.
- The study brought out that the economic empowerment was the least among the part time workers as followed by contract, and permanent workers. The ANOVA

- test displayed that the economic empowerment among people employed in various types of employment within the media were significantly different ($p\text{-value}<0.05$) at 5 per cent level of significance.
- The economic empowerment of women journalists who had an experience between five to ten years was the least with a value of 0.79. On the other hand, the economic empowerment of women journalists who had work experience of ten years and above had a mean value of 0.81. The ANOVA test employed depicted that economic empowerment among women journalists with respect to work experience were not significantly different ($p\text{-value}>0.05$) at 5 per cent level of significance.
 - The mean value for the section of editing constituted 0.81 and reporting was 0.80. The mean value for content development was the highest among the different types of work with a mean of 0.85. The mean value for news presentation was low compared to others with a value of 0.78. The total mean for the Economic Empowerment Index with respect to type of work was 0.81.
 - The comparison of the Economic Empowerment Index with respect to division of work based on the work in desk, bureau, online and news reading, brought out that the total mean value from the division of work was 0.81. The mean value was found to be highest in online media. It has a mean value of 0.85 and standard deviation of 0.11. Desk job had a mean value 0.8 (0.82). The news bureau had the mean of 0.79 with a standard deviation of 0.12. The mean value for news reading was 0.74, which was the lowest among the division of work.
 - The present study depicted that the total index value of the economic empowerment of women journalists based on organizations was 0.81. Out of 33 organizations, 20 had the index value of 0.80 and above. The women journalists from thirteen organizations had an empowerment index lower than 0.80. Out of the thirteen organizations, only five had an index value below 0.7.
 - It was obvious that decision making and economic resources were significant with economic empowerment at a one per cent level of significance.

7.2.3 Challenges faced by the Women Journalists in Personal and Professional life.

- An Exploratory Factor Analysis was also employed to find out the challenges faced by the women journalists in personal and professional life. From the eleven important challenges, the significant factors were combined to four. The first factor was the financial instability, lack of employment and career opportunities (19.8%). It comprised of physical and mental illness, financial instability, inadequate infrastructure or sanitation facilities at workstations and lack of employment opportunities and career advancement programmes.
- In media industry, the infrastructure and sanitation facilities were found to be satisfying. This is because popular industries with high capital investment have better infrastructure and sanitation facilities than others. In addition, physical and mental illness affect the work participation of women journalists.
- The present study found out that women journalists had fewer sleeping hours and 20 per cent had to resort to medicines for mental stress.
- The second factor which affected the unfavourable working conditions (19.6%) consist of the unfavourable working conditions, insufficient support from colleagues and interference of organization in the day today work. The freedom of interaction with colleagues, ample breaks, having freedom to choose the time schedule for work, taking leave when needed, get adequate maternity leaves and benefits and a comfortable timing for work would improve the productivity of the women media persons. The support from colleagues is noteworthy for a better working atmosphere.
- Insufficient support, negligence or backbiting from colleagues had given mental stress to women journalists and discouraged them from their work. The interference of organizations in the personal and professional lives of the women journalists hampered their work and life. The intrusion of media organizations for making cooked up stories in favour of organizations, and their political and personal interests were burdens for the women journalists.
- The third factor which challenged the women journalists were family related issues (14.5%). Work-life imbalance, insufficient support from family which were brought under the umbrella of family related issues. The balancing of work and family life together is a gigantic task for women and especially

- women in media industry. The duty of caring the children, the elderly and other members of the family often fall on women.
- The fourth and last factor was Gender discrimination and harassments (12.8%). Gender discrimination in family and workstation and physical and mental harassments constituted this category.
 - Gender discrimination in the family as well as workstation is a key challenge faced by women journalists. In the present study, the gender discrimination was not evident in the families of the women journalists. Though, in Kerala, the media organizations are found to be gender friendly in nature, some organizations have a gender biased approach. In the present study, 12.8per cent of the women journalists were of the opinion that there exists gender discriminations in their organizations. The gender pay gap was comparatively low. But discrimination was obvious in the fields of work, like allotting beat specialization or stories and underestimating their abilities and skills. The sticky floor and glass ceiling effects were evident in the media organizations. Generally, women were not promoted to higher positions or they had to face difficulties to achieve the path.
 - From the media of print to the media of online communication, the challenges varied. The night assignments, work load, travelling to distant places, reporting at emergency situations, wars, political incidents, and internal and international uncertainties were the important challenges faced by the women journalists. When looking through a gender lens, the women journalists were the vulnerable section facing majority of the difficulties.
 - The present study made an enquiry into the reasons as to why the women journalists opted to work in media, and found that it was their passion and dedication which prompted to choose media industry.
 - Journalism being a reputed career have proved to be an appealing choice for women. Hence, it is found as the second reason for selecting this job. Revealing truth is one of the key functions of the media. Thus, women preferred revealing truth as the third factor for choosing the media industry. Journalism is an art of writing and reporting. The love for desk, bureau or field work was another reason chosen by the women journalists for opting for this industry.

- The other reason for selecting the industry of media was love towards taking risks. Media is a medium for increasing contacts with reputed persons, politicians or celebrities, Fair salary and advances and possibility to attain top position were the other reasons for choosing the media industry by women.

7.3 Recommendations and Policy Implications of the Study

The study makes the following recommendations and policy implications based on the analysis and findings.

- The government and organizations should ensure to provide better working environment by providing fair working hours, better infrastructure and sanitation facilities for the women journalists for increasing the work participation.
- Baby creches should be introduced in all big media organizations.
- The organization should give work from home facilities for the needy women especially pregnant or lactating women.
- The organizations should ensure fair salary and transportation facilities for the women employees like, special cabs, pre-paid vehicle facilities and she-taxies.
- The organizations should conduct more career development and women-oriented programmes in future so that the women journalists will be more conscious of their rights and duties.
- The government should formulate new policies and welfare schemes and improve existing pension schemes for the welfare of women journalists.
- Reservation for the women journalists from the SC/ST communities implemented to bring them into the main stream media.
- The government should record the statistics of journalists for further research and study which would help them to improve their welfare.
- The organizations should ensure the participation of women journalists in Board meetings.
- The organizations should allot stories and beats equally to both women and men journalists.
- The organizations should ensure canteen facilities and establish menstrual cup swiping machines.

- The organizations should formulate women cells for clearing complaints.
- The government should ensure the protection of the women journalists from cyber attacks and formulate laws so that culprits will be punished.
- The organizations should choose the candidates for employment on the exclusive basis of merit and not caste, creed, colour, beauty and religion.
- Government of Kerala should conduct further research and studies to know about the status of working journalists in the state and ensure more career and women-oriented programmes.
- The study found that majority of the women is from elite caste. The Government should make proper policy implementations for including women journalists from the vulnerable groups in media.

7.4 Contribution of the Researcher

The present research work focused on the work participation and the economic empowerment of the women journalists in media. The study by analyzing the secondary data from the years 2010 to 2022 found out that the work participation of women journalists was low in all media except the media of 'Radio'. The present study made an analysis on the work participation of the women journalists in Print, Electronic and New Media. The study using the primary survey made fresh contributions and brought out the finding that only 15.3 per cent of the women journalists were economically empowered. This finding of the study has to be discussed in the general platform. The study constructed an Economic Empowerment Index of women journalists and found out that the women working in Online Media had the least economic empowerment and the women working in the media of Radio had next lowest economic empowerment. The salary given to the women journalists was low. The study brought out a fresh finding that gender discrimination to a great extent existed in allotting stories and beats in women journalists. The study contributes to the existing literature through empirical tests and scientific enquiries that women journalists in Kerala are economically weaker and should be empowered by supporting them to have ownership of the assets and giving freedom to take decisions in matters pertaining to the financial dealings of their houses.

The study found out the need for creches in media organizations so that the work participation of the lactating mothers and mothers having small kids will not be interrupted. The study found out that no media house in the state of Kerala has creches at work station. The study made an enquiry into the infrastructure facilities of the media houses had good infrastructural facilities. However, canteen facilities for the staff in the media premises were lacking. The study also brought to light the fact that organizing of career development and women-oriented programmes were meagre in media. The study brought out another important finding relating to the social scenario of Kerala that no representation of the women from the Scheduled Tribe communities was found working in media. The representation from the Scheduled Caste and Backward Communities are negligible. The study found out that 98.8 per cent of the women journalists were from the so called forward, elite or general communities. Women from Other Backward Communities, Scheduled Caste and Scheduled Tribe communities should have their own space in media during this modern hi-tech and digital period.

7.5 Area of Further Research

- The study can be repeated in the near future using the same methodology including a comparison of both men and women.
- A study of the women journalists working in local media and freelance shall be taken into consideration for understanding the challenges faced by them.
- A study on profit making of women bloggers or youtubers in New Media can be initiated.
- A comparative study of the women media persons belonging to the backward communities (OBC), Scheduled Caste (SC), Scheduled Tribe (ST) and general community can be undertaken in the near future so that policies can be formulated to encourage increased representation of the women media person especially from Scheduled Caste and Scheduled Tribe communities. The present study had found out that the representation of the women media persons belonging to the Schedule Tribe was nil and Scheduled caste was only meagre.

7.6 Conclusion

The current study had a basis on the three pertinent issues namely the work participation, economic empowerment and challenges confronted by the women journalists in media in Kerala. The findings revealed that in the state of Kerala, 15.3 per cent of the women journalists are empowered economically which means that about 85 per cent of the women journalists are not economically empowered. The lower salary in media houses and the inaccessibility over economic resources are the main reasons for the lower economic empowerment of women journalists. Fair salary and creation of new policies by the government of Kerala can make higher economic empowerment of women journalists in media in future. The lower representation of women in work force is a significant issue to be discussed in the general platform. The work life imbalance, inadequate child care facilities and physical and mental torturing and stress made many women journalists to quit their job. The work from home and creche facilities, friendly and tension free atmosphere in organizations will solve this problem to an extent. The work participation of women from Scheduled Caste and Scheduled Tribe is meagre in media organizations. It is a substantial issue and the government of Kerala should take proper steps and policies to be implemented to solve the problems related to women in media.

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APPENDIX

Questionnaire

Economic Empowerment of Women in Media – An Evaluation

The survey is carried out as part of the research work leading to the award of PhD Degree in Economics from Calicut University, Kozhikode. The Information collected through this survey will be used only for research purpose and will be kept confidential. Your kind co-operation is requested.

Dhanusree Ullas K.
Research Scholar,
Panampilly Memorial Government College,
Chalakydy.

