CHAPTER - V

CASE STUDIES
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CASE STUDIES

In the previous chapter an analysis and interpretation of the data collected was presented. This chapter presents a few case studies made during the study of both professional and non-professional women. The main aim was to know about the views of these women about the various women oriented programmes shown on television and whether these programmes have in any way helped in the social and moral development of the women in the Greater Guwahati area of Assam. The number of professional and non-professional women has been shown below:

1) PROFESSIONAL WOMEN

Lecturers = 3
Doctors = 2
Social Welfare Officers = 2 (male) Case study of male officers had to be made as there were no female social welfare officers.

Tribal Women = 2 (They had to be considered as professionals as they were working women)
2) NON-PROFESSIONAL WOMEN

Maid Servant = 2
House Wife = 2
Social Worker = 2 (Working on Honorary basis)

The case studies are now presented below systematically:

**LECTURERS**

Name: Miss Dharitri Thakuria
Age: 25 years
Qualification: M.A. in Political Science
Marital Status: Unmarried
Occupation: Lecturer

This lady was born at Chhaygaon village of the Kamrup district of Assam. She was born in a liberal family where she was given the same treatment as her brothers. Her parents also never opposed her for going out to work.

She reported that she watches the TV serials specially meant for women. But in her opinion she said that they cannot help in changing the status of women in society.

She was also of the opinion that TV serials based on rights of women can help the women in knowing about their rights.

Though she felt that a change has come in the thinking of people towards women education in present society
but it was not mainly due to TV programmes. On asked if she had come across any special case of women who has been benefitted by TV she replied in negative.

<table>
<thead>
<tr>
<th>Name</th>
<th>Mrs. Manjaree Sharma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>35 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>M.A.</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Married</td>
</tr>
<tr>
<td>No. of Children</td>
<td>1 daughter</td>
</tr>
<tr>
<td>Age of Children</td>
<td>12 years</td>
</tr>
<tr>
<td>Occupation</td>
<td>Teaching</td>
</tr>
<tr>
<td>Designation</td>
<td>Lecturer</td>
</tr>
</tbody>
</table>

This lady was born at Digboi town of Assam and in a liberal nuclear family. She was treated same as her brothers and was never opposed by her parents for going out to work.

Though she reported that she does not watch the TV serials and programmes specially meant for women she felt that they could change the status of women in society and make them aware of their rights to a certain extent. In her long career of teaching, she felt that there has somewhat been a change in the attitude of people towards women education in the sense that people do not discriminate so much and realise the need for women's education.
In her opinion TV was not the main cause behind such change because even before the coming of TV people were aware of the need of women to be educated.

When asked if she had come across any special case of women who has been benefitted by TV she gave the example of her maid servant. Her maid servant claims to have been highly benefitted by TV. Although she does not watch any women's programmes, the medium of cinema has made her more aware of her surroundings. She said that while watching a movie on TV she tries to inbibe something from the different situations differently, their behaviour too varies. She tries to garner lessons from such situations.

The case study of this maid servant is presented later.

<table>
<thead>
<tr>
<th>Name</th>
<th>Mrs. Reena Choudhury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>32 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>M.A.</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Married</td>
</tr>
<tr>
<td>No. of Children</td>
<td>1 (one)</td>
</tr>
<tr>
<td>Age of Children</td>
<td>4 years</td>
</tr>
<tr>
<td>Occupation</td>
<td>Service</td>
</tr>
<tr>
<td>Designation</td>
<td>Lecturer</td>
</tr>
</tbody>
</table>
This lady was born at Gandhinagar of Kamrup district of Assam. She comes from a middle class family. She reported that in regard to education she was not given any separate treatment by her parents but this was not so in regard to social affairs. She also got good support from her parents while going for a job.

On asked whether she watched the TV serials and programmes meant for women her reply was positive. She was of the opinion that such programmes will definitely change the status of women in society but it will take more time. Regarding the knowledge of the women about their rights through these programmes she opined that it helps to some extent. She said that TV is only one medium to visualise the problems. The use of other media e.g. radio, stage drama, public meetings, posterising, seminar etc. is urgently needed to accelerate the process.

