

# **THE REPRESENTATION OF WOMEN IN INDIAN OTT SERIES**

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**DOCTOR OF PHILOSOPHY**

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**Journalism and Mass Communication**

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**2026**

## **DECLARATION**

I, hereby declared that the presented work in the thesis entitled “**The Representation of Women in Indian OTT Series**” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of Dr. Azamat Ali, working as Assistant Professor, in the Mass Communication and Journalism of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of another investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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## **CERTIFICATE**

This is to certify that the work reported in the Ph. D. thesis entitled “**The Representation of Women in Indian OTT Series**” submitted in fulfillment of the requirement for the award of degree of **Doctor of Philosophy (Ph.D.)** in the Department of Journalism and Mass Communication, is a research work carried out by Nirva Safria, 42100380 , is bonafide record of her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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## ABSTRACT

Media always plays an important role in human's life as this is considered as a medium through which one can transfer his or her views to other person and for this, they use this medium which is called as Media. Now whether we talk about print media, electronic media in which films and television-based content provide to viewers. In every aspect media proves as a best platform to transfer views, spread awareness related to social issues in same way films are considered as the mirror of society in makers replicate the societal issues on screen and make people aware about this issues and work collaborative with society to eradicate it. Like at starting when films are made, they are mythological based and the main purpose behind this just to engage the viewers to cinema after that films are made in which farmer's sahukaar problem beautifully shown in Mother India in which Radha Character played by Nargis Dutt fought against the evil sahukaar system and raise her family at best place.

Also, in the movie Do Bigha Zameen director Bimal Roy also showed the sahukaar system in his movies and after this movie released many people got aware about this kind of exploitation they face from many generations and later on many farmers raise voice against this system as now, they all well aware of this issue. So, this proves how films are essential to society as they become the replica of society which shows the society face to society itself. But besides all these factors films loose one segment or fails to show this segment in true manner and this approach is quite important in society as this is also considered as one of the major pillars of society and that segment called to be gender.

Gender a major and prominent approach in society on which full human system is organized but this factor always mistaken with one term that is called to be Sex. In laymen language both this terms sound to be similar but in reality, this are quite different as Sex means the biological features of human being which divides them into the category of male and female and on the other hand Gender replicates those factors in which humans disseminate into male, female and transgender and these factors are said to their identical characteristics, their behavior, their expression which quite may not deal with their genetic features specially. Now if we talk about films in order to raise their viewers films run form mythological to realistic content to fantasy content which set many kinds of stereotypes to different gender. To explain this points, we take the example of certain movies like "*Sholay, Don, Deewar,*

*The Great gambler, Mard ko Kabhi Dard Nahi Hota*” who gives birth to Angry Young Men of Indian Cinema who is known as Amitabh Bachchan.

In all these movies and other movies with same genre replicate men as the strongest creature on the earth who is born to protect his family, society and even if it is needed he can save the whole world alone and after all this if he gets hurt he is not bound to feel any kind of Pain as a popular phrase set by Bollywood is that “Mard ko Kabhi Dard Nahi Hota” which means “Men don’t feel any kind of pain”. No doubt these films become blockbuster hits on the screen as they give all the masala to public and raise the Bollywood standards in their own manner. On the same ground by uplifting one gender, they deliberately backends one gender role in society and set false stereotypes related to that particular gender which is quite different from the realistic world. Now in laymen language it means that in all those movies where men are considered as the powerful weapon against the villain of the society and their main aim is to protect the female actors of that film.

In that films women are just casted to support the male role who always trapped in villain evil’s motives and then the hero of film which is considered to be only man save her. Besides this women typecasted in certain role like they caste in sacrificing roles by which it means women are born to sacrifice their dreams and desires in order to fulfil her family wishes and in order to fulfil they make herself as the weaker section of society who has no personal and professional life only family life. Along with this if they are not casted in sacrificing roles, they casted in object of beautification role whose main aim just to attract male gaze. For this they appear in revealing clothes and sensuous roles through which they attract the male characters by taking the advantage of their physical appearance.