Part 1

Demographic Profile

1. Name: 2. Phone Number:
3. E-Mail:
4. Age (in years): 20-30 31-40 41-50 51-60 above 60
5. Educational Qualification:
- a) Below SSLC
 - b) SSLC
 - c) Plus Two
 - d) Graduation
 - e) Post Graduation
 - f) Others
6. Type of Family: a) Nuclear b) Joint c) Any Other (specify)

7. Marital Status: a) Married b) Unmarried c) Widowed d) Divorced

8. Age at marriage: a) less than 20 b) 20-30 c) Above 30

9. Religion: a) Hindu b) Christian c) Muslim d) Others

e) No Religion

10. Category: a) General b) SC c) ST d) OBC d) Others

e) No Caste

11. Place of residence: - a) Rural b) Urban

12. Region of workstation: - a) Kozhikode b) Ernakulam

c) Thiruvananthapuram

Part 2

Labour Force Participation of Women in Media

1. Type of media: a) Newspaper b) TV c) Radio d) Online

2. Name of Organization:

3. Type: a) Public b) Private

4. Nature of the present job: a) Contract b) Permanent

c) Freelance d) Part time e) Others (please mention)

5. Field of Work: a) Editing b) Reporting c) News Management

d) Videography e) Photography f) Others (please specify)

6. Designation:

Chief Editor		Managing Editor		Executive Editor	
Resident Editor		Chief News Editor		Deputy Editor	
Assistant Editor		Senior News Editor		Chief Sub Editor	
Senior Sub Editor		Sub Editor		News Editor	
Editor		Joint Editor		Deputy News Editor	
Co Ordinating Editor		Bureau Chief/ Regional Bureau Chief		Associate Editor	
Senior Reporter		Chief Reporter		Anchor/ News Reader	
Reporter		Chief Photographer		Cameraman/ Women	
Special Correspondent		photographer		Senior Cameraman/Women	
Senior Sub-editor		Senior News photographer		Chief Proof Reader	
Proof Reader		News Photographer		Broadcast Journalist	

Video Journalist/Photo Journalist		Desk in Chief		News Producer	
Director-News		Researcher		Content Developer	
Others					

If Others please specify

7. Beat specialization:

- a) Politics b) Arts & Culture c) Sports d) Business
e) Crime and Court f) Science g) Region h) No Specialization
i) Others (please specify)

8. How long have you been to journalism? (in years)

- a) less than five b) Five to ten c) Ten to fifteen
d) More than fifteen

9. Specify reason to join Journalism?

- a) Passion b) Dignity c) Fame d) love to take risk
e) Bringing truth f) Others (please specify)

10. How long have you been to the current organization?

- a) Less than five b) Five to ten c) Ten to fifteen
d) More than fifteen

11. Monthly Income earning from the present job:

- a) Below Rs. 10,000/- b) Rs. 10,000 to 30,000 /-
c) Rs. 30,001 to 50,000/- d) Above Rs. 50,000/-

12. Do you have any professional degree in Journalism?

- a) Yes b) No

13. Where do you work?

a) Desk b) Bureau c) Others (please specify)

14. Kindly mention in which field have you been working mostly

a) Editing b) Reporting c) Others (please specify)

15. What is your age when you entered as a journalist in media industry? (in years)

a) below 20 b) 20-30 c) 31-40 d) Above 40

16. Do you have membership in KUWJ or KJU?

a) KUWJ b) KJU c) Others d) No membership

If Others, please mention

If No membership, please specify the reason for it

17. Do you bear any position in the working journalist union?

a) Yes b) No

If Yes, please mention

18. If you get a chance for a better job will you go for it?

a) Yes b) No c) May be

19. Number of promotions received till now?

a) Nil b) One c) Two d) more than two

20. Number of increments received till now?

a) Nil b) One c) Two d) more than two

21. Number of additional work-in charges received in a year?

a) Nil b) One c) Two d) more than two

22. Does your organization conduct career / personal development programmes?

a) Yes b) No

If Yes, how many in a year

23. Does your organization conduct women-oriented programmes and seminars?

a) Yes b) No

If Yes, how many in a year

24. Kindly read the following questions and give your valuable opinion appropriately with \surd mark with the following scale (1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6= Agree (A), 7= Strongly Agree (SA))

	SD	D	SLD	NAND	SLA	A	SA
Are you satisfied with the present job?							
Do you agree that professional degree is necessary for getting job in media organizations?							
Does your organization give the maximum salary?							
Are you satisfied with the promotions, increments and allowances given by the organization?							
Do the trade unions play a significant role in your organization?							
Is there a friendly atmosphere in the organization?							
Are you satisfied with the working hours in your organization?							
Do the employment rules and regulations are transparent in your institution?							

Do you have the freedom to give your opinions/ suggestions in board meetings?							
Are you satisfied with the facilities provided by the organization?							
Are you satisfied with the seminars or programmes conducted by the organization?							
Do you ever feel gender discrimination in your organization?							
Do you consider journalism as a convenient profession for women?							
Do you think work participation in media is a key factor in increasing empowerment of women in society?							

25. Do you think that number of women in media is low compared to men?

a) Yes b) No

26. If Yes, Kindly put tick mark against the following statements for the reasons for declining work participation of women on the following scale (1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6= Agree (A), 7= Strongly Agree (SA))

	SD	D	SLD	NAND	SLA	A	SA
Lower Education							
Low salary or increments							

Less chance for promotions							
Risky Job							
Mental torturing and Sexual Harassment							
Night Assignments							
Longer working hours							
Marriage/ Pregnancy/ maternity related issues							
Oppose from parents or other members of family							
Oppose from husband or in laws							
Upper Income Class family							
Age difference between spouse							
Presence of children or old aged people							
Gender Discrimination							
Glass ceiling and sticky floor effects							
Less competitive							
Interference in work from management							
Oppose from caste / community							
Poor health							
Self – Decision for not to go for work							
Long distance from house							
Low Work Experience							
Lack of employment opportunities							

Lack of awareness about employment opportunities and schemes							
Lack of freedom of mobility							
Lack of social exposure							
Cultural and religious Factors							
Other Reasons							

If other reasons, please specify.....
.....
.....

27. Kindly read the following statements given below and answer appropriately with \surd mark on the following scale (1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6= Agree (A), 7= Strongly Agree (SA))

Stimulants for increasing Female work participation in Media Industry

	SD	D	SLD	NAND	SLA	A	SA
Education							
Better employment opportunities							
Fair salary							
Promotions, advances and increments							
Friendly atmosphere in organization							
Support from family							
Maternity leave and benefits							
Fair working hours							

Personal Freedom in private and public space							
Freedom of decision making in family and work station							
Child care and sanitation facilities							
Transportation and Infrastructural facilities							
Government laws, policies and schemes							

If any other stimulants, please specify.....

.....
.....

28. Suggestions for improving work participation of women in media

.....
.....

Part 3

Economic Empowerment of Women in Media

1. No. of Household earners: a) One b) Two c) More than Two

2. No. of Dependents: a) Nil b) One c) Two d) Three
e) More than Three

3. Annual income from all sources:

a) below Rs.5,00,000/- b) Rs. 5,00,001-10,00,000 /-

c) Rs.10,00,001 -15,00,000/- d) above 15,00,000 /-

4. Do you have land/ property/wealth in your name?

a) Yes b) No

5. House ownership

a) Owned b) Rented c) Others

6. Monthly Household Expenditure on Different items (excluding loans and borrowings)

Sl. No	Items/ Expenditure	Below Rs.2000	Rs.2000 – 4000	Rs.4001-6000	Above Rs.6000
1	Food and vegetables				
2	Cloth				
3	Education				
4	Entertainment				
5	Groceries				
6	Health and Medical Expenses				
7	Fuel and Travelling Expenses				
8	Rent and mortgage				
9	Electricity				
10	Gas and Water Connection				
11	Tours or Dining out				
12	Cable, Telephone and Internet				
13	Garbage/ Recycling				
14	Maintenance or repairs				
15	Others				

7. Loans and borrowings

a) below Rs. 5,00,000 /- b) Rs.5,00,000 – 10,00,000/-
c) Rs.10,00,001-15,00,000/- d) Rs.15,00,001 – 20,00,000/-
e) Above Rs. 20,00,000/-

8. Source of credit

- a) Bank b) Govt. financial institutions c) Chitties and kuries
d) Gold loan e) Money lenders f) Others (please Specify)

9. Savings and Investments

- a) Below Rs.1,00,000 /- b) Rs. 1,00,001 – 5,00,000 /-
c) Rs. 5,00,001 -10,00,000/- d) above Rs. 10,00,000/-

10. Financial institution where money is saved

- a) Bank b) KSFE c) Post Office d) Chitties and kuries
e) Others (Please Specify)

11. Investments

- a) Stocks/Bonds b) Mutual Funds and ETFs c) Bank products
d) Nil e) Others (Please specify)

12. Do you have the right to take decision on family matters?

- a) Yes b) No c) Somewhat

13. How do you take decisions related to your family issues?

- a) Self b) Husband or in laws c) All family members together
d) Husband and Wife together e) Parents f) Others (Please Specify)

14. What do you do with your salary?

- a) Save b) Give it to Husband c) Spend for the family
d) Give it to Parents e) Partially save and spend for the family
f) Others (Please Specify)

15. Percentage share of your salary contributed on monthly family expenditure

- a) Less than 10 b) 10-30 c) 31-60 d) 61-90
e) More than 90

16. Are you a beneficiary of Pension Schemes for Journalists?

a) Yes b) No

17. If Yes, please specify your pension amount

18. Do you practice any other occupation other than journalism?

a) Yes b) No

19. Kindly read the following statements and give your valuable opinion regarding decision making and economic participation of women media professionals in household and answer appropriately with \surd mark on the following scale (1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6= Agree (A), 7= Strongly Agree (SA))

Decision Making and Economic Participation of Women Media Professionals in Households

	SD	D	SLD	NAND	SLA	A	SA
I have active participation in my household related matters							
I have complete autonomy to take decision regarding my salary							
I have the right to take decision and able to meet education expenses of my Children							
I have complete knowledge about my husband's property and earnings							
I have freedom in decision making regarding the financial matters of the family							
I am economically more empowered when I am employed than unemployed							
I get more respect from my family members when I am employed than unemployed							

I have complete autonomy for my own property (land/gold/wealth etc.)							
I can take decisions regarding my savings and investment plans							
I am satisfied in helping the financial matters of family							
I can meet the health expenses of my family members							
I can redeem my debt with my salary							
I can buy all things that I want							
I am not dependent on my husband's /parent's salary for my personal needs							
I can buy all things for my children/ parents							
I can bear all financial expenses in a family tour/ get together etc.							

20. Kindly read the statements given below and answer appropriately with \surd mark on the following scale (1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6=Agree (A), 7= Strongly Agree (SA))

	SD	D	SLD	NAND	SLA	A	SA
Education and employment are key factors for economic empowerment of women							
Savings and investment have vital role in enhancing economic empowerment							
Economic empowerment of women enhances the decision-making power in family issues							
Economic empowerment of women enhances the health of family members							

Economic empowerment of women increases the education and health of children							
Economic empowerment of women reduces the financial crisis in family							
Economic independence gives more individual freedom and financial autonomy							
Financial autonomy enhances economic empowerment of women							
Economic empowerment of women is essential for attaining self-reliance for them							
Economic empowerment of women helps to increase welfare of the family and society							
Economic Polices related to women enhances Economic Empowerment of women							
Economic empowerment is essential for overall empowerment of women							

21. Kindly put tick mark against the following statements given below and answer appropriately with the following scale ((1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6= Agree (A), 7= Strongly Agree (SA))

Stimulants for Economic Empowerment of Women

	SD	D	SLD	NAND	SLA	A	SA
Education							
Employment							
Wage							
Financial Autonomy							

Wealth and Property							
Savings and Investments							
Decision making power							
Ability to spend							
Support from family and work station							
Awareness about rights							
Government Support							
Financial Institution's Support							
Socio-Cultural-Religious Factors							

22. If there are other factors, please mention

- a)
- b)
- c)

23. Suggestions for improving economic empowerment of women

.....

.....

.....

Part 4

Challenges Faced by Women Media Persons in Personal as well as Professional life

1. Rank the most and least challenges faced by women media professionals in personal and professional life by putting √ for your most preferred and least preferred response in ascending order (please avoid repetition of rank)

Challenges/ Rank	1	2	3	4	5	6	7	8	9	10	11	12
Work Life Imbalance												
Lower employment and career advancement opportunities												
Financial Instability												
Insufficient support from family/ Organization/ colleagues												
Interference of organization in work												
Physical / Mental harassments at Work station or Home												
Work load, Travelling and night assignments												
Gender Discrimination												
Physical / Mental illness and Stress												
Inadequate infrastructure and sanitation facilities												
Glass ceiling and Sticky floor Effects												
Other Factors												

➤ **Please mention the other factors:**

- a)
- b)
- c)

2. Kindly read the statements given below related to the challenges confronted by women media professionals in their private and public space and answer appropriately with \surd mark with the following statements on the following scale (1= Strongly Disagree (SD), 2= Disagree (D), 3= Slightly Disagree (SLD), Neither Agree nor Disagree (NAND), 5= Slightly Agree (SLA), 6= Agree (A), 7= Strongly Agree (SA))

	SD	D	SLD	NAND	SLA	A	SA
1. WORK-LIFE IMBALANCE							
I cannot always balance my work and personal life together							
I am unable to spend enough time with my children							
I am unable to spend time with my family when I am off							
I am unable to go out with my family when I wish							
I am unable to concentrate my work /family alone because of family/work related issues							
I am unable to do household chores because of my hectic work							
2. INSUFFICIENT SUPPORT FROM FAMILY							
My husband/family do not always support me							
I am unable to work from home in a convenient atmosphere							
My husband/ family refuse to look after the children when I am out of station							
My husband/family do not adjust their schedule for me							
My husband/ family do not help me in domestic chores							