She felt that the attitude of people specially the menfolk has rapidly changed towards women education as what have been seen in different educational fields e.g. Engineering, medical science and other technical education. Though she did not feel that TV was the main cause behind such change because the communication system in India specially in Assam is not good. TV has not yet reached 80% areas. So 75% of total population of Assam has not enjoyed TV programmes. This has made the rate of progress quite slow.
On questioned if she has ever come across any special case of women who has been benefitted by TV she replied in general that TV spectators have been definitely benefitted in different respects e.g. historical, sports, cultural etc. though she did not report any specific case.

**DOCTORS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr. (Mrs.) Nirmala Barua</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>66 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>M.B.B.S., D.R.C.O.G., M.D.</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Married</td>
</tr>
<tr>
<td>No. of Children</td>
<td>3 (Three)</td>
</tr>
<tr>
<td>Age of Children</td>
<td>36, 32 &amp; 30 years</td>
</tr>
<tr>
<td>Occupation</td>
<td>Service</td>
</tr>
<tr>
<td>Designation</td>
<td>Retd. Asstt. Professor of Gynaecology.</td>
</tr>
</tbody>
</table>

This lady was born at Bilasipara of Assam. They were three brothers and five sisters. In regard of education they were treated equally by their parents. She had the choice to take up her own line of education. She was married at the age of 26 and according to her own will.

Regarding her feeling about the TV programmes specially meant for women she said that she did not claim to see all the programmes specially meant for women. She replied that few of them are good and focussed on the evils of dowry system, inequality in the treatment of female and male child
by some parents, importance of female education, female infanticide etc. But she believed that more importance should be given to the role of women in eradicating these evil customs as we find that mother's themselves give more importance to male child than a female child. They submit themselves to these customs without protest and take them as a way of life. She believed that the role of education in pointing out the evils of these customs is more important. She also stressed on the role of social workers in making the society aware of these evils as a whole.

She felt that there will definitely be a change in the society regarding the status of women after seeing such programmes. On asked whether she felt any change in the status of women after the introduction of TV she answered that it required a systematic study to find out.

On asked if in her profession she has found women coming for sterilisation after 1 or 2 children and whether they know the use of contraceptives she replied that the educated upper class of the society were quite aware but the uneducated class is found to be relatively ignorant. Of course no one had reported to have known about it from TV.
Name: Dr.(Mrs.) Parinita Kalita
Age: 29 years
Qualification: M.B.B.S., M.D., D.N.B.
Marital Status: Married
No. of Children: Nil
Occupation: Doctor

This lady was born in Guwahati city of Assam. She was the only daughter with two brothers. She reported that her mother used to give her same treatment as her brothers but her father always gave more importance to the needs of her brothers. She got married at the age of 27 years. Their was a love marriage.

On asked how she felt about the television programmes shown on TV specially meant for women she said that more and more women oriented programmes should be telecast on television. They will help in the upbringing of the status of women in the society specially the uneducated rural women who do not have any other source to know their rights and duties in the society.

She felt that such programmes will have a good impact in the slum and rural society. She also felt that the status of women has definitely changed in the society after the introduction of television atleast in the field of women education. Today people have become aware of the importance of women education.
On asked if women come to her for sterilisation after 1 or 2 children and if they knew about the use of contraceptives she reported that educated women and women from urban society come for sterilisation after 2 children. They do not advise sterilisation after one child. These women do have a knowledge about contraception. She also reported that women from the villages and slum areas often say that they have learned about contraceptives like Mala-D & Copper-T from television. She could of course not cite any special case.

SOCIAL WELFARE OFFICER

As there were no lady Social Welfare Officer, the necessary information had to be furnished by male officers.

Name : Mr. A.K. Bhattacharya
Age  : 27 years
Qualification : M.A. Social Work & L.L.B.
Marital Status : Unmarried
Name of Department : Assam State Social Welfare Welfare
where working   : Advisory Board
Designation    : Social Welfare Officer

He was born at Calcutta in West Bengal. He at times watches TV programmes meant for women. He felt that if the programmes are understood in practical sense, they definitely act as motivating agent, formation of public opinion and gradually help in the social and moral upliftment of women.
On asked how the women react when they go to villages in order to implement their policies meant for women he reported that at the initial introductory stage, there is lack of response, co-operation and sometimes the reaction appears to be negative and passive. But in course of time with the increase in rapport and interpersonal communication the womenfolk react in a positive, co-operative way providing substantial participation in their programmes.