Now this beautification tool not only used to attract male gaze of heroes in films but also used to attract the male viewers so that their films got hit on silver screen and this approach highly justifies at that time and to make their content successful all the directors follow same kind of approach which give new face to Bollywood in front of whole world. But this approach wholly degraded the women role not in films only but also degraded the image of women in society also as like no one in films thinks that a heroine can become hero and runs the whole film on her shoulders same like in reality no one thinks that women can progress

alone and she has its own dreams and desires which she wants to fulfil and it is not needed that in order to fulfil family desires they must sacrifice their own dreams. But they can well manage their both lives very easily whether relates to personal or professional front no doubt this is the real image of women and also the real version of society which is wholly missing in films medium from many years but thanks to innovation and digitalization who changes the scenario of whole media word and also changes the working pattern of whole media industry where every kind of media changes its older version to digitalized version.

Like print media format changes its real reading approach to virtual approach where the reader is not need to buy a real newspaper and then read it to take information, after digitalization readers can subscribe the online version of newspaper and take the information on their mobile phone at any place, at any time with minimal cost just with the help of internet only. Same if we talk about the electronic media specially in films the digitalization brings a big revolution named to be OTT platforms. OTT (Over the Top) are those platforms in which films and small format of serials called to be webseries launched and viewer can watch this content at any place, at any time at any device who can easily run with the help of interne. Now why OTT considered as the game changer tool in whole media world so the answer behind this question is that this platform not only give advantage to viewers that is to watch content of their choice from all over the world at their smartphones at any time, also start the practice of Binge Watching but also give advantage to creators and makers of content to make that content according to their choice without the fear of censorship as here no censorship rule applicable and so that they make films with utmost freedom.

With this it is also believed that OTT gives advantage to actors and actress to showcase their real talent on screen as now creators make content without any fear, they make it more realistic which is the replica of real society and also another reason behind fearless making is that now the viewer is also demand something new which is different from old stuff. So, in order to present this, they make more realistic content and this give advantage to women actors specially as it is believed that now the media caters women in real zone by showing them as not the heroine of film instead of this OTT gives advantage to women to become Hero of film who runs the whole film successfully in her shoulders alone without the help of any male actors in that content.

Now these approaches can be myth also but to find the true representation of women in Indian

OTT series specially this study analyses the women role in selected webseries and this study reveals the right image of women on OTT platforms by saying that women get less space and time in Male oriented webseries but get equally important role to male characters and without their role the webseries is of no use. Also, their portrayal is also indicated in which it is shown that women in all selected webseries shown in positive role and with this also they show the true colors of feminism which means all genders are equal in all sectors by eradicating the term of Pseudo-feminism which discriminating the genders in various sectors.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1. Background Of Study**

In the world full of different species where everyone interacts in their own way with each other some interact directly and some indirectly feel that sense of interaction. Among all of them human being is considered to be as so special specie in the world who has a both ways of interaction with their mates and mother nature by straight and ramblingly methods and also human beings are considered as an important tool who connects the whole world into one string where everyone connects with each other for their basic needs and fulfilling each other needs and that's how they show interconnected and interdependent relationship that is important for everyone in this world (Ansari & Khan,2020).

At the starting of every kind of civilization for the proper survival there are 3 main basic and utmost needs of a single human being that are food for energy to sustain their life , cloth for protection of body from different harshness, shelter for making a better life for their family but besides this there is another factor also comes which is quite important and from this everything possibly starts and this fact specially no one denied in past times and in also present times that there is 4<sup>th</sup> important factor among other 3 factors for a human being to live their life comfortable and properly that is communication or interaction (Curran & Gurevitch,2005). Communication not only communicates the problem and command to other about certain things but this proved that communication is such an important concept in every living one life without this they can't form any kind of civilization because with this only one can transfer his set of beliefs to other and also communication consider as a social tool which connects those person whose thinking and beliefs are same and then they make into one community but this can be possible only with the help of communication (Erickson,1991).