My family does not support me in taking night assignments or late-night travelling							
3. UNFAVOURABLE WORKING CONDITION							
I do not have a friendly working atmosphere							
I am not free to take a break for tea							
I can not avail leave when I need							
I am restricted to discuss with my colleagues							
I have no freedom to choose my time schedule (shifting duty)							
My organization does not give fair wage/promotions/advances							
My organization does not provide adequate maternity leaves and benefits							
My organization gives work load in a short time and also extent working hours without reasonable pay							
4. INSUFFICIENT SUPPORT FROM COLLEAGUES							
My colleagues are not cooperative							
My colleagues do not help me in work							
My colleagues are not accompanying me when I have night assignments							
My seniors/Superiors do not give me chance for covering better stories and beats							
My colleagues are avoiding me in work and leisure time							
I have experienced backbiting from my colleagues							
5. INTERFERENCE OF ORGANIZATION IN WORK							
My organization interferes in my work							
My organization does not give me complete freedom in my work							

I am sometimes compelled to do stories/features/editing in favour of my organization's choice							
I have to cooked up stories/ features in favour of my organization's interest							
I have to compel to do my work for particular political party/ Organization/ People							
I have to break the norms and ethics due to organizational pressure							
I have to hide the truth because of organizational pressure							
6. GENDER DISCRIMINATION IN FAMILY AND WORKSTATION							
I am discriminated by my gender in my family							
I have no support for work from my family because of my gender							
I am discriminated by gender in my organization							
I have been avoiding in assigning special beats/stories because of my gender							
I faced sticky floor and glass ceiling due to my gender							
I agree that women are not usually recruited in my organization							
I think women are not recruited or easily terminated or avoided in media industry							
Gender pay gap can be seen in my organization							
Positive discrimination for men has been practicing in my workstation							

I am physically or mentally tortured because of my gender							
7. PHYSICAL AND MENTAL HARASSEMENTS							
I face physical or mental harassment in my family in the name of my work							
I am afraid of working late night or traveling alone at night							
I am physically or mentally assaulted while travelling at night for work related assignments							
I am physically or mentally harassed in by my boss or colleagues							
I am afraid of file complaint against the harasser							
My organization does not have interest for taking action against the harasser							
My organization have no interest to set up a cell for considering gender issues							
8. PHYSICAL AND MENTAL ILLNESS							
I am unable to work properly due to my poor health							
I have heavy pressure of work in household as well as workstation which leads to physical/mental stress							
I am very acute with work related illness							
I occasionally consult doctor for work related illness							
I have no adequate sleep at night							
I take medicine for work related illness							
I consult psychiatrist/psychologist for work related mental stress							
9. FINANCIAL INSTABILITY							
I earn low salary							

I am not able to save or invest properly							
I cannot afford all expenses at home alone							
I am not able to meet the education of my children							
I have large amount of debt							
I cannot redeem my debt properly							
I cannot meet the health expenses of my family members and myself							
I am not able to help others financially							
I cannot meet the expenses for ceremonies, celebrations and day outs etc.							
10. INADEQUATE INFRASTRUCTURAL/SANITATION FACILITIES AT WORKSTATION							
My workstation has no adequate toilet/ sanitation facilities							
My workstation has no separate toilet for gents and ladies							
My workstation has no child care facilities							
My organization has no separate room or cabins for all							
My organization have no canteen or food facilities							
11. LACK OF EMPLOYMENT OPPORTUNITIES AND CAREER ADVANCEMENT PROGRAMMES							
Employment opportunities in journalism are relatively low							
In journalism career advancement programmes are comparatively low							
I am not able to meet my goals related to my career							
I am comparatively less aware of opportunities, schemes and programmes related to employment provided by government and other institutions							

3. Kindly read the statements given below regarding the possible reasons for individuals come forward to media industry even though they have to face many challenges. Rank appropriately with √ mark for your most preferred and least preferred response in ascending order (please avoid repetition of rank).

Reasons/ Rank	1	2	3	4	5	6	7	8	9	10
Passion/ Dedication for work										
To became famous										
To reveal the truth										
Enjoy to take risk										
Reputed career/ prestigious job										
To increase contacts with reputed persons/ politicians /celebrities etc.										
To attain top position										
Like desk/ bureau/field works										
Fair salary and advances										
Others										

Please mention the others option:

- a)
- b)
- c)

THANK YOU

കേരള സർക്കാർ

സംഗ്രഹം

പബ്ലിക് റിലേഷൻസ് വകുപ്പ് - പത്രപ്രവർത്തക ക്ഷേമ - പെൻഷൻ പദ്ധതി - അംഗീകരിച്ചുകൊണ്ട് ഉത്തരവാകുന്നു.

പൊതുഭരണ (പി. ആർ. സി.) വകുപ്പ്

സർക്കാർ ഉത്തരവ് (പി) 7/93/പി. ആർ.

തിരുവനന്തപുരം, 1993 ആഗസ്റ്റ് 16.

ഉത്തരവ്

കേരളത്തിലെ പത്രപ്രവർത്തകർക്ക് ഒരു ക്ഷേമ - പെൻഷൻ പദ്ധതി നടപ്പിലാക്കണമെന്നത് ഗവൺമെന്റിന്റെ സജീവ പരിഗണനയിലുള്ള ഒരു കാര്യമായിരുന്നു. 1993-94- ലെ ബജറ്റ് പ്രസംഗത്തിൽ 1993 ഏപ്രിൽ മുതൽ വർക്കിംഗ് ജേർണലിസ്റ്റുകൾക്കായി ഒരു ക്ഷേമ-പെൻഷൻ നടപ്പിലാക്കുന്നതാണെന്ന് പ്രഖ്യാപിക്കുകയുണ്ടായി. വിശദമായ പരിശോധനയ്ക്കുശേഷം കേരളത്തിലെ പത്രപ്രവർത്തകർക്കായി ഒരു പെൻഷൻ പദ്ധതി താഴെപ്പറയുന്ന വിശദാംശങ്ങളോടെ 1993 ഏപ്രിൽ ഒന്നു മുതൽ നടപ്പിലാക്കുവാൻ ഗവൺമെന്റ് തീരുമാനിച്ചു ഉത്തരവാകുന്നു. ഈ പദ്ധതി പ്രകാരം കുറഞ്ഞത് 10 വർഷം എങ്കിലും സർവ്വീസുള്ള ഒരു പത്രപ്രവർത്തകന് പ്രതിമാസം ആയിരം രൂപയും, അഞ്ചു വർഷത്തെ സർവ്വീസുള്ളവർക്ക് 500 രൂപയും പെൻഷൻ ആയി ലഭിക്കുന്നതാണ്. അസുഖംമൂലം ജോലിയിൽ തുടരാൻ സാധിക്കാതെ വരുന്നവർ പ്രസിദ്ധീകരണം നിലച്ചതുമൂലം ജോലി നഷ്ടപ്പെട്ട പത്രപ്രവർത്തകർ എന്നിവരും ഈ പെൻഷന് അർഹതയുള്ളവരായിരിക്കും.

2. ഈ പദ്ധതിയുടെ നടത്തിപ്പിനായി ഓരോ പത്രപ്രവർത്തകനും തന്റെ വയസ്സിന്റെ അടിസ്ഥാനത്തിൽ ഒരു നിശ്ചിത തുക മാസവരിയായി നൽകേണ്ടതാണ്. ഈ തുകയും ഗവൺമെന്റ് വിഹിതവും ചേർന്ന് പെൻഷനുവേണ്ടി ഒരു ഫണ്ട് ഉണ്ടായിരിക്കും. പ്രാരംഭവിഹിതമായി ഗവൺമെന്റ് 10 ലക്ഷം രൂപ നൽകുന്നതാണ്. വരിക്കാർക്ക് വരിസംഖ്യ നേരിട്ട് ഈ അക്കൗണ്ടിൽ നിക്ഷേപിക്കാവുന്നതും തെളിവായി ഒരു പാസ്ബുക്ക് സൂക്ഷിക്കാവുന്നതുമാണ്.

ഈ പദ്ധതിയുടെ ആനുകൂല്യം പത്രപ്രവർത്തകരുടെ കുടുംബത്തിനും ലഭ്യമാകുന്നതാണ്. ഒരു പത്രപ്രവർത്തകൻ മരണപ്പെട്ടാൽ അദ്ദേഹത്തിന്റെ കുടുംബത്തിന് പെൻഷന്റെ 50 ശതമാനം ലഭിക്കുന്നതാണ്. ഇതിനായി കുടുംബത്തിലെ ഒരംഗത്തിനെ പത്രപ്രവർത്തകന് നാമനിർദ്ദേശം ചെയ്യാവുന്നതാണ്.

മുഖ്യമന്ത്രി ചെയർമാനും പബ്ലിക് റിലേഷൻസ് ഡയറക്ടർ കൺവീനറും പത്രപ്രവർത്തകരുടെ പ്രതിനിധികൾ അംഗങ്ങളായും ഉള്ള ഒരു സംസ്ഥാനതല മാനേജിംഗ് കമ്മിറ്റി രൂപീകരിക്കും. അപേക്ഷകളിൽ അന്തിമ തീരുമാനമെടുക്കുന്നതും, തർക്കങ്ങൾ പരിഹരിക്കുന്നതും, കാലാകാലങ്ങളിൽ പദ്ധതിക്കാവശ്യമായ മാറ്റങ്ങൾ വരുത്തുന്നതും ഈ കമ്മിറ്റിയായിരിക്കും. സാധാരണയായി ഒരു പത്രപ്രവർത്തകൻ റിട്ടയർ ചെയ്യുന്നതിന്റെ അടുത്തമാസം മുതൽ പെൻഷൻ ലഭിക്കുന്നതാണ്. വരിക്കാരന്റെ പാസ്ബുക്ക് പരിശോധിച്ചു ചെക്ക് നൽകുന്നതിനുള്ള അധികാരം പബ്ലിക് റിലേഷൻസ് ഡയറക്ടർക്കായിരിക്കും.

പദ്ധതിയുടെ നിയമാവലി, അപേക്ഷാ ഫോം മുതലായവ ഇതിനോടനുബന്ധമായി ചേർത്തിട്ടുണ്ട്.

ഗവർണ്ണറുടെ ഉത്തരവിൻ പ്രകാരം,

കെ. ജയകുമാർ,

സ്പെഷ്യൽ സെക്രട്ടറി,

(ടൂറിസം, കൾച്ചർ ആൻഡ് ഇൻഫർമേഷൻ)

- 1. അക്കൗണ്ടൻ്റ് ജനറൽ (എ ആൻഡ് ഇ) (ഓഡിറ്റ്), കേരള (ധനകാര്യ വകുപ്പിന്റെ അംഗീകാരത്തോടെ) പൊതുഭരണ (എസ്.സി.) വകുപ്പിന് (4-8-1993- ലെ ഒ. എ. 3 നമ്പർ കൗൺസിൽ തീരുമാനം).
- ധനകാര്യ വകുപ്പ്.
- നിയമ വകുപ്പ്.
- എല്ലാ ജില്ലാ ട്രഷറി ഓഫീസർമാർക്കും.
- ജനറൽ സെക്രട്ടറി, കേരള പത്രപ്രവർത്തക യൂണിയൻ, സ്റ്റേറ്റ് കമ്മിറ്റി ഓഫീസ്, കൊല്ലം.
- കരുതൽ ഫയൽ.
- ഓഫീസ് കോപ്പി.

1993 - ലെ കേരള സംസ്ഥാന പത്രപ്രവർത്തക പെൻഷൻ പദ്ധതി

ചട്ടങ്ങൾ

1. ചുരുക്കപ്പേരും, വ്യാപ്തിയും, പ്രാരംഭവും, - (1) ഈ ചട്ടങ്ങൾക്ക് 1993 - ലെ കേരള സംസ്ഥാന പത്രപ്രവർത്തക പെൻഷൻ പദ്ധതി ചട്ടങ്ങൾ എന്ന് പേർ പറയാം.

(2) ഇതിന് കേരള സംസ്ഥാനം മുഴുവൻ വ്യാപ്തി ഉണ്ടായിരിക്കുന്നതാണ്.