On asked whether he felt that TV has made them conscious about these programmes he reported that TV is one of the source responsible for propagating consciousness about these programmes, besides Radio, print media, State Board's Publicity, activities of voluntary institutions are some of the other source responsible for the cause.

He did not come across any women who had been benefitted by any such TV programmes.

<table>
<thead>
<tr>
<th>Name</th>
<th>Dani Karna Batiarsingh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>28 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>M.A., M.S.W. (Master in Social Work)</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Unmarried</td>
</tr>
<tr>
<td>Name of Deptt.</td>
<td>Assam State Social Welfare Advisory Board, Guwahati.</td>
</tr>
</tbody>
</table>
He was born at Srirampur in Phulbani district of Orissa. He often watches the programmes meant for women and especially programmes related to social work and social development. He mentioned about the programmes like 'Saahas' and 'Social Watch' which he reported to be very interesting and worth watching.

On asked if these programmes will help in the social and moral upliftment of women he replied in positive. He felt that some of the programmes will wipe out the blind belief, social stigma from the minds of the women folk. It will also encourage them to accept the new change and do the right.

On asked how the women reacted to them when they go to villages in order to implement their policies he reported that a Welfare Officer, he used to go to different villages of Assam to attend the A.G.P. (Awareness Generation Programmes). During this period he also got an opportunity to speak to them. During discussion and talking, he found the women folk very open to learn and listening.

On asked if he thought television to be the cause behind such consciousness he said that now-a-days even in the rural areas women are getting the chance to watch TV programmes. Some of these programmes of course, help them to
do away with the blind belief, unfair social customs from their minds.

He reported about coming across a woman who has been benefitted by TV programme. On 14th of January, when he had been to Sagmootea (Tata Tea Garden) for his personal work. On that day he met a lady by the name Mrs. Meena. This lady reported that her husband had been suffering from Tuberculosis. He was under treatment and much better. She said that she had come to know about the treatment of tuberculosis only after watching TV programme. In addition to doctor's advice she had been following the treatment procedures of the TV programme related to the disease. In this way she and her husband had been obviously benefitted by TV programmes.

TRIBAL WOMEN

Name : Mrs. Pranita (Daimary) Boro
Age : 30 years
Qualification : B.Sc.
Marital Status : Married
No. of Children : Nil
Occupation : Service
Designation : Lower Division Assistant of Assam Secretariat, Dispur.
She was born at Kokrajhar town of Assam in a liberal family. She was not neglected by her parents in comparison to her brother as they were very liberal. Her parents never opposed to her being educated rather they inspired her because they are also well educated.

On asked what was the general attitude of the people of her tribe towards women education she replied it is not so good specially in village area. People still do not give stress to educate women. Tribal women are still now inferior to their male counterparts.

She watches the TV programmes specially meant for women as she feels it is both necessary and needful for women. She feels that such programmes have brought tremendous change in the status and position of women in our present society.

She felt that after the introduction of TV a lot of change has come in the field of women education, social process, living standard and other such activities. On asked if such programmes can help in the social and moral development of women she replied 'definitely yes'. She opined that by these programmes women in our society has been able to learn so many things as well as it helps to develop themselves socially and morally.
On asked if she knew women who had been benefitted by such programmes she replied in positive. She cited the example of her own village where most of the educated women started self employment business like poultry farming, piggery farming, tailoring, teaching in music, weaving sewing, opening of beauty parlours etc. after watching these programmes.

<table>
<thead>
<tr>
<th>Name</th>
<th>Madhumita Mikir</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>24 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>M.A.</td>
</tr>
<tr>
<td>Profession</td>
<td>Service</td>
</tr>
<tr>
<td>Designation</td>
<td>Lecturer</td>
</tr>
</tbody>
</table>

This lady was born at South Sarania area of Guwahati in a liberal society. Her parents never treated her separately from her brothers nor she opposed to go for studies.

She is a Karbi girl by birth. She reported that her society is quite backward in regard to education, specially in case of women education. Of course a change has no doubt been felt to some extent now. She occasionally watches the TV programmes specially meant for women.

She felt that such programmes have undoubtedly thrown influence on the women folk. They have been able to
come in contact with the outer world and become conscious about their own position in society. She reported that the invention of television has also influenced the Karbi women. The women staying in four walls have been benefitted by TV in some fields but TV has also led them to become lazy. Therefore, though there is a change it is both good and bad and the bad effects are more than the good ones.