It is also proved that communication is that very important concept for a particular human being that like If we want to punish them for their nay wrongdoing, we just put that person in 4 wall closed room named jail in modern world with no medium for interaction with his or her clan but also with the nature and which breaks all his interaction directly and indirectly. Here if we think interaction with other human is simply important in whole communication segment that is not correct, interaction means a clubbed communication with

nature elements like air, water, fire and flora and fauna and other human beings too that is also important for his or her comfortable survival. The stopping of communication an interaction not only breaks that person emotionally but breaks mentally and also affects his or her daily learning skills, as learning is also a never-ending process like communication so if interaction stops his learning ability also reduces to learn new things on daily basis so we can say that communication starts the whole learning process to learn everything from scientific to morally whether we talk about the young one or talk about an adult.

In simple words we can say that communication is not only core of contented living but also it is the base of every type of education and learning new concepts in the whole world without communication nothing will work properly so it cannot be wrong if anyone say that communication is the mother of all section of study and learning material as it not only provide interactivity but also it provides a platform or base for generating new ideas by mixing all the thoughts which makes them most aware about the new things in society and also encourage them to make or invent new things in society which ultimately leads their society in the lane of progress and on the path of successful harmonical development (Forsler,2024).

The word communication comes from Latin word communis which means common sense and in simple word the meaning of communication is sharing one's ideas, feeling, behavior, liking and disliking towards a particular thing or format to other individual or to masses by using different forms of medium. Communication is the essence of every education from management to science from economics to psychology (Gerbner,1985). Like if communication is missing only first function of management is done that is planning which is also half done and rest of the functions not even start, same in the case of science and technology if communication not happened then the action and reaction format goes wrong as here only action done but to study reaction and convey this reaction no interaction tool comes.

It is also considered as two way process because in this not only one person share his or her thoughts to other basically it's a circle of thoughts which are infinite in every communication process whether we talk about individual communication and group communication there is a sense of feedback comes from another side which complete the two way process of communication, in fact if a person talks to himself or herself in his mind this is also called

as two-way process because here his or her mind also give feedback to his or her thoughts (Gerbner,1985). Simply the communication process includes a set of components who work together to make communication success and effective and the very first step included in the process of communication is sender which is also termed as source who starts the whole communication process basically who generates certain set of ideas and want to transfer these set of ideas and beliefs to other ones are called as sender. Now the sender can be delivered this message to one person at one time or they can deliver the whole message to masses at one time through different mediums (Forsler,2024).

It is also important for sender to do research on the recipient and other components of communication proves to make it effective because after sender message is first initiated component that is itself framed by sender and the message is so important in communication process because it is the major element which is to be delivered which include some set of beliefs , ideas, knowledge, opinions, truth that are conveyed and produced by sender to other ones so if message is not framed properly then there is a more chance to fail communication then effective communication so sender has to work diligently before starting of any message.

After the framing of message another major component is medium through which a communicative message transports many theorist claimed that message is important in communication process but if we understand the core of process of communication we must understand the importance of medium in the process of communication and also on medium element the successfulness of message decoding process depends , in simple words it means that if the medium is not correct then the correct message also fails in communication process to their target audience like a message deliver thorough visual medium to blind person is of no use and for illiterate person if the message gone in written format then in this situation message also fails and here we understand that for the successful communication medium must be selected with proper understanding (Garrett,2020).

After this the next important step is receiver which leads to an effective communication setup as if the starting of communication dependent on sender and its effective coding of message e, choosing of right medium for proper travelling of message by him then the successful ending or we can say that start of two-way process of communication a receivers must have an ability to understand the message properly so that here she can give proper feedback to sender back. Besides all this the other steps who make the communication process success full are encoding and decoding in which encoding means turning the

messages into unique format so that message reached to receiver securely and in between the communication process the third party don't understand the message and on the other hand decoding means when receiver receives the message he or she can decode the encrypted version and understand the message properly without interference of another barrier like any kind of semantic barrier in which the language used in encryption process is not same for receiver and sender and if it is not identical between two parties then the encryption process and decryption process to understand the message properly (Hepp et al.,2015).

Lastly the feedback element comes which make the whole communication process successful in nature, in which receiver by decoding the message and give his or response back to the sender according to his or her convenience to the question raised or information given by sender (Hubbard,1975). But in reality, feedback doesn't end the process it actually starts further communication because by giving feedback receiver converts into sender who encodes his or her feedback and the original sender turns into receiver who decodes the feedback and that's how communication goes to infinity and called as two-way process.