(3) ഈ ചട്ടങ്ങൾ ഉടനടി പ്രാബല്യത്തിൽ വരുന്നതും 1993 ഏപ്രിൽ മാസം 30-ാം തീയതിയോ അതിനുശേഷമോ ജോലിയിൽ നിന്ന് വിരമിച്ചവരോ വിരമിക്കുന്നവരോ ആയ എല്ലാ പത്രപ്രവർത്തകർക്കും ഈ ചട്ടങ്ങളിലെ മറ്റു വ്യവസ്ഥകൾക്കു വിധേയമായി ഈ പദ്ധതി പ്രകാരമുള്ള പെൻഷൻ ആനുകൂല്യങ്ങൾ ലഭിക്കുന്നതിന് അർഹതയുണ്ടായിരിക്കുന്നതാണ്.

2. **ലക്ഷ്യങ്ങൾ** - കേരള സംസ്ഥാനത്തുനിന്നും പ്രസിദ്ധീകരിക്കപ്പെടുന്ന പത്രങ്ങളിൽ വർക്കിംഗ് ജേർണലിസ്റ്റുകളായി സേവനമനുഷ്ടിച്ച ശേഷം ജോലിയിൽനിന്നു വിരമിക്കുന്നവരുടെയും അവരുടെ കുടുംബത്തിന്റെയും ക്ഷേമം അഭിവൃദ്ധിപ്പെടുത്തുന്നതു ലക്ഷ്യമാക്കി അവർക്ക് 'കേരള സംസ്ഥാന പത്രപ്രവർത്തക പെൻഷൻ പദ്ധതി എന്ന പേരിൽ ഒരു പെൻഷൻ പദ്ധതി ഏർപ്പെടുത്തുവാൻ ഉദ്ദേശിച്ചുകൊണ്ടുള്ളതാണ്.

3. **നിർവ്വചനങ്ങൾ** - (എ) "പത്രപ്രവർത്തകൻ" എന്നാൽ കേരള സംസ്ഥാനത്തുനിന്നും പ്രസിദ്ധീകരിക്കപ്പെടുന്ന ഒന്നോ അതിലധികമോ പത്രത്തിനുവേണ്ടി ജോലിചെയ്യുന്നവരും, 1955- ലെ വർക്കിംഗ് ജേർണലിസ്റ്റുകളുടെയും മറ്റ് വാർത്താപത്ര ജീവനക്കാരുടെയും (സേവന വ്യവസ്ഥകളും) പലവക വ്യവസ്ഥകളും ആക്ട് (1955 - ലെ 45) പ്രകാരം രൂപീകൃതമായിട്ടുള്ള വേജ്ബോർഡിന്റെ പരിധിയിൽ വരുന്നവരുമായ എല്ലാ ജേർണലിസ്റ്റുകളും എന്നർത്ഥമാകുന്നു.

(ബി) "കുടുംബം" എന്നാൽ പത്രപ്രവർത്തകന്റെ ഭാര്യ അല്ലെങ്കിൽ ഭർത്താവ്, ഇരുപത്തിയഞ്ചു വയസ് കവിയുകയോ വിവാഹിതരാവുകയോ ചെയ്തിട്ടില്ലാത്ത അവരുടെ കുട്ടികൾ, പത്രപ്രവർത്തകനെ ആശ്രയിച്ചുകഴിയുന്ന മാതാപിതാക്കൾ എന്നർത്ഥമാകുന്നു.

(സി) "ഭരണസമിതി" എന്നാൽ 10-ാം ചട്ടപ്രകാരമുള്ള ഭരണസമിതി എന്നർത്ഥമാകുന്നു.

(ഡി) "സേവനം" എന്നാൽ കേരള സംസ്ഥാനത്തുനിന്നും പ്രസിദ്ധീകരിക്കപ്പെടുന്ന ഒന്നോ ഒന്നിലധികമോ പത്രത്തിനുവേണ്ടി തുടർച്ചയായോ അല്ലെങ്കിൽ ഇടവേളകളോടുകൂടിയോ ഒരു പത്രപ്രവർത്തകൻ എന്ന നിലയിൽ ജോലി ചെയ്തിട്ടുള്ള മൊത്തം കാലയളവ് എന്നർത്ഥമാകുന്നു.

(ജി) "ജോലിയിൽ നിന്നു വിരമിക്കുക" എന്നാൽ ഏതെങ്കിലും സ്ഥാപനത്തിൽ പത്രപ്രവർത്തകനായി സേവനമനുഷ്ടിച്ചവരവെ ജോലിയിൽനിന്നു മുറപ്രകാരം റിട്ടയർ ചെയ്യുകയോ, സ്ഥാപനത്തിന്റെ പ്രവർത്തനം നിലച്ചുപോയതിനാൽ ജോലിയിൽ തുടരാൻ കഴിയാതെ വരുകയോ, അഥവാ മനോരോഗം കാരണത്താൽ ജോലിയിൽ തുടരാൻ കഴിയാതെ പോകുകയോ ചെയ്യുക എന്നർത്ഥമാകുന്നു.

(എഫ്) "സ്ഥാപനം" എന്നാൽ കേരള സംസ്ഥാനത്തുനിന്നും പ്രസിദ്ധീകരിക്കപ്പെടുന്നതും, 1955 - ലെ വർക്കിംഗ് ജേർണലിസ്റ്റുകളുടെയും മറ്റു പത്രജീവനക്കാരുടെയും (സേവന വ്യവസ്ഥകളും) പലവക വ്യവസ്ഥകളും ആക്ട് (1955 - ലെ 45) ബാധകമായിട്ടുള്ളതുമായ പത്ര പ്രസിദ്ധീകരണ സ്ഥാപനങ്ങൾ എന്നർത്ഥമാകുന്നു.

(ജി) 'പദ്ധതി' എന്നാൽ ഈ ചട്ടങ്ങൾ പ്രകാരമുള്ള പത്രപ്രവർത്തക പെൻഷൻ പദ്ധതി എന്നർത്ഥമാകുന്നു.

4. **അർഹത** - താഴെപറയുന്ന പ്രകാരമുള്ള ഏതൊരു പത്രപ്രവർത്തകനും ഈ പദ്ധതിയിൻകീഴിൽ പെൻഷൻ അർഹതയുണ്ടായിരിക്കുന്നതാണ്.

(1) തുടർച്ചയായോ അല്ലെങ്കിൽ ഇടവേളകളോടുകൂടിയോ കുറഞ്ഞത് പത്തുവർഷക്കാലത്തെ സേവനത്തിനുശേഷം ജോലിയിൽ നിന്നു വിരമിക്കുകയും ഈ പെൻഷൻ പദ്ധതിയിൽ അംഗമായിരിക്കുകയും ചെയ്യുന്ന ഒരാൾ.

(2) തന്റേതല്ലാത്ത കാരണത്താൽ പത്തുവർഷക്കാലത്തെ സേവനം പൂർത്തിയാക്കാൻ കഴിയാതെ പോകുകയും, ജോലി ഇല്ലാതാകുകയും എന്നാൽ മൊത്തം അഞ്ചുവർഷത്തിൽ കുറയാതുള്ള കാലം ജോലി ചെയ്യുകയും ഈ പദ്ധതിയിൽ അംഗമായിരിക്കുകയും ചെയ്യുന്ന ഒരാൾ

എന്നാൽ ഈ ഉപചട്ടത്തിൽ പറഞ്ഞിരിക്കുന്ന ഒരാൾക്ക് ഈ ചട്ടങ്ങൾ പ്രകാരം അനുവദനീയമായ പെൻഷൻ തുകയുടെ അൻപതുശതമാനത്തിൽ കൂടുതൽ പെൻഷൻ അർഹതയുണ്ടായിരിക്കുന്നതല്ല.

കൂടാതെ, ഈ പദ്ധതിയിൽ ഒരിക്കൽ അംഗമായി ചേരുകയും പെൻഷൻ ആനുകൂല്യങ്ങൾ നേടുകയും ചെയ്യുകയോ, ഇടയ്ക്കുവെച്ച് അംഗത്വം നഷ്ടമാകുകയോ ഉപേക്ഷിക്കുകയോ ചെയ്യുകയും ഈ ചട്ടങ്ങൾ പ്രകാരം ലഭ്യമായ പെൻഷൻ വാങ്ങുകയും ചെയ്ത ഒരാൾക്ക് വീണ്ടും ഈ പദ്ധതിയിൽ അംഗമാകുകയോ പെൻഷൻ അർഹനാകുകയോ ചെയ്യാവുന്നതല്ല.

5. പെൻഷൻ നിധി - (1) ഈ പദ്ധതി പ്രകാരമുള്ള പെൻഷൻ നൽകുന്നതിലേക്ക് ഒരു പെൻഷൻനിധി രൂപീകരിക്കേണ്ടതാണ്.

(2) നിധിയിൽ താഴെ പറയുന്നവ വരവുകൊള്ളിക്കേണ്ടതാണ് -

- (എ) സർക്കാർ വിഹിതം
- (ബി) പത്രപ്രവർത്തകർ മാസം തോറും അടയ്ക്കുന്ന അംശദായം.
- (സി) പത്രഉടമകളിൽ നിന്നും ലഭിക്കുന്ന ഏതൊരു സംഭാവനയും.

(3) ചട്ടം 10 പ്രകാരമുള്ള ഭരണസമിതിയിൽ നിധി നിക്ഷിപ്തമായിരിക്കുന്നതും, പ്രസ്തുത ഭരണസമിതി ഈ പദ്ധതിപ്രകാരമുള്ള പെൻഷൻ നൽകുന്നതിന് അത് ഉപയോഗിക്കേണ്ടതുമാണ്.

6. പത്രപ്രവർത്തകരെ അംഗമായി രജിസ്റ്റർ ചെയ്യൽ - പതിനെട്ട് വയസ് പൂർത്തിയായിരിക്കുകയും എന്നാൽ അറുപതു വയസ് പൂർത്തിയാകാതിരിക്കുകയും ഒരു പത്രപ്രവർത്തകനായി ജോലി ചെയ്യുകയും ചെയ്യുന്ന ഏതൊരാൾക്കും ഈ പദ്ധതിയിൽ ഒരംഗമായി രജിസ്റ്റർ ചെയ്യുന്നതിന് അർഹതയുണ്ടായിരിക്കുന്നതാണ്.

എന്നാൽ ഈ ചട്ടങ്ങൾ പ്രാബല്യത്തിൽ വരുന്ന സമയത്തു പത്രപ്രവർത്തകനായിരിക്കുന്ന ഒരാൾ ഇത് പ്രാബല്യത്തിൽ വന്ന് ആറുമാസത്തിനകം ഒരംഗമായി രജിസ്റ്റർ ചെയ്യേണ്ടതാണ്.

(2) അംഗമായി രജിസ്റ്റർ ചെയ്യുന്നതിനുള്ള അപേക്ഷ നിർദ്ദിഷ്ട ഫാറത്തിൽ (അനുബന്ധം-1) ഭരണസമിതിയുടെ കൺവീനർക്ക് നൽകേണ്ടതാണ്.

(3) ഓരോ അപേക്ഷയോടുംമൊപ്പം, അപേക്ഷകൻ ജോലി ചെയ്യുന്ന സ്ഥാപനത്തിന്റെ പേര്, അപേക്ഷകന്റെ ജോലി, അയാൾ ജോലിയിൽ പ്രവേശിച്ച തീയതി, സ്ഥാപനത്തിലെ റെക്കാർഡ് പ്രകാരമുള്ള അയാളുടെ ജനനത്തീയതി എന്നിവ സംബന്ധിച്ച് അയാൾ ജോലി ചെയ്യുന്ന സ്ഥാപനത്തിന്റെ ഉടമ നൽകിയിട്ടുള്ള ഒരു സ്റ്റേറ്റുമെന്റ് കൂടി വയ്ക്കേണ്ടതാണ്.

(4) ഈ ചട്ടങ്ങൾ പ്രകാരമുള്ള ഒരു അപേക്ഷ കൺവീനറോ അദ്ദേഹം അധികാരപ്പെടുത്തിയ ഓഫീസറോ സ്വീകരിക്കേണ്ടതും, അപേക്ഷകന്റെ പേരും മറ്റു വിവരങ്ങളും ഇതിലേക്കായി സൂക്ഷിച്ചിട്ടുള്ള അംഗത്വ രജിസ്റ്ററിൽ ചേർക്കുന്നതിന് ആവശ്യമായ നടപടി സ്വീകരിക്കേണ്ടതുമാണ്.