On asked if she felt that these TV programmes can help in the social and moral development of women she opined that TV has naturally influenced our social life but in case of moral development it has not been successful. Rather the introduction of TV has led to moral degradation.

She knew no particular women who had been benefitted by such programmes but she felt that there were many who were indirectly benefitted by them.

**HOUSEWIFE**

Name : Mrs. Dorothy Talukdar  
Age : 25 years  
Qualification : B.A.  
No. of Children : Nil  
Age of Children : Does not arise
This lady was born in Tezpur town of Assam, in a middle class family. Being a girl child she did not face any problem regarding education. Both she and her brothers were preferred by her family in every field. She was married at the age of 22 years and she had the freedom of choosing her own husband.

She frequently watches the TV programmes specially meant for women. She specially referred to the serial 'SHANTI' on DD1 and 'Khana Khazana' on Zee TV.

On asked if such programmes can change the status of women she replied in positive. She felt that the programmes regarding women in India can change the status as well as the life style in rural and urban areas of our country. On asked she has ever been benefitted personally by any women's programmes she replied that from 'Khana Khazana' she had learnt many tips to cook delicious and most aristocrat food for her family.

On asked to give her opinion in regard to the change in the attitude of people towards girls after the introduction of TV she opined that the invasion of TV by John Baird has changed the whole environment of living standard. The programmes which are related to the women has changed the attitudes and deeds to cope with the present and most upto
date world of living. Nowadays both men and women are getting
the same opportunity in every walk of life. In the present
days women have been preferred mostly in any field of work.

<table>
<thead>
<tr>
<th>Name</th>
<th>Kalpana Talukdar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>32 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>HSLC</td>
</tr>
<tr>
<td>No. of Children</td>
<td>Two</td>
</tr>
<tr>
<td>Age of Children</td>
<td>7 years and 10 years</td>
</tr>
</tbody>
</table>

This lady was born at Uzanbazar area of Greater Guwahati, in a middle class family. She did not face any
difficulty in receiving education being a female child. She
was also never neglected by her parents compared to her
brothers. She was married at the age of 19 years and
according to her will.

She watches the programmes of women telecast on TV.
She greatly felt that these programmes can change the status
of women in our society. On asked if she had ever been
benefitted by any such programme she replied in positive. She
mentioned about the Zee TV programme 'Khana Khazana'. She
has learnt many new items of cooking from it.

On asked if the introduction of TV has changed the
attitude of society towards girls she replied in positive as
she felt that in today's society, both boys and girls are
coming forward together.
<table>
<thead>
<tr>
<th>Name</th>
<th>Sumitra Choudhury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>34 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>Nil</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Separated from husband for 7 months now</td>
</tr>
<tr>
<td>No. of Children</td>
<td>3 (Three)</td>
</tr>
<tr>
<td>Age of Children</td>
<td>12 years, 9 years and 8 years.</td>
</tr>
<tr>
<td>Occupation</td>
<td>Maid servant</td>
</tr>
</tbody>
</table>

This lady was born in Kokrajhar town of Assam in a very conservative family. She did not face any different treatment by her parents compared to her brothers as they were born after her marriage. On asked if she wanted to go to school replied in negative. She said that in the village she did not understand the concept of school. However, she feels that her father should have given her same education as he is educating her brothers now.

She was married two years after attaining puberty. On asked how is her husband's treatment towards her she said that in the beginning he used to sometimes beat her when his elder sister incited him. After his business failed, she started to work as a maid servant. He had no job and then he started drinking and ill treating her regularly. So they separated.
She has no TV of her own but she watches it sometimes at her neighbour's house. Now-a-days, of course, she has no time to watch TV. She is not interested in the programmes meant for women. But she felt to some extent they can help in changing the status of women in society.

On asked is she had been benefitted by such programmes she said that she had been benefitted only by the cinema as different aspects of life like poverty, injustice, ill-treatment etc. is shown on movies. Such things had made her become more aware of the people around her as well as the surroundings. This awareness had given her more confidence in herself to such an extent that she insisted on separation from her husband.