Under the whole communication process, we learnt about the sender and the receiver who are responsible for the successfulness of communication process but if one thinks the sender and receiver are the individual parties who starts communication so this perception is wrong because communication process mainly comes in different types and approaches and this classification is highly dependency on the sender and receiver mode like in which quantity, the communication done to which receiver and after this the very first and foremost type of communication is intrapersonal communication in which an individual doesn't convey his or her set of beliefs and thoughts to other by any medium but in reality, they talk to himself or herself within their own mind (Hubbard,1975).

This type of communication doesn't need any kind of outer medium and this type of communication generally happens when a person has to decide something like by doing or creating some work, is that work is goes successful or not. After communicating with herself and himself the communication process starts with the other individuals and other's minds with the different kind of medium like face to face, written and other forms and in this series another type of communication which starts the series of two-person conversation is said to be interpersonal communication in which when a person shares his or thoughts to another person with a prescribed medium. In this communication process the receiver may be an individual or there are 2-3 persons who receives information from sender here any kind of medium used which is suitable enough for the communicators (Huston & Wright,1998).

After that when the receiver number rises from 2-3 to 10-15 person this communication is called as a group communication and it is mainly happen in corporate office in the form of group discussions to enhance the problem tactic skills and after this if this group changes into masses and it ranges to 200-500 or more than 500 then it is said to be mass communication in which on the place of group and individual the masses are included on the place of receivers here sender is one but he or she convey his or her thoughts to masses at one place and one time.

Here the medium for mass communication is required mass medium platforms like television, radio and social media. Public speeches done by politicians in public places to attract the public through their various tools of communication like visual mediums and social media to deliver their set propaganda also it is possible in this process that a person doesn't need to go in between public to deliver his or her thoughts they can also record their speech in studio and their speech can deliver to public through various networks (Kasza,2023). Although in earlier forms communication is divided into according the number of receivers involve in communication process but there are some other forms who differentiate the communication process on the basis of how they delivered like in written format or orally format and this type of communication said to verbal communication in which where the communication process can be completed by verbal methods like in written format or orally format (Katz et al.,1973).

Here the sender not use any kind of hand movements, gestures or use other symbolic language here he or she whether writes the message or speak the message to receiver in the language that is understand by both of them. In simply today's communication word print media include newspaper, magazine and electronic media like television and radio and non-verbal communication in which written format and spoken words are not used and instead of this various sign, symbols, colors, dressing pattern, hand movements, body posture, facial expression or different kind of touches are used as a medium of communication. Normally it is used when a person doesn't want to convey his or her sense of feeling directly and want to deliver immediately so he or she used this kind of non-verbal gesture so the receivers party understands it fully.

Some time it can be done in a negative way and by intentionally also. Like in a classroom when the teacher is delivering the lecture students get bored of that lecture now, they don't say directly to stop that lecture so they yawn in between lecture or make irritated or lazy facial expression so that teacher understands and stop it, herethe communication is negative

by intentionally. After the mode of delivering the message the communication process comes on the purpose basis like this type of communication done which is used for official purposes is said to be formal communication which is normally done in organizations, institutions and big multi-national companies and take place between the company official like manager, top officials include CEO, managing directors and other employees.

Some time they follow a set of chain for communication like top to bottom or vice versa. Sometime the communication placed in same classes or different classes without following any kind of chain. Also in this type of communication spoken words, written documents used for communication so that they can be stored and act as a proof for company's future work module or at the time of any crisis faced by company and also in the formal communication many other type of communication exist which help the formal communication to be successful like Upward communication is the type of communication which is done from bottom to top it is mainly done where low level of management wants (Newton,1999) a discussion or talk to high level management so here the conversation travels from employees to company top official who are basically responsible for the smooth running of company and arranges profits so that they distribute it to their employees for their financial satisfaction, Downward communication is the another type of communication which is opposite to upward one in which whole communication process travel from top to bottom in which company top official wants a talk with company lower level employees on different matter or they want to give certain orders to them.

