THE ROLE OF KBC IN WOMEN EMPOWERMENT

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ABSTRACT

Women constitute half of the population of the world. Hence, they deserve half of total empowerment in all fields-political, social, economic, judicial etc. In India, thirty-five percent women are illiterate even after six decades of freedom. Literacy in rural areas is worse than urban India. Many of them lead a miserable life just rearing children and doing household chores. This is particularly the case with the rural and tribal women and those who live in slum areas and poor colonies. Some statistics highlight that the process of empowerment of the women is still continuing, even though at a slow pace. But there is a hope in the form of electronic media that are addressing these problems. Sony TV Entertainment program KBC (Kaun Banega Carorepati) that provided financial support to women traumatized by violence and floods in Kashmir. The present study is an attempt to analyze the role of KBC-5 to empower women. We investigate this further and present the case studies of two young ladies from our own land that has shown incredible bravery. Through this innovative idea of Sony Entertainment the voiceless and powerless women started identifying their inner strength and started reshaping their own destiny and this process of empowerment become the symbol of hope for the family and society.

KEY WORDS: Destiny, Financial support, Incredible bravery, Innovative, KBC (Kaun Banega Carorepati), Traumatized, Women Empowerment.