7. അംഗത്വം സംബന്ധമായ പൊതുവ്യവസ്ഥകൾ - (1) ഒരു അംഗത്തിന് അറുപതു വയസ് പൂർത്തിയാകുകയോ, അംഗമായശേഷം നാല്പതുവർഷം പൂർത്തിയാകുകയോ, രണ്ടിൽ ഏതാണോ ആദ്യം സംഭവിക്കുന്നത് അപ്പോൾ, അയാൾക്ക് ഈ പദ്ധതി പ്രകാരമുള്ള പെൻഷൻ അർഹതയുണ്ടായിരിക്കുന്നതാണ്.

(2) ഒരു അംഗം ഒരുവർഷത്തിൽ കുറയാത്ത കാലത്തേക്ക് പത്രപ്രവർത്തകനായി ജോലിയിൽ ഏർപ്പെടാതിരിക്കുകയാണെങ്കിൽ അയാൾക്ക് ഈ പദ്ധതിയിൽ ഉള്ള അംഗത്വം സ്വമേധയാ റദ്ദായി പോകുന്നതാണ്.

(3) ഒരു അംഗം തുടർച്ചയായി ആറുമാസത്തിൽ കൂടുതൽ കാലം അയാളുടെ അംഗദായം അടയ്ക്കാതിരിക്കുന്നപക്ഷം അയാളുടെ അംഗത്വം സ്വമേധയാ റദ്ദായിപോകുന്നതാണ്.

എന്നാൽ അയാൾക്ക് ജോലിയിൽ ഏർപ്പെടാനോ അംഗദായം അടയ്ക്കാനോ കഴിയാതിരുന്നതു ന്യായമായ കാരണങ്ങളാണെന്ന് ബോധ്യപ്പെടുന്നപക്ഷം, അയാൾ നിധിയിലേക്കുള്ള അംഗദായകുടിശ്ശിക മുഴുവൻ അടച്ചുതീർക്കുന്നതിന്മേൽ, ഭരണസമിതി അയാളുടെ അംഗത്വം പുനഃസ്ഥാപിച്ചുകൊടുക്കേണ്ടതാണ്.

എന്നാൽ, ഒരംഗത്തിന് മൂന്നുതവണയിൽ കൂടുതൽ ഇപ്രകാരം അംഗത്വം പുനഃസ്ഥാപിച്ചു കൊടുക്കാവുന്നതല്ല.

(4) അംഗത്വം നഷ്ടപ്പെട്ട ഒരംഗത്തിന്, അയാൾ പദ്ധതിയിൽ അതുവരെ അടച്ചിട്ടുള്ള തുക, അയാൾ അംഗമല്ലാതായ തീയതി മുതൽ ഒരു വർഷത്തിനുശേഷം മടക്കിക്കിട്ടാൻ അർഹതയുണ്ടായിരിക്കുന്നതാണ്.

8. നിധിയിലേക്കുള്ള അംഗദായം - ഓരോ അംഗവും താഴെപ്പറയുന്ന പ്രകാരമുള്ള നിശ്ചിതതുക പ്രതിമാസം നിധിയിലേക്ക് അംഗദായമായി നൽകേണ്ടതാണ്.

- (1) 18 വയസ് മുതൽ 35 വയസ് വരെ 25 രൂപ.
- (2) 36 മുതൽ 45 വയസ് വരെ 30 രൂപ.
- (3) 46 വയസ് മുതൽ 60 വയസ് വരെ 40 രൂപ.

9. അംഗദായം സ്വീകരിക്കുന്ന വിധം - (1) ഓരോ അംഗവും അയാൾ നിധിയിലേക്ക് നൽകേണ്ട അംഗദായം എല്ലാ മാസവും പത്താംതീയതിക്കുമുമ്പായി അയാൾ ജോലിചെയ്യുന്ന സ്ഥാപനം സ്ഥിതിചെയ്യുന്ന ജില്ലയിലെ ജില്ലാ ട്രഷറിയിൽ ഇതിലേക്കായി ഗവൺമെന്റ് തുറക്കുന്ന കേന്ദ്രീകൃത അക്കൗണ്ടിൽ നിക്ഷേപിക്കേണ്ടതാണ്. 1993 സെപ്റ്റംബർ മാസം ഒന്നാം തീയതി മുതൽ അംഗദായം അടച്ച് തുടങ്ങേണ്ടതാണ്. ഓരോ അംഗത്തിനും ഫോട്ടോ പതിച്ച പാസ്ബുക്ക് നൽകുന്നതാണ്. അതിൽ ഓരോ മാസവും അയാൾ അടയ്ക്കുന്ന തുകയും, തുക അടച്ച തീയതിയും, അതുവരെ അടച്ച ആകെ തുകയും രേഖപ്പെടുത്തിയിരിക്കണം.

പാസ് ബുക്കിൽ കാണിച്ചിട്ടുള്ള വിവരങ്ങൾ ഈ പദ്ധതിപ്രകാരമുള്ള പെൻഷൻ ആനുകൂല്യങ്ങൾ കണക്കാക്കുന്നതിനുള്ള അടിസ്ഥാന രേഖയും തെളിവുമാത്രമായി കണക്കാക്കുന്നതാണ്.

ഒരംഗത്തിന് പാസ്ബുക്ക് നഷ്ടപ്പെട്ടുപോകുന്ന സംഗതിയിൽ, വിലയായി 10 രൂപ വാങ്ങിയശേഷം, ഒരു ഡ്യൂപ്ലിക്കേറ്റ് പാസ്ബുക്ക് നൽകുന്നതാണ്.

(2) ഓരോ മാസവും അടയ്ക്കേണ്ട അംഗദായം അടയ്ക്കുന്നതിൽ വീഴ്ച വരുത്തുന്ന ഒരംഗത്തിന്, കുടിശ്ശികത്തുക മുഴുവൻ പലിശസഹിതം ഒരുമിച്ച് അടച്ചുതീർക്കുന്നതിന് അവകാശമുണ്ടായിരിക്കും. എന്നാൽ തുടർച്ചയായി ആറു മാസത്തിൽ കൂടുതൽ വീഴ്ചവരുത്തുന്ന ഒരു അംഗത്തിന് ഈ അവകാശം ഉണ്ടായിരിക്കുന്നതല്ല.

10. ഭരണസമിതി - ഈ പദ്ധതിയുടെ നടത്തിപ്പിനു താഴെ പറയുന്നവർ അടങ്ങുന്ന ഏഴ് അംഗങ്ങളിൽ കവിയാത്ത ഒരു ഭരണസമിതി ഉണ്ടായിരിക്കുന്നതാണ്.

- (എ) മുഖ്യമന്ത്രി (ചെയർമാൻ).
- (ബി) പബ്ലിക് റിലേഷൻസ് ഡയറക്ടർ (കൺവീനർ).
- (സി) സർക്കാർ പ്രതിനിധികൾ.
- (ഡി) പത്രപ്രവർത്തക പ്രതിനിധികൾ.

11. ഭരണസമിതിയുടെ അധികാരങ്ങൾ - (i) പെൻഷൻ അപേക്ഷകൾ പരിഗണിച്ച് അർഹരായ അപേക്ഷകർക്ക് പെൻഷൻ അനുവദിക്കുക. 16-ഉം 17-ഉം ചട്ടങ്ങൾ പ്രകാരം അപേക്ഷ നിരസിക്കുക, പുനരാലോചന ചെയ്യുക തുടങ്ങിയവ.

(ii) ചട്ടം 7-ൽ പറയുന്നപ്രകാരം അംഗത്വം നഷ്ടപ്പെട്ടവരുടെ അപേക്ഷകൾ പരിഗണിച്ച് അർഹരായവർക്ക് അംഗത്വം പുനഃസ്ഥാപിച്ചു കൊടുക്കുക.

(iii) പദ്ധതിയുടെ കാലോചിതമായ വികസനം ആസൂത്രണം ചെയ്യുക.

(iv) ഭരണസമിതിക്ക് അതിന്റെ ഏതെങ്കിലും അധികാരങ്ങൾ തങ്ങളുടെ ഇടയിൽനിന്ന് മൂന്നംഗങ്ങളുള്ള ഒരു ഉപസമിതിക്ക് ഏൽപ്പിച്ചുകൊടുക്കാവുന്നതാണ്.

12. പെൻഷൻ തുക - (i) പ്രതിമാസ പെൻഷൻ തുക ആയിരം രൂപ ആയിരിക്കുന്നതാണ്.

(ii) മൂന്നുവർഷത്തിലൊരിക്കൽ ആവശ്യമെന്നുണ്ടാൽ പെൻഷൻ തുകയും അംശദായവും പുനർനിർണ്ണയം ചെയ്യാവുന്നതാണ്.

13. സർക്കാർ സഹായം - സർക്കാരിന്റെ സാമ്പത്തികസഹായം 10 ലക്ഷം രൂപയായിരിക്കും.

14. പെൻഷൻ അപേക്ഷ നൽകുന്ന വിധം - (1) ഒരംഗം, അയാൾക്ക് അറുപത് വയസ് തികയുകയോ അല്ലെങ്കിൽ അംഗമായശേഷം നാൽപ്പതുവർഷം പൂർത്തിയാകുകയോ ചെയ്യാറാകുമ്പോൾ നിശ്ചിത ഫാറത്തിൽ (അനുബന്ധം- 11) ഭരണസമിതിയുടെ കൺവീനർക്ക് ഒരു അപേക്ഷ നൽകേണ്ടതാണ്. സാധാരണഗതിയിൽ അയാൾ തന്റെ റിട്ടയർമെന്റിന് മൂന്നുമാസം മുൻപ് പ്രസ്തുത അപേക്ഷ നൽകിയിരിക്കണം.

അപേക്ഷയോടൊപ്പം, അയാൾ ജോലിചെയ്യുന്ന സ്ഥാപനത്തിന്റെ ഉടമയിൽ നിന്നോ, ജോലിചെയ്യുന്ന ജില്ലയിലെ വർക്കിംഗ് ജേർണലിസ്റ്റ് യൂണിയന്റെ പ്രസിഡൻ്റ് അല്ലെങ്കിൽ സെക്രട്ടറിയിൽ നിന്നോ വാങ്ങിയിട്ടുള്ള തൊഴിൽസർട്ടിഫിക്കറ്റ് കൂടി ഹാജരാക്കേണ്ടതാണ്.

(2) അംഗമായിരിക്കവേ മരിച്ചുപോയിട്ടുള്ളവരുടെ സംഗതിയിൽ കുടുംബത്തിന് കുടുംബപെൻഷൻ അപേക്ഷ നൽകാവുന്നതാണ്.

15. പെൻഷൻ അനുവദിക്കുന്ന വിധം - (1) അപേക്ഷ ലഭിച്ചുകഴിഞ്ഞ് ഒരു മാസത്തിനുള്ളിൽ ഭരണസമിതിയോ അത് അധികാരപ്പെടുത്തുന്ന ഉപസമിതിയോ അതു പരിഗണിച്ച് തീരുമാനം എടുക്കേണ്ടതും അതനുസരിച്ചുള്ള ഒരു ഉത്തരവ് കൺവീനർ നൽകേണ്ടതുമാണ്.

(2) ഏതെങ്കിലും കാരണവശാൽ സമിതിക്ക് മേൽപ്പറഞ്ഞ ഒരു മാസത്തിനുള്ളിൽ യോഗം ചേരാൻ സാധിക്കാത്തപക്ഷം, കൺവീനർക്ക് തനിക്ക് ഉത്തമബോധ്യമുള്ള അപേക്ഷകളിൽമേൽ മൂന്നുമാസക്കാലത്തേക്ക് താൽക്കാലികമായി പെൻഷൻ അനുവദിച്ച് ഉത്തരവ് നൽകാവുന്നതാണ്. ഭരണസമിതിയുടെ തൊട്ടടുത്ത യോഗത്തിൽ തന്നെ താൽക്കാലികപെൻഷൻ അനുവദിക്കപ്പെട്ടിട്ടുള്ള അപേക്ഷകളിന്മേൽ തീരുമാനം എടുക്കേണ്ടതാണ്.