This type of communication needs also middle level managers so that they can act as a middleman between them and also this type of communication generally take place formally in nature and if this formal communication done to different parties, then it is said to as internal communication which is done between the different department and here the parties involved in conversation are not from same level and same grade they are from different departments on different grade (Nielsen & Schröder,2014). Like a production department manager wants a conversation with a marketing consultant now they are from different department and also from different grade and pay scale and for the external public who are not indirectly participate in company matter but considered as an important part of company working for them, external communication placed out which is done with the with the external parties of company like wholesaler, distributors, suppliers, customers and other parties which don't have direct access in company's internal matters and get no direct benefit from the company like salary etc. This type of communication occurs to maintain the external public relations of company and also if any problem occurs so that it can solve immediately

(Patil,2014).

After all the communication type the last but not the least type of communication which is not formally, planned earlier but it is highly approachable type of communication and most of the public opt this process which named informal communication which don't require any prescribed channel for communication and no formal chain to follow to complete communication process. It is most considered as a gossip which travels from one person to many about something also this type of communication called as a grapevine communication because like wine gets older its taste better and no one knows at what time it is actually made same in grapevine communication no one knows the original person who starts the whole communication process.

After getting immense knowledge of communication and its whole process of communication in detail with their different types and format which are divide on the basis of their mode of delivering, the number of receiver and at what type of environment it initiates and how their nature changes, how this simple process considered as the core of every work, business and job like form taking decisions and self-realization by communicating to own self or to delivering own thoughts to other minds with a series of different kind of medium and from a corporate formal and official message which is useful for taking company's big decisions and to political debates where the future of country decide everywhere the simple process behind every module is communication an expression tool which must take into account by everyone in their respective field before taking any plan in action mode (Forsler,2024).

But besides all its exception if the individual still believes that this is only just a interaction process which delivers one set of thoughts, beliefs from one mind to different minds it is not fully acceptable as this simple and easiest process have a great importance and value in different field like it is considered as a multitasker medium of infotainment to bring healthier and social relation communication plays a quite amazing role so if one wants to understand the core of communication and wants to know that how a common word initiates every type of process and job we must understand the importance of (Patil,2014) communication in different fields like very firstly communication is considered as a special tool of enhancing social life as we all know that communication is the integral part of our social system ,our society, our life which makes our lives more better and interesting because we interact our thoughts to many other minds with different medium and with this we come to know about our clan mean so know that what we are thinking are just our thoughts only or someone else

thinks about the same and then this connection of thoughts from one person to another person make a clan or a society which deals and work for each other.

So we can say that communication starts the whole society it not only communicates and interact our thoughts but also connects each and every individual to a special clan or in a specific group according to their own wants and desires which also helps the person form different background, form different culture to connect in one string and to ensure the smooth running of system whether the system relates to big company or small company one thing is always important that is team coordination and work coordination and this type of coordination always come with the help of an effective communication (Reis,2020).

So, after this we can say that communication not only interact our thoughts to other but also it has an aim to people brings closer and make a healthy, safe and trustworthy environment for them in every field like if we take an example of corporate world it helps the high level managers to brings team spirit between employees as it clears each other thoughts and cancel all the confusions and misinterpretations comes between that enhances the growth of company ultimately and this growth can highly be achieve by proper management and this proper set can only be succeeded by the process of communication like in management one quote is very famous which says that square pegs in square hole and round pegs in round hole.

Communication helps one to encode and decode the message properly so that message delivered successful at different levels of company as in a company there are different sectors who work together and for the proper coordination (Patil,2014) one needs a proper communication channel which reduces the confusion and enhances the growth. With this communication also helps in leadership to command the people in a right way and in a right segment. Also, to know the view of the public related to their work communication helps to know the customer choices and preference, demand and supply time which make easier for company to bring changes in product according to customer desires and preferences at proper time. Now by providing proper managerial skills to mangers to engage the employee loyalty towards company with by following simple routine of fresh communication and also helps different people from different fields to building their relationship healthier irrespective of their field and from different background, commination also considered as a best source of infotainment which is combination of information and entertainment as Communication process (Forsler,2024) now a days not only a tool of delivering the message or to interact with each other but also it deals with the entertainment of audience. Like in

play theory given by Stephenson it is clearly shown that now a days media is not just use to give information they also act as source of entertainment (Katz et al.,1973).