<table>
<thead>
<tr>
<th>Name</th>
<th>Miss Purnima Das</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>25 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>Never attended any school</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Unmarried</td>
</tr>
<tr>
<td>Occupation</td>
<td>Housemaid</td>
</tr>
</tbody>
</table>

This lady was born at Tihu town of Assam in a conservative family. She sometimes felt neglected by her parents in comparison to her brothers as her parents often used to appreciate and praise her brothers. She had wanted to go to a school but was opposed by her mother owing to financial difficulties. Her father wanted her to go to school.
She did not have a TV set. She watched it at her place of work. She was interested in the programme meant for women and felt that they could help in changing the status of women in society. She reported that she had been benefitted by programmes on cooking, hygiene etc. Programmes on hygiene helped her to keep herself clean and maintain hygienic condition at home. After watching TV she had also learnt to decorate the house and sometimes also cook some dishes. She of course knew no women who had been benefitted by any TV programme.

**SOCIAL WORKER**

<table>
<thead>
<tr>
<th>Name</th>
<th>: Smt. Mridula Saharia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>: 52 years</td>
</tr>
<tr>
<td>Qualification</td>
<td>: B.A., B.T.</td>
</tr>
<tr>
<td>Marital Status</td>
<td>: Married</td>
</tr>
<tr>
<td>No. of Children</td>
<td>: 2 (1 son &amp; 1 daughter)</td>
</tr>
<tr>
<td>Age of Children</td>
<td>: 24 &amp; 28 years</td>
</tr>
<tr>
<td>Occupation</td>
<td>: Social Worker</td>
</tr>
<tr>
<td>Designation</td>
<td>: Chairperson, Assam State Commission for Women.</td>
</tr>
</tbody>
</table>

This lady was born at Patbouchi Satra of Barpeta District of Assam. Her father was in Civil Service (SDC). They were four sisters and one brother. She was not treated separately from her brothers by her parents.
The idea of social work first came to her after her marriage. On asked what kind of social work does for women, she reported that she felt that female education for girls is most important since she served as Teacher in Tangla High School from 1967. Hence it was her endeavour to establish a Girl's school for increasing female literacy and she was successful in establishing a school in the year 1975, coinciding International Women's Year. She also reported verbally that at present they help the needy women in legal matters through the Women Commission. They also solve the cases through Mahila Adalat.

On asked if she had come across any women who has been benefitted by any TV programme she said that the women have been benefitted in general but she had not come across any particular women so far. She made the mention of policies for women like 'Mahila Samridhi Yojana' etc.

On asked if she felt that TV serials, programmes etc. based on women problems can help in the social and moral development of the women she replied that certain programmes based on issues relating to women like discussions on legal matters, health and family welfare, various schemes of both Central and State Govts. have definitely benefitted the women morally and socially and generated awareness amongst them.
This lady was born in Tinsukia town of Assam. She has one brother. Her parents never treated her separately from her brother in case of education rather they encouraged her in this regard for higher education.

The idea of social work was on her mind from student life. She does all types of works for upliftment of poor and destitute women. On asked if she had come across any women who have been benefitted by any TV programmes she replied that yes, she had come across some women who reported that they had come to know about the Board's activities after watching certain TV programmes.

On asked if she felt that the TV serials, programmes etc. specially based on women problems can help in the social and moral development of women. She opined that TV/Radio is a powerful media to help the poor and illiterate women of villages who cannot read books but enjoy the TV
serials and other programmes specially based on social and moral development of women which surely help them to be self dependent.

After analysing all the case studies it was found that excepting one or two cases all the women were given opportunity to go to school. This shows that there has been a change in the thinking of people towards women education.

Most of these women watched the serials and programmes specially meant for women. They also felt that to some extent these programmes can help in changing the status of women in society. Though some of them felt that TV was not the main cause behind this change but they also felt that it has got to play an important role in this regard.

The examples of some women benefitted by television programmes show that television plays an important role in changing the society and making the women more aware about health and hygiene, cleanliness and conscious about their rights.

The positive views of these women regarding TV programmes specially meant for women show that it will definitely help and has helped the women in changing their status in the society and fighting for their rights. It will
also help in the moral development of the women. The role of the social workers is also quite appreciating. They were all of the view that such programmes have benefitted the women in general like telecast of the policies of the Government of India for women like "Mahila Samridhi Yojana" and programmes on functional literacy. Women today understand the importance of a small family and also know about the use of contraceptives. This knowledge they have gained from television programmes. This shows that television has a great role to play in the social and moral development of women and change their present status in society.
CASE STUDY PROFILE OF MISS DHARITRI THAKURIA, LECTURER.