(3) ഭരണസമിതി തീരുമാനം എടുക്കുന്നത് ഏത് തീയതിയിലായാലും അപേക്ഷകൻ റിട്ടയർ ചെയ്ത തീയതിക്ക് തൊട്ടടുത്ത മാസം ഒന്നാം തീയതി മുതൽ അയാൾക്ക് പെൻഷൻ അനുവദിക്കേണ്ടതാണ്.

16. അപേക്ഷ നിരസിക്കൽ - ഭരണസമിതിക്ക്, മതിയായ കാരണങ്ങളുണ്ടെന്ന് കണ്ടാൽ, ഏതൊരംഗത്തിനും പെൻഷൻ നിരസിക്കുവാനുള്ള അധികാരമുണ്ടായിരിക്കും. നിരസിക്കാനുള്ള കാരണം അപേക്ഷയിൽ രേഖപ്പെടുത്തുകയും അത് അപേക്ഷകനെ അറിയിക്കുകയും ചെയ്യേണ്ടതാണ്.

17. പുനരാലോചന - (1) നിരസിക്കപ്പെട്ട ഒരു അപേക്ഷ സ്വമേധയായോ, മറുതരത്തിലോ

പുനരാലോചനക്കെടുത്ത് പെൻഷൻ അനുവദിക്കുവാൻ ഭരണസമിതിക്ക് പൂർണ്ണമായ അധികാരം ഉണ്ടായിരിക്കും.

(2) നിരസിക്കപ്പെട്ട അപേക്ഷകന്, അപേക്ഷ നിരസിച്ച വിവരം കിട്ടി മൂന്നുമാസത്തിനകം തന്റെ അപേക്ഷ പുനരാലോചിക്കണമെന്ന് ഭരണസമിതിയോട് രേഖാമൂലം അപേക്ഷിക്കാവുന്നതാണ്. ഭരണ സമിതിയുടെ അതിർമേലുള്ള തീരുമാനം അന്തിമമായിരിക്കുന്നതാണ്.

18. കുടുംബപെൻഷൻ - (1) പെൻഷൻ ലഭിച്ചുകൊണ്ടിരിക്കുന്ന ഒരാൾക്ക് മരണം സംഭവിച്ചാൽ അയാൾ വാങ്ങിക്കൊണ്ടിരുന്ന പെൻഷന്റെ അൻപത് ശതമാനം തുക കുടുംബപെൻഷായി നൽകുന്നതാണ്.

(19) നാമനിർദ്ദേശം - (1) ഓരോ അപേക്ഷകനും അയാളുടെ കുടുംബത്തിലെ ഒരംഗത്തെ നാമനിർദ്ദേശം ചെയ്യേണ്ടതാണ്. ഈ നാമനിർദ്ദേശത്തിന്റെ അടിസ്ഥാനത്തിലായിരിക്കും ഒരംഗത്തിന്റെ മരണാനന്തരം അയാൾക്കർഹപ്പെട്ട തുകകൾ നൽകുന്നതും കുടുംബപെൻഷൻ അനുവദിക്കുന്നതും.

(2) സ്വന്തമായി കുടുംബം ഇല്ലാത്ത ഒരംഗത്തിന് തന്റെ ബന്ധുവോ സഹായിയോ ആയ ഏതൊരാളേയും നാമനിർദ്ദേശം ചെയ്യാവുന്നതാണ്. എന്നാൽ പിന്നീട് കുടുംബം ഉണ്ടാകുന്ന സംഗതിയിൽ അപ്രകാരമുള്ള നാമനിർദ്ദേശം സ്വമേധയാ റദ്ദാക്കുന്നതാണ്.

(3) ഒരിക്കൽ നാമനിർദ്ദേശം ചെയ്തു കഴിഞ്ഞാൽ അതിന് മാറ്റം വരുത്താവുന്നതല്ല. എന്നാൽ നാമനിർദ്ദേശം ചെയ്യപ്പെട്ടയാൾ മരിച്ചുപോകുകയോ (2)-ാം ഉപചട്ടത്തിൽ പറഞ്ഞ പ്രകാരമുള്ള പ്രത്യേക സാഹചര്യങ്ങളിലോ ഭരണസമിതിക്ക് വീണ്ടുമുള്ള നാമനിർദ്ദേശം അനുവദിക്കാവുന്നതാണ്. ഇതിലേക്കുള്ള അപേക്ഷ കൺവീനർക്കും നൽകേണ്ടതാണ്.

20. പണം നൽകൽ - പെൻഷൻ തുക എല്ലാമാസവും 6-ാം തീയതിക്ക് ശേഷം ജില്ലാ ട്രഷറിയിൽനിന്നും ചെക്ക് മുഖേന നൽകുന്നതാണ്.

21. പെൻഷൻ റദ്ദാക്കൽ - പെൻഷൻ അനുവദിച്ചത് തെറ്റായ കാരണങ്ങളിൽമേലാണെന്നോ, തെറ്റായ വിവരങ്ങൾ നൽകി കബളിപ്പിച്ച് അനുവദിച്ചതാണെന്നോ ഏതെങ്കിലും സമയത്ത് ബോധ്യപ്പെടുന്നപക്ഷം, ഭരണസമിതിക്ക്, അനുവദിച്ച പെൻഷൻ ഉടൻടി റദ്ദാക്കാവുന്നതാണ്. ആ സംഗതിയിൽ വാങ്ങിയ തുക മുഴുവൻ അതു വാങ്ങിയ ആൾ തിരിച്ചടയ്ക്കുവാൻ ബാധ്യസ്ഥനാകുന്നതാണ്. എന്നാൽ ഒരാളുടെ പെൻഷൻ റദ്ദാക്കുന്നതിന് മുൻപ്, അയാൾക്ക് പറയുവാനുള്ളത് പറയാനുള്ള അവസരം നൽകിയിരിക്കണം.

22. പദ്ധതി ഭേദഗതി ചെയ്യൽ - ഗവൺമെന്റിന് സ്വമേധയായോ അല്ലെങ്കിൽ ഭരണസമിതിയുടെ ശുപാർശയിൻമേലോ ഈ ചട്ടങ്ങളിൽ, പിൻകാല പ്രാബല്യത്തോടെയോ, മുൻകാല പ്രാബല്യത്തോടെയോ എന്തെങ്കിലും കൂട്ടിച്ചേർക്കുകയോ ഭേദഗതി വരുത്തുകയോ, വ്യത്യാസം വരുത്തുകയോ ചെയ്യാവുന്നതാണ്.

23. വ്യാഖ്യാനവും വിശദീകരണവും - ഈ പദ്ധതി നടപ്പാക്കുന്നതിലോ, ചട്ടങ്ങൾ വ്യാഖ്യാനിക്കുന്നതിലോ എന്തെങ്കിലും സംശയങ്ങൾ ഉണ്ടാകുകയോ, ഏതെങ്കിലും പ്രത്യേകകാര്യത്തെ സംബന്ധിച്ച് വിശദീകരണം ആവശ്യമായി വരികയോ ചെയ്യുന്ന പക്ഷം, ഭരണസമിതി അത് ഗവൺമെന്റിലേക്ക് റഫർ ചെയ്യേണ്ടതും അതിൻമേൽ ഗവൺമെന്റിന്റെ തീരുമാനം അന്തിമമായിരിക്കുന്നതുമാണ്.

അനുബന്ധം 1



കേരള സർക്കാർ
സംഗ്രഹം

ഇൻഫർമേഷൻ & പബ്ലിക് റിലേഷൻസ് വകുപ്പ്—2021-22 കാലയളവിലെ പ്രിന്റ് മീഡിയ ലിസ്റ്റും, പരസ്യനിരക്കും പരിഷ്കരിച്ച് ഉത്തരവ് പുറപ്പെടുവിക്കുന്നു

ഇൻഫർമേഷൻ & പബ്ലിക് റിലേഷൻസ് (ഡി) വകുപ്പ്

സ. ഉ. (അച്ചടി) നമ്പർ 5/2021/ഐ. & പി.ആർ.ഡി.

തിരുവനന്തപുരം, 2021 ഒക്ടോബർ 11.

- പരാമർശം:—(1) 10-12-2020-ലെ സ. ഉ. (അച്ചടി) നമ്പർ 2/2020/ഐ & പി.ആർ.ഡി.
- (2) 22-6-2021-ലെ സ.ഉ. (സാധാ.) നമ്പർ 94/2021/ഐ & പി.ആർ.ഡി.
- (3) ഡി.പി.ആറും, ദി ഹിന്ദു, ടൈംസ് ഓഫ് ഇന്ത്യ, എക്കണോമിക് ടൈംസ്, ബിസിനസ് സ്റ്റാൻഡേർഡ്, കേരള ഹെറാൾഡ് എന്നീ പത്രങ്ങളുടെ പരസ്യവിഭാഗം മാനേജർമാരും തമ്മിൽ ഏർപ്പെട്ട 2-7-2021-ലെ ഡി1/113/2020/ഐ.&പി.ആർ. നമ്പർ റേറ്റ് കോൺട്രാക്ട് എഗ്രിമെന്റുകൾ.
- (4) ഡി.പി.ആറും, എക്സ്പ്രസ് വാർത്ത ദിനപ്പത്രത്തിന്റെ പരസ്യവിഭാഗം മാനേജറും തമ്മിൽ ഏർപ്പെട്ട 25-2-2021-ലെ 2656222/ഡി1/2018/ഐ & പി.ആർ. നമ്പർ റേറ്റ് കോൺട്രാക്ട് എഗ്രിമെന്റ്.

ഉത്തരവ്

1. പരാമർശം (1)-ലെ സർക്കാർ ഉത്തരവ് പ്രകാരം സർക്കാർ പരസ്യങ്ങൾ അച്ചടി മാധ്യമങ്ങളിൽ പ്രസിദ്ധീകരിക്കുന്നത് സംബന്ധിച്ച നയവും, നടപടിക്രമങ്ങളും, മാർഗ്ഗനിർദ്ദേശങ്ങളും, പരസ്യനിരക്കുകളും മീഡിയ ലിസ്റ്റും പരിഷ്കരിച്ച് ഉത്തരവ് പുറപ്പെടുവിച്ചിരുന്നു.

2. ഇംഗ്ലീഷ് പത്രങ്ങൾക്ക് പരസ്യനിരക്കുകൾ നിശ്ചയിക്കുമ്പോൾ നൽകിക്കൊണ്ടിരുന്ന പ്രീമിയം നിർത്തലാക്കിയതുമൂലം പരിഷ്കരിച്ച പരസ്യനിരക്ക് പഴയ നിരക്കിനേക്കാൾ കുറവായ ഇംഗ്ലീഷ് ദിനപ്പത്രങ്ങൾക്കുണ്ടായ സാമ്പത്തിക നഷ്ടം പരിഹരിക്കുന്നതിലേക്കായി പരാമർശം (2) പ്രകാരം അവയുടെ പരസ്യനിരക്ക് പരിഷ്കരിച്ചുകൊണ്ട് ഉത്തരവ് പുറപ്പെടുവിക്കുകയും, പ്രസ്തുത പരസ്യനിരക്കുകൾ പരാമർശം (3) പ്രകാരം പത്രസ്ഥാപനങ്ങൾ അംഗീകരിക്കുകയും ചെയ്തിട്ടുണ്ട്.