It is clearly shown in today's new age media where the information is delivered to the persons in a fun element way like the news run on Facebook, Instagram or on various podcast where the information about certain event given in a fresh entreating way which not only attract the audience but also grab new age audience trust as well (Reis,2020). By fulfilling the infotainment point in which the communication gives the information in entertainment way it becomes more interesting and approachable by various people irrespective of different field and different background like a term which say that a picture says a thousand words that depicts single picture tells a story of 1000 words and also this picture format is easier to understand than reading, adopting and delivering of 1000 words in one take so by choosing an efficient medium communication process make easier for every type of receiver to understand the concept properly and this completed the process of communication whole.

Also it is been claimed by many theorist that communication not only give rightful information in entertaining way and open the right pavement for successful and balanced relationship whether in public zone or in personal it also leads another major element of balanced community that is connection and by connection it means that it (Katz et al.,1973) lead to connectivity of various people which also lead a strong connection of their different culture, their choices ,their beliefs and their technology too, like if we talk about culture connectivity in this not only religions connects but also connects their way of living techniques and their thinking approach.

Like in today's world our society is mainly divided into two formats one is western influenced and one is ester influenced if we talk about western society the first thing come into our minds that some sort of extra freedom in relation to culture and tradition given to people, different type of music, different ways of growth and development which are not meant that western is more better than eastern culture but we can say that both culture are quite different from each other like in eastern society especially in India we respect our traditions so much and we are so much attach to our religions. So, the communication not only connects different culture from different society through various mediums like today we are well known about the Halloween festival of west on which they celebrate their ancestors same in India we do Sharaad to make our ancestors happy so here in both society names are different but the core is same and we came to know about this similarity because of the communication and medium only (Hepp et al.,2015).

As we know that for the growth of a certain community and society if culture is important which lays the foundation of any society, which describes the historical importance of society then technology is key stone to take this society in forward and future zone, in simple words we can say that if culture is the mirror of history of society then technology is the futuristic mirror of society that at what level society growth reaches (Huston,1998) so if we talk about communication role in culture connectivity we must understand that communication has great role in technology enhancement which is quite important for the growth of any society and this approach can go to at success level through technology connectivity which is highly fulfilled with the help of communication process only.

And this connectivity is so much important for various societal growth because in this the future of different societies connect and that's gives an immense surety of future success of whole society in whole. To understand this type connectivity and how this connectivity builds the progressive future of two nation the most important example is connectivity of Indian research space organization(ISRO) and NASA (American space agency) frequently works together on various mission which opens the scope of both the countries same in the concept of telecommunication services 5G networks, apple technologies and other technical things are developed by collaboration of different citizen of different company (Hada,2021) who work under one roof which not builds the amazing future and open the ways for new technical advancements for nation growth in several dimension but also make a new clan with the help of communication that is said to be technological society of word which is not divided in several countries and that's the communication brings and unite the whole nation into one clan with different background but with same goals and same desires that is to excel in each and every dimension of development.

Besides all these above factor communications also helps to fulfil the other factor which have a full importance in the growth of any kind of economy in world that is social development at root level and creating social awareness regarding various social taboos which are acting as the big hurdle in the success path of every country which true to cover the developing stage to become developed ones. In the contemporary world media plays an important role transferring the one's view from another, also communicate different type pf teachings which, make them on step closer to success (Gerbner,1985).

The word media comes from element medium which is quite important in process of communication explained by a well renowned theorist who explain that in whole process of

communication besides all other element medium is the utmost importance to fulfil the process, he also claims that in the whole process of communication if all the starting elements work in a best way like sender understand the receiver ideologies, then frame and encode the message and also the message is clear and encoded in that only codes which are understood by the receiver and is ready to communicate but if the message that is framed don't communicate with perfect medium transporting way then it is full sure that the process of communication totally fails as the message reaches the receiver but it fails because the medium is not perfect and may be it reaches to that audience which is not targeted in that particular process of conversion like a message sent in visual format to blind person or a verbal message send to deaf and dumb person via audio format only here message is made perfectly sender encodes a perfectly but medium is wrong which creates a big hurdle between the success of communication process (Garrett,2020). And in our real word era that's why to start communication we must prescribe a proper medium so that our motive of communication becomes successful and that why in today' modern world all the communication is done through media and media is now considers the synonym of communication.