25 years and unmarried.

Did not know any special women benefitted by TV.

Feels a change in society towards women education but does not think TV the main cause.

Feels that such programmes cannot change the status of women in society but make them aware of their rights.

Given no different treatment than her brothers.

Never opposed by parents for education.

Watches TV serials meant for women.

Born at village of Assam

Given no different treatment than her brothers.

Never opposed by parents for education.

Watches TV serials meant for women.

Born at village of Assam
CASE STUDY PROFILE OF MRS. MANJAREE SHARMA, LECTURER.

35 years and married, has 1 daughter only.

Cited an example of her maid servant who had been directly benefitted by TV.

Feels a change in the attitude of people towards women education but does not consider TV to be the main cause.

Feels that TV programmes can change the status of women in society and make them aware of their rights.

Born at Digboi town of Assam.

Treated same as her brothers.

Not opposed by parents for education and going to work.

Watches TV serials and programmes meant for women.
CASE STUDY PROFILE OF MRS. REENA CHOUDHURY, LECTURER.

Could not cite any specific example but felt that women have been benefitted in historical, sports, cultural aspects.

Felt a change in the attitude of people towards female education though did not think TV to be the main cause.

Suggested the use of other media also for the change in its status of women in society.

Watches the TV serials and programmes meant for women.

32 years of age, married with one son of 4 years.

Born at Gandhinagar village of Assam.

Given no different treatment from her brothers only in education but not in social affairs.

Not opposed for going to job.
CASE STUDY PROFILE OF MRS. NIRMALA BARUA, DOCTOR.

Born at Bilasipara town of Assam.

Not treated differently than her brothers. Not opposed for higher education.

Married at the age of 26 according to her own will.

Watches a few of the TV programmes meant for women focussing on dowry system, negligence towards female child etc.

66 years, 3 children of 36, 32 and 30 years. Retired Asstt. Professor of Gynaecology.

Cited no special example of women benefitted by TV.

Stressed on the role of education and social workers in wiping out the evil customs from society.

Felt that such programmes will change the status of women in society.
CASE STUDY PROFILE OF MRS. PARINITA KALITA, DOCTOR.

29 years of age, married, Gynaecological Doctor.

Born at Guwahati city of Assam.

Treated same as her brothers by her mother and not her father.

Married at the age of 27 years on her own will.

Watches the TV programmes and serials meant for women. Felt that more such programmes should be telecast to help the rural uneducated women to know about their rights and duties in society.

Reported that women from villages and slum areas had learnt about some contraceptives from TV.

Felt that after the introduction of TV a change has come in the society towards women education.

Felt that TV programmes will definitely help in the change of status of women in society.
CASE STUDY PROFILE OF MRS. DOROTHY TALUKDAR, HOUSEWIFE.

25 years of age, Graduate.
No. children.

Herself benefitted by the programme 'Khana Khazana'.

Born in Tezpur town of Assam.

Feels that TV has brought a change in the whole environment as well as women education.

Not treated separately than her brothers in every field.

Feels that TV programmes will definitely change the status of Indian women and the life style in the rural and urban areas.

Married at the age of 22 years at her own choice.

Watches TV programmes meant for women. Specially 'Shanti' & 'Khana Khazana'.
CASE STUDY PROFILE OF MRS. KALPANA TALUKDAR, HOUSEWIFE.

32 years of age. HSLC passed.
Two daughters of age 7 years and 10 years.

Born in the Uzan Bazar area of Greater Guwahati.

Herself benefitted by the programme 'Khana Khazana'.

Never neglected by her parents being a female child.

Feels that introduction of TV has changed the attitude of society towards girls.

Married at the age of 19 years on her own choice.

Feels that TV programmes can help in changing the status of women in society.

Watches the programmes meant for women telecast on TV.
CASE STUDY PROFILE OF MRS. PRANITA (DAIMARY) BORO, TRIBAL WOMEN.

30 years of age, graduate, married. Working woman.

Cited the example of her own village where most of the educated women opened business like poultry farming, sewing, weaving, etc. after watching TV programmes.