3. പരാമർശം (4) പ്രകാരം റേറ്റ് കോൺട്രാക്ട് എഗ്രിമെന്റിൽ ഏർപ്പെട്ടിട്ടുള്ള എക്സ്പ്രസ് വാർത്ത ദിനപ്പത്രത്തെ പുതുതായി ഉൾപ്പെടുത്തിക്കൊണ്ടും, പരാമർശം (2) പ്രകാരം പരസ്യനിരക്ക് വർദ്ധിപ്പിച്ച ഇംഗ്ലീഷ് ദിനപ്പത്രങ്ങൾ ഒഴികെ ബാക്കി എല്ലാ ദിനപ്പത്രങ്ങളുടേയും പരാമർശം (1)-ൽ പ്രതിപാദിച്ചിട്ടുള്ള പരസ്യനിരക്ക് അതേപടി നിലനിർത്തിക്കൊണ്ടും, ഇംഗ്ലീഷ് ദിനപ്പത്രങ്ങളുടെ പുതുക്കിയ പരസ്യനിരക്ക് ഉൾപ്പെടുത്തിക്കൊണ്ടും 2021-2022 കാലഘട്ടത്തിലെ മീഡിയ ലിസ്റ്റ് പരിഷ്കരിച്ചുകൊണ്ട് ഉത്തരവ് പുറപ്പെടുവിക്കുന്നു. പരസ്യനിരക്ക് പുതുക്കി അനുവദിച്ച ഇംഗ്ലീഷ് ദിനപ്പത്രങ്ങളുടെ നിരക്കിന് 2-7-2021 തീയതി മുതലും, മറ്റ് പത്രങ്ങളുടെ പരസ്യനിരക്കുകൾക്ക് 2021 ഏപ്രിൽ 1 മുതലും മുൻകാലപ്രാബല്യം ഉണ്ടായിരിക്കും. മീഡിയ ലിസ്റ്റിൽ ഉൾപ്പെട്ട എല്ലാ ദിനപ്പത്രങ്ങളിൽ നിന്നും 15% ഡിസ്കൗണ്ട് ഈടാക്കുന്നതാണ്. സർക്കാർ വകുപ്പുകളും അനുബന്ധ സർക്കാർ, അർദ്ധ സർക്കാർ സ്ഥാപനങ്ങളും പി.ആർ.ഡി. മുഖാന്തിരമോ അല്ലാതെ നേരിട്ടോ പ്രസിദ്ധീകരണത്തിന് നൽകുന്ന എല്ലാ പരസ്യങ്ങൾക്കും 15% ഡിസ്കൗണ്ട് ബാധകമായിരിക്കും. മീഡിയ ലിസ്റ്റിൽ ഉൾപ്പെട്ട എല്ലാ ദിനപ്പത്രങ്ങൾക്കും കാലാകാലങ്ങളിൽ ബാധകമായ ചരക്ക് സേവന നികുതി ലഭിക്കുന്നതിന് അർഹതയുണ്ടായിരിക്കും. പരിഷ്കരിച്ച മീഡിയ ലിസ്റ്റ്, പരസ്യനിരക്ക് എന്നിവയ്ക്ക് ഇതു സംബന്ധിച്ച പുതിയ സർക്കാർ ഉത്തരവ് നിലവിൽ വരുന്നതുവരെ സാധുത ഉണ്ടായിരിക്കുന്നതാണ്.

MALAYALAM DAILIES

'G' Category

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per Sq.cm.</i>	<i>Category</i>
(1)	(2)	(3)	(4)	(5)	(6)
1	Malayala Manorama	Thiruvananthapuram	247271	124	E
		Kollam	216637	108	E
		Pathanamthitta	167316	84	C
		Kottayam	302218	151	E
		Alappuzha	173473	87	C
		Ernakulam	355951	178	E
		Palakkad	147437	74	C
		Thrissur	221020	111	E
		Malappuram	141606	71	C
		Kozhikode	240247	120	E
		Kannur	145556	73	C
		New Delhi	11301	6	B
		All Kerala Editions	2358732	1179	G
All India Editions	2370033	1185	G		

(1)	(2)	(3)	(4)	(5)	(6)
2	Mathrubhumi	Thiruvananthapuram	166033	83	C
		Kollam	109247	55	C
		Kottayam	91406	46	C
		Alappuzha	80337	40	C
		Ernakulam	154188	77	C
		Thrissur	180202	90	C
		Palakkad	99066	50	C
		Malappuram	70644	35	C
		Kozhikode	202316	101	E
		Kannur	183568	92	C
		All Kerala Editions	1337007	669	G

'F' Category

3	Deshabhimani	Thiruvananthapuram	113872	57	C
		Alappuzha	52990	26	C
		Kottayam	75575	38	C
		Ernakulam	60630	30	C
		Thrissur	52500	26	C
		Palakkad	40126	20	B
		Malappuram	36954	18	B
		Kozhikode	75061	38	C
		Kannur	119445	60	C
		All Editions	627153	314	F

'E' Category

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per Col. cm.</i>	<i>Category</i>
(1)	(2)	(3)	(4)	(5)	(6)
4.	Suprabhaatham	Thiruvananthapuram	33533	94	B
		Kochi	44363	118	B
		Thrissur	21328	70	B
		Malappuram	137769	298	C
		Kozhikode	116002	258	C
		Kannur	87641	198	C
		All Editions	440636	614	E
5	Chandrika	Thiruvananthapuram	32851	94	B
		Kochi	44001	118	B
		Malappuram	113399	248	C
		Kozhikode	101247	228	C
		Kannur	89064	198	C
		All Editions	380562	575	E
6	Metro Vartha	Thiruvananthapuram	32200	94	B
		Ernakulam	196000	416	C
		Thrissur	35000	97	B
		Kozhikode	39000	106	B
		All Editions	302200	515	E

(1)	(2)	(3)	(4)	(5)	(6)
7	Veekshanam	Thiruvananthapuram	30500	90	B
		Kollam	28700	86	B
		Ernakulam	98950	218	C
		Thrissur	29500	86	B
		Kozhikode	74000	169	C
		Kannur	27500	82	B
		All Editions	289150	496	E
8	Janayugom	Thiruvananthapuram	47330	121	B
		Kollam	69250	158	C
		Kochi	70415	169	C
		Kozhikode	56120	139	C
		Kannur	30815	90	B
		All Editions	273930	475	E
9	Kerala Kaumudi	Thiruvananthapuram	65300	158	C
		Kollam	35500	98	B
		Pathanamthitta	12340	54	B
		Kottayam	20000	70	B
		Alappuzha	26000	82	B
		Kochi	23500	74	B
		Thrissur	11000	50	B
		Kozhikode	28000	86	B
		Kannur	21200	70	B
		All Editions	242840	455	E

(1)	(2)	(3)	(4)	(5)	(6)
10	Deepika	Thiruvananthapuram	15500	58	B
		Kottayam	67000	158	C
		Kochi	40250	109	B
		Thrissur	22500	74	B
		Kozhikode	44100	118	B
		Kannur	45200	118	B
		All Editions	234550	456	E
11	Siraj	Thiruvananthapuram	24500	78	B
		Ernakulam	52500	130	C
		Kozhikode	111000	248	C
		Kannur	39000	106	B
		All Editions	227000	456	E
12	Madhyamam	Thiruvananthapuram	22956	74	B
		Kottayam	7982	43	A
		Kochi	27040	82	B
		Thrissur	16413	62	B
		Malappuram	72579	169	C
		Kozhikode	37992	102	B
		Kannur	20440	70	B
		All Editions	205402	436	E

'C' Category

(1)	(2)	(3)	(4)	(5)	(6)
13	Rashtra Deepika	Thiruvananthapuram	16000	62	B
		Kottayam	65000	158	C
		Ernakulam	21500	70	B
		Thrissur	13800	54	B
		Kozhikode	31000	90	B
		Kannur	22000	74	B
		All Editions	169300	356	C
14	Mangalam	Thiruvananthapuram	36400	102	B
		Kottayam	72000	169	C
		Ernakulam	19000	66	B
		Thrissur	23000	74	B
		Kozhikode	14000	58	B
		All Editions	164400	347	C
15	Janmabhumi	Thiruvananthapuram	26250	82	B
		Kottayam	26000	82	B
		Ernakulam	21265	70	B
		Thrissur	19260	66	B
		Kozhikode	40200	109	B
		Kannur	28500	86	B
		All Editions	161475	347	C

(1)	(2)	(3)	(4)	(5)	(6)
16	Big News	Thiruvananthapuram	20384	70	B
		Kollam	14555	58	B
		Kochi	47450	121	B
		Kozhikode	12731	54	B
		All Editions	95120	218	C
17	Kerala Kaumudi Flash	Thiruvananthapuram	25000	78	B
		Kollam	17500	62	B
		Kottayam	11500	50	B
		Kannur	12000	54	B
		All Editions	66000	158	C
18	New Age	Kochi	55246	139	C
19	Pradeepam	Thiruvananthapuram	9600	48	A
		Aluva	15100	58	B
		Kozhikode	28750	86	B
		All Editions	53450	130	C

'B' Category

20	Kala Kaumudi	Thiruvananthapuram	23000	74	B
		Kollam	13300	54	B
		Mumbai	25000	78	B
		All Kerala Editions	36300	102	B
		All India Editions	61300	149	C

(1)	(2)	(3)	(4)	(5)	(6)
21	Kerala Bhooshanam	Thiruvalla	14500	58	B
		Kozhikode	10000	50	A
		All Editions	24500	78	B
22	Thurannakathu	Palakkad	19362	66	B
23	Karaval (Mal)	Kasargod	16062	62	B
24	Sayanna Kairali	Kochi	16517	62	B
25	Southern Star	Thiruvananthapuram	16100	62	B
26	Express Vartha	Thiruvananthapuram	15450	58	B
27	News Kerala	Thiruvananthapuram	6250	40	A
		Kozhikode	9100	48	A
		All Editions	15350	58	B
28	Thrissivaperoor Express	Thrissur	14358	58	B
29	Prabhatha Vartha	Thiruvananthapuram	12583	54	B
30	Thalasthana Vartha	Thiruvananthapuram	12200	54	B
31	South Indian News	Thiruvananthapuram	12300	54	B
32	Maktab	Kannur	13500	54	B
33	Peoples Review	Kozhikode	11300	50	B
34	Utharadesam (Mal)	Kasargod	11200	50	B
35	Janmadesam	Kasargod	11000	50	B
36	Latest	Kasargod	11000	50	B
37	Gadhika	Kannur	10100	50	B

'A' Category

(1)	(2)	(3)	(4)	(5)	(6)
38	Thalsamayam	Malappuram	4500	35	A
		Kozhikode	5100	36	A
		All Editions	9600	48	A
39	Janasabdham	Thiruvananthapuram	9500	48	A
40	Swathandra mandapam	Thrissur	8316	47	A
41	Malabar Vartha	Kasargod	8000	47	A
42	Karmasakthi	Thiruvananthapuram	7750	43	A
43	Powran	Aluva	7341	43	A
44	Crime Story	Thiruvananthapuram	6786	42	A
45	Venad Kaumudi	Thiruvananthapuram	6100	40	A
46	General	Thrissur	6500	42	A
47	Telegraph	Thrissur	6000	40	A
48	Sudinam	Kannur	5887	38	A
49	Kalapremi	Thiruvananthapuram	4800	35	A
50	Sayahnam	Palakkad	3000	28	A
51	Thanima	Thiruvananthapuram	3000	28	A
52	Nautical Times Kerala	Thiruvananthapuram	3000	28	A
53	Venad Pathrika	Thiruvananthapuram	3000	28	A

ENGLISH DAILIES

'D' Category (Kerala)

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm (from 1-4-2019 to 1-7-2021)</i>	<i>Category</i>
(1)	(2)	(3)	(4)	(5)	(6)
54	The Hindu	Thiruvananthapuram	63431	149	C
		Ernakulam	71857	169	C
		Kozhikode	39210	106	B
		All Kerala Editions	174498	426	D
		<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm (from 2-7-2021 onwards)</i>	<i>Category</i>
		Thiruvananthapuram	63431	194	C
		Ernakulam	71857	220	C
		Kozhikode	39210	138	B
		All Kerala Editions	174498	477	D
<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per Col.cm</i>	<i>Category</i>
(1)	(2)	(3)	(4)	(5)	(6)
55	The New Indian Express	Thiruvananthapuram	25200	78	B
		Ernakulam	50355	130	C
		Kozhikode	25100	78	B
		All Editions	100655	426	D

'C' Category (Kerala)

Sl. No.	Name of daily	Edition	Circulation	Rate per col. cm. (from 1-4-2019 to 31-5-2020)	Category
(1)	(2)	(3)	(4)	(5)	(6)
56	Times of India	Thiruvananthapuram	31831	90	B
		Kochi	71855	169	C
		Kozhikode	12856	54	B
		All Kerala Editions	116542	426	D
		<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm. (from 1-6-2020 to 1-7-2021)</i>	<i>Category</i>
		Thiruvananthapuram	30786	90	B
		Ernakulam	46282	121	B
		All Editions	77068	178	C
		<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm. (from 2-7-2021 onwards)</i>	<i>Category</i>
		Ernakulam	46282	157	B
		Thiruvananthapuram	30786	117	B
		All Kerala Editions	77068	231	C

'B' Category (Kerala)