Like earlier we explain that communication also plays a significant role in social development of economy and also crating social awareness with the help of medium at root level by following bottom to top approach in development communication that firstly development the root of economy and then goes to upper level of economy which are already developed in some way (Fox et al.,2016). And this whole approach can be seen in our Indian society where media plays a very important role in fact media is considered as the fourth pillar of democracy the whole working module of the country.

Now before understanding the deeper concept of role of media in creating and enhancing social development whether in Indian society or in western society we must have worthy knowledge of society, so according to many sociologist who studies the different patterns of society explains that society in general means group of people who are from different background, culture, religion are form different color, caste and creed but reside under one common roof an follow the common rules prepared by society member but all of these member with different background have one same features how their beliefs, or their goals that bind them together and also create a tool of interdependence that everyone is interdependent on each other for their some basic need as and that's why everyone has some kind of equal importance in society and this balanced organization of all interdependence of people in society called as social structure of society (Dutta,2020).

Now there are many factors which make this social structure more in prescribed way so there is no confusion among the people who live in prescribed society but with the time passes these societal factors take the negative face and this social arrangement turns into power of superior inferior arrangement where the people divide into two group one is superior and other were treated as inferior and also these inferiors always showcase as a tool of exploitation. Now the factors which divides the society in whole on the basis of superiority not on the basis of their ability are class, gender, plurality etc. (Erickson,1991). Like if we take the example of class differentiation many theorists make people understand the meaning of class on which discrimination done to a particular group in relation to this theory on major theorist named Karl Marx said that there were two group generally exist in society which are dependent on class among both of them one is capitalist class who are treated as superior.

Because they have power in terms of financial and political fields and the other one were named as working class whose main aim to provide as laborers to the capitalist men now here the working class has more ability because they are the real producer of anything whether the product related to agriculture side or top industrial side but here they are treated as inferior because they are not economically well established and with this they have no suffragette rights means political recognition and that's why the inferior were discriminated. Same like class if we talk about pluralist factor here the economical aspect not comes but, in a society, a new society formed which share some common beliefs which are different from other people thoughts living in society.

Theorist like Laski claims that society don't run by class or economic power but they run by the majority number, he said that in a society all the decisions are taken by these people who are maximum in number and the persons who are less in number or we can say the minority ones has no say any kind of political decisions as well as other fields decision. Now the third aspect which not evenly deals with numbers, economic strength or political strength but here the group of people divides on the basis of the sexuality that are men and women.

There are many theories given on gender divide gender supremacy by many theorists which shows an abnormal disbalance between these two genders and initiate the fights between these genders in order to prove their supremacy like some theorist say that women are superior to men as they are creator of life so they are special and superior and gives many power to women like taking decision related to family and work module and this system said to as matriarchal rule where as some theorist claim that women and men are important

back of any society and to run successful women are placed in peaceful role and men are in powerful role as they know how to handle their emotions more than the women part so they are more mentally powerful and this leads to patriarchal rule in various society where men are supposed to take all the decision in relation to their life and also take the important decision of women's life also and this leads an imbalance in society people because of their sexuality and that's why lot of exploitation , violence, hardships and discrimination with women increases not on their work place but also in their personal life.

On the other hand, there were many theorist and writers give lights to the theory which has after back history in whole world and its whole journey was divided into four generation according to advancements come between this movement and this movement know to be feminism movement which generally portrays the equality among all the genders in relation to every aspect whether it is in economic, political and cultural field the feminist movement.

The pioneers of this movement always claimed that all the genders especially between male and female the two main pillars of society along with other gender like LGBTQ have equal access to all the departments and there is no discrimination (Raja,2018) done to them because of their sexuality which is just a mere natural difference create by nature and this difference don't defines the ability of one gender more or which gender has superior power on other gender and this theory of feminism in relation to real world scenario well explained by a very well renowned writer and a French existentialist philosopher named Simone De Beauvoir in her very famous book named *The Second Sex* in which she throws light on women role in real world and how this particular gender face lot of differentiation and discrimination because of their sexuality, also in this book she claimed that the society don't rely on only muscle power replicated the dominance of males by studying various old historical facts and also question the word "other" that is used for female for describing them different from the male gender as everyone know there is huge difference between these gender related to biological specification, physiological traits , natural inclination and other factor that make both of these genders unique but if one thinks that because of this differentiation women are inferior to men or they are overdependent on men goes totally wrong in this book.