Born at Kokrajhar town of Assam.

Feels that introduction of TV has brought a lot of change in the field of social and moral development of the women.

Never opposed by parents for education.

Feels that these programmes has brought a tremendous change in the status and position of the women in society.

General attitudes of her tribe not good towards women education as women are still now inferior to the men.

Watches the TV programmes meant for women.
CASE STUDY PROFORMA OF MISS MADHUMITA MIKIR, TRIBAL WOMEN.

24 years of age, M.A.
Unmarried, Lecturer.

Felt that indirectly many women have been benefitted by TV.

Born at South Sarania area of Greater Guwahati. Belong to a Karbi society.

Felt that TV has brought a social development but led to moral degradation.

Not treated separately by her parents and never opposed to go for studies.

Feels that TV has brought the women folk in contact with the outer world but also made them lazy as they keep on watching TV and stay at home.

Reports her tribe to be quite backward in regard to women education but a change has been felt after TV has come.

Watches the TV programmes meant for women.
CASE STUDY PROFILE OF SUMITRA CHOUDHURY, MAID SERVANT.

34 years of age, separated from husband. Three children of 12 years, 9 years and 8 years.

Benefitted by the different aspects shown on TV cinemas. Like poverty, injustice, ill-treatment etc. and inspired by them to protest against the ill treatment shown by her husband.

Born in Kokrajhar town of Assam in a very conservative family.

Did not feel any separate treatment than her brothers as they were born after her marriage. Never went to school.

Feels they will help in changing the status of women in society.

Has no TV of her own, so does not watch the TV programmes meant for women. Watches only cinema.

Married at two years after attaining puberty. Separated from husband due to ill treatment by him.
CASE STUDY PROFILE OF PURNIMA DAS, MAID SERVANT.

25 years of age, unmarried. Never attended any school.

Benefitted by programmes on cooking, home decoration and health & hygiene.

Felt that these programmes can help in changing the status of women in society.

Interested in the TV programmes meant for women.

Born at Tihu town of Assam in a conservative family.

Felt neglected by parents in comparison to the brothers.

Opposed by mother in going to school.
CASE STUDY PROFILE OF MRIDULA SAHARIA, SOCIAL WORKER.

52 years of age, BA, BT. Married, two children of age 24 & 28 years. Chairperson, Assam State Commission for Women.

Born at Patbouchi Satra of Barpeta district of Assam.

No example cited but felt that women had been benefitted in general.

Not treated separately, than her brothers by parents.

TV programmes have helped the women socially and morally.

Idea for social work first came after marriage. Opened up a Girls’ School at Tangla, help the needy women in legal matters through the Commission.

Feels that women can be benefitted by TV programmes in legal matters, health & hygiene, schemes of Central & State Govts.
CASE STUDY PROFILE OF SHANTA AGARWAL, SOCIAL WORKER.


Born at Tinsukia town of Assam.

Never treated separately than her brothers.

Inspired for higher education by parents.

Idea of social work comes from student life.

Works for the upliftment of poor and destitute women.

Feels that TV programmes will help in the social and moral development of the illiterate rural women.

Reported that women had come to know about the Board's activities through TV.
CASE STUDY PROFILE OF MR. A.K. BHATTACHARYA, SOCIAL WELFARE OFFICER.

27 years of age, M.A.
Unmarried.

Cited no example of any women benefitted by TV programmes.

Stresses on other sources as Radio, Print media, voluntary organisations, etc.

Feels TV to be one of the source responsible for propagating consciousness about their policies.

Born at Calcutta in West Bengal.

Watches TV programmes meant for women.

Feels these programmes to be motivating agent in the social and moral development of women.

Reaction of women towards them sometimes negative, sometimes positive.
CASE STUDY PROFILE OF DANI KARNA BATIARSINGN, SOCIAL WELFARE OFFICER

28 years of age, M.A., unmarried.

Cited the example of a women who had been benefitted by TV programme on Tuberculosis in curing her husband.

Does not stress on any other source.

Watches TV programmes meant for women.

Women reported to be very open to learn when he goes for "Awareness Generation Programmes".

Feels they can help in the social and moral upliftment of women.

Feels TV to be a cause behind wiping out blind belief, unfair social customs etc. from society.

Born at Srirampur in Phulbani District of Orissa.