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm. (from 1-4-2019 to 1-7-2021)</i>	<i>Category</i>
57	Kerala Herald	Thiruvananthapuram	12200	54	B
		<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm. (from 2-7-2021 onwards)</i>	<i>Category</i>
		Thiruvananthapuram	12200	70	B

'A' Category (Kerala)

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm. (from 1-4-2019 to 1-7-2021)</i>	<i>Category</i>
58	Economic Times	Kochi	9051	48	A
		<i>Edition</i>	<i>Circulation</i>	<i>Rate per col. cm. (from 2-7-2021 onwards)</i>	<i>Category</i>
		Kochi	9051	62	A

Sl. No.	Name of daily	Edition	Circulation	Rate per col. cm (from 1-4-2019 to 1-7-2021)	Category
59	Business Standard	Kochi	3182	28	A
		Edition	Circulation	Rate per col. cm (from 2-7-2021 onwards)	Category
		Kochi	3182	36	A

English Dailies (Outside Kerala)

Sl. No.	Name of daily	Edition	Circulation	Rate per Sq.cm.	Category
60	The Asian Age	Delhi	73597	37	C
		Mumbai	71185	36	C
		Kolkata	68936	34	C
		All Editions	213718	107	E
61	The Hindustan Times	Mumbai	352582	176	E
		Delhi		1148	D

Sl. No.	Name of daily	Edition	Circulation	Rate per Col.cm.	Category
62	Trinity Mirror	Chennai	72300	169	C
		Madurai	22800	74	B
		Coimbatore	34900	97	B
		All Editions	130000	426	D
63	Afternoon	Coimbatore	21013	70	B

ENGLISH DAILIES (ALL INDIA EDITIONS)

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Rate per Sq.cm.</i>	<i>Category</i>
64	The Hindu	All India Editions: Allahabad, Bangalore, Chennai, Coimbatore, Hubli, Hyderabad, Kochi, Kozhikode, Kolkotta, Madurai, Mangalore, Mohali, New Delhi, Thiruvananthapuram, Thiruchirappalli, Vijayawada, Vishakapattanam	2885	E
		South India Editions: All Editions excluding Allahabad, Kolkotta, Mohali & New Delhi	2531	E
		New Delhi Editions	290	C
65	Business Line	All India Editions: Bangalore, Chennai, Coimbatore, Hubli, Hyderabad, Kochi, Kolkotta, Madurai, Mangalore, Mumbai, New Delhi, Thiruvananthapuram, Thiruchirappalli, Vijayawada, Vishakhapatnam	709	C
66	The Times of India	All Editions: Ahmedabad, Bangalore, Chennai, Coimbatore, Goa, Hyderabad, Jaipur, Kanpur, Kerala, Kolkotta, Lucknow, Madhya Pradesh, Mangalore, Mumbai, Mysore, Nagpur, New Delhi, Patna, & Pune	4128	E
		South India Editions: Bangalore, Chennai, Hyderabad, Mangalore, Mysore & Kerala	1877	E
		Chennai Edition	425	D
		New Delhi Edition	1697	E

(1)	(2)	(3)	(4)	(5)
67	The Economic Times	All Editions: Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Jaipur, Kochi, Kolkotta, Lucknow, Mumbai, New Delhi & Pune	2170	D
		South India Editions: Bangalore, Hyderabad, Chennai & Kerala	737	C
		Chennai Editions (including Kerala)	267	B
		New Delhi Editions	831	C
68	Decan Chronicle	Ananthapur	337	B
		Bangalore	638	D
		Chennai	790	D
		Coimbatore	337	B
		Hyderabad	1715	D
		Karimnagar	337	C
		Nellur	337	B
		Rajamuthiry	337	B
		Vijayawada	337	B
		Vishakapatnam	337	B
		All Editions	2337	E
69	The New Indian Express	All Southern Editions: Bangalore, Belgaum, Bhubaneswar, Chennai, Coimbatore, Hyderabad, Kochi, Kozhikode, Madurai, Shimoga, Thiruvananthapuram, Tiruchirapalli, Vijayawada, Vishakapatnam	1333	D

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Rate per Col.cm.</i>	<i>Category</i>
70	Business Standard	Kochi	28	A
		Chennai	30	A
		Ahamedabad	41	A
		Bangalore	43	B
		Bhubaneswar	33	A
		Chandigarh	35	A
		Hyderabad	36	A
		Pune	47	B
		New Delhi	64	B
		Mumbai	78	B
		Luknow	41	A
		Culcutta	47	B
		All Editions	259	C

TAMIL DAILIES

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per Col.cm.</i>	<i>Category</i>
(1)	(2)	(3)	(4)	(5)	(6)
71	Dinakaran	Bangalore	35798	97	B
		Chennai	195332	416	C
		Coimbatore	124250	268	C
		Madurai	100539	228	C
		Mumbai	16445	62	B
		Nagercoil	29934	86	B
		New Delhi	4250	31	A
		Pondichery	41300	109	B
		Salem	103502	228	C
		Tiruchirappally	126013	277	C
		Tirunelveli	81856	188	C
		Vellore	60696	149	C
		All Editions	919915	990	F

(1)	(2)	(3)	(4)	(5)	(6)
72	Theekkathir	Chennai	72105	169	C
		Madurai	68395	158	C
		Coimbatore	58120	139	C
		Trichy	50980	130	C
		All Editions	249600	456	E
73	Makkal Kural	Chennai	114300	248	C
		Madurai	36500	102	B
		Coimbatore	47200	121	B
		All Editions	198000	416	C
74	Kumari Murasu	Chennai	65128	158	C
		Nagercoil	67982	158	C
		Coimbatore	57430	139	C
		All Editions	190540	407	C
75	Dhina Murasu	Nagercoil	50205	130	C
76	Pirpagal	Coimbatore	17026	62	B
77	Dinamalar	Chennai	180633	90	C
		Coimbatore	148967	74	C
		Erode	19533	10	B
		Madurai	174807	87	C
		Nagercoil	9895	5	B
		Puducherry	61041	30	C
		Salem	12720	6	B

(1)	(2)	(3)	(4)	(5)	(6)
		Tiruchirappalli	84899	42	C
		Tirunelveli	38262	19	B
		Vellore	37543	19	B
		All Editions	768300	384	F
78	Indhu Tamil Thisai	Chennai	45000	23	B

KANNADA DAILIES

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per Sq.cm.</i>	<i>Category</i>
(1)	(2)	(3)	(4)	(5)	(6)
		Bangaluru	234009	105.30	E
		Belgaum	49122	22	B
		Bijapur	51837	23.32	C
		Chitradurga	42901	19.30	B
		Gangawati	56268	25.32	C
79	Vijayavani	Gulbarga	55237	24.85	C
		Hubli	102447	46	C
		Mangalore	34812	15.66	B
		Mysore	75371	33.91	C
		Shimoga	41984	18.89	B
		All Editions	743988	224	F

(1)	(2)	(3)	(4)	(5)	(6)
80	Vijay Karnataka	Bangalkot	33063	14.87	B
		Bangaluru	288649	129.89	E
		Belgaum	33841	15.22	B
		Chitradurga	27801	12.51	B
		Gangavati	30120	13.55	B
		Gulbarga	35447	15.95	B
		Hassan	16917	7.61	B
		Hubli	63573	28.60	C
		Mangalore	60569	27.25	C
		Mysore	70187	31.58	C
		Shimoga	44123	19.85	B
		All Editions	704290	224	F
81	Udayavani <i>Rate Per Column CM</i>	Bangalore	74975	169	C
		Devanagere	9253	48	A
		Gulbarga	7881	43	A
		Hubli	23226	74	B
		Mumbai	12276	54	B
		Uduppi	161072	347	C
		All Editions	288683	496	E

	NAME	²² Edition	Circulation	Rate per Column CM	Category
(1)	(2)	(3)	(4)	(5)	(6)
82	Varthabharati	Bengaluru	64000	149	C
		Mangaluru	98000	218	C
		All Editions	162000	347	C
83	Hosadigantha	Bangalore	46229	121	B
		Mangalore	43046	114	B
		All Editions	89275	198	C
84	Karaval (Kannada)	Kasargod	13930	54	B

TELUGU DAILIES

Sl. No.	Name of daily	Edition	Circulation	Rate per Sq.cm.	Category
(1)	(2)	(3)	(4)	(5)	(6)
85	Andhra Jyothi	Hyderabad	128492	57.82	C
		Vijayawada	56372	25.36	C
		Tirupati	46820	21	B
		Warangal	52452	23.6	C
		Visakhapatnam	39055	17.57	B
		Guntur	66465	29.9	C
		Anantapur	41241	18.55	B
		Kurnool	36984	16.64	B
		Kakinada	31449	14.15	B
		Karimnagar	37509	16.87	B
		Mahaboobnagar	17707	7.96	B
		Nalgonda	27137	12.21	B

(1)	(2)	(3)	(4)	(5)	(6)
		Nellore	28896	13	B
		Nizamabad	18051	8.12	B
		Ongole	29510	13.27	B
		Srikakulam	22773	10.24	B
		Tanuku	25676	11.55	B
		Kadapa	32196	14.48	B
		Khammam	24501	11	B
		Bangalore	12887	5.79	B
		Chennai	5509	2.47	A
		All Editions	781682	224	F

HINDI DAILIES

<i>Sl. No.</i>	<i>Name of daily</i>	<i>Edition</i>	<i>Circulation</i>	<i>Rate per Col. cm.</i>	<i>Category</i>
86	Daily Hindi Milap	Hyderabad	45035	118	B

ഗവർണ്ണറുടെ ഉത്തരവിൻപ്രകാരം

സീന, എ. എൻ.,
ഡെപ്യൂട്ടി സെക്രട്ടറി.

മീഡിയ ലിസ്റ്റിൽ ഉൾപ്പെട്ട എല്ലാ ദിനപ്പത്രങ്ങൾക്കും.

എല്ലാ വകുപ്പ് തലവന്മാർക്കും.

സെക്രട്ടറിയറിലെ എല്ലാ വകുപ്പുകൾക്കും.

രജിസ്ട്രാർ, ഹൈക്കോടതി, എറണാകുളം (കവറിംഗ് ലെറ്റർ സഹിതം).

സെക്രട്ടറി, കേരള പബ്ലിക് സർവ്വീസ് കമ്മീഷൻ (കവറിംഗ് ലെറ്റർ സഹിതം).

എല്ലാ യൂണിവേഴ്സിറ്റി രജിസ്ട്രാർമാർക്കും.

ബോർഡുകൾ, കോർപ്പറേഷനുകൾ, തദ്ദേശസ്വയംഭരണ സ്ഥാപനങ്ങൾ, സ്വയംഭരണ സ്ഥാപനങ്ങൾ, പൊതുമേഖലാ സ്ഥാപനങ്ങൾ, സർക്കാർ മിഷനുകൾ, വിവിധ സർക്കാർ കമ്മീഷനുകൾ, സർക്കാർ ഉടമസ്ഥതയിലുള്ള കമ്പനികൾ എന്നിവയുടെ മേധാവികൾക്ക്.

ബഹു. മുഖ്യമന്ത്രിയുടെ പ്രൈവറ്റ് സെക്രട്ടറിക്ക്.

എല്ലാ മന്ത്രിമാരുടേയും പ്രൈവറ്റ് സെക്രട്ടറിമാർക്ക്.

അഡീഷണൽ ചീഫ് സെക്രട്ടറിയുടെ പി.എ.-ക്ക്.

ഡി.പി.ആർ.-ന്റെ സി.എ.-ക്ക്.

ഐ.&പി.ആർ. വകുപ്പ് ഡെപ്യൂട്ടി ഡയറക്ടർമാർക്കും.

എല്ലാ റീജിയണൽ ഡെപ്യൂട്ടി ഡയറക്ടർമാർക്കും.

പരസ്യവിലാസം ഇൻഫർമേഷൻ ഓഫീസർ.

എല്ലാ ജില്ലാ ഇൻഫർമേഷൻ ഓഫീസർമാർക്കും.

രജിസ്ട്രാർ, സി-ഡിറ്റ്, തിരുവനന്തപുരം.

പി.ആർ.ഡി. വെബ്സൈറ്റ്.

സ്റ്റോക്ക് ഫയൽ/ഓഫീസ് കോപ്പി.

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