Also, the writer argues related to many cultural and religious aspects for treating women lower than men and also show that how these both teams change the women life in whole by taking the example of the story of Adam and eve that God firstly created Adam and when the get bore God made Eve from his rib only so she acts as an entertainment tool

for Adam but this theory not only lower the importance of “Eve” birth but also lower the situation of one gender for whole life time by rejecting this theory she claimed that women are inseparable part of male and both of them make this society a better place to live if one thinks that women are just a complimentary part to male like slave to his master in slavery conditions so this situation is totally wrong (Ramos & Gonzalez,2021) .

With this also writer writes about the matriarchal role and patriarchal role and how our whole society is previously rule under matriarchy and with the time advancement and technology upliftment this scenario changes from matriarchy to patriarchy system where male rules and women just a part who obey the male order and decision their life also run according to choose given and approve by male factor in their family in personal or professional life. She also claimed in her book that every gender treats in equal approach and no one is superior and no one is inferior also by lowering any gender not uplifts the role of other gender and that's is said to as feminism which breaks all the gender theory and say if a society wants to run successfully so everyone must treat equally irrespective of their gender, class and color basis in every field whether we talk about their voting rights, their reproductive rights or we talk about their stand in society (Rampton,2015).

These are social structure factors like class differentiation, gender differentiation can be seen in our India too like other sections of world faces but in India top major factor that work and run in society in whole are mainly gender where the society divided according to their sexuality and this leads to discrimination happens to one gender which breaks the devolvement of society and other one is caste system here the people are divides on the basis of their caste mostly like in India the significant castes include brahmins who treated are the most superior people who are the considerably more educated than other peoples and also they have an immense knowledge of Vedas and Upanishads the major scripture of Indian society, after that Kastriyas comes who are superior form other castes and also known as the protector of other caste they have immense knowledge of weapons for protection, next cast named as Vaishyas which are the merchants and trader or in simple meaning they are the businessmen in society who delas with financial ups and down helps the society to grow economically and 4<sup>th</sup> one are Shudras which are considered as peasants, artisans and laborer who have hand ability and then with their ability they work for the other and then lastly untouchables which are consider as Dalit that thee yar the low caste of Indian society and they are discriminated because of their caste .

Earlier in Indian society these caste are formed to divide people on the basis of their working ability but with passage of time like in other society class system turns into negative face in our India too caste system changes into a curse which divided the people not on their abilities but on the basis of their ancestral cast and this increases a sense of discrimination and exploitation against them because they're bound to do work in the limits of their cast and if a person wants to do something else work they are restricted to do so and this practice mainly seen in the untouchable the last part in caste system (Strömberg,2001).

These are those societal structures which are not morally correct and also created hurdle in the progress of society whether we talk about Indian society or any other society and this all- disrupted societal structure only be demolished by the help of people only which were its self are living according to this prevalent system. Also, in this demolishment process a media plays every impactful role not just creating aware among people related to these issues but also create a path of new developments in society to frame a new face of society and give them a modern pace for successful running.

Like in India where media is considered as the mouth of common public, they also lead the whole society in developmental phase by applying many development approaches like top to down approach or bottom to up approach. Now the question arises which approach suits to Indian society which convert India's developing status to development stage as this country has a special and unique set of dual societal system where the whole society irrespective of their class, caste, gender divided into two basis one is rural and another one is urban which are quite different from each other means if one is considered as a newer modern version of society with all technological advancements the part of country still belongs to older version with minimal developments and mostly believe on tradition, in fact their religion and diverse culture are main powerhouse of people reside in that area.

As everyone know the countries which are in developing stage must developed from root are because that is the foundation of every society and this statement fits with Indian society too so bottom-up approach is justifying approach which suits the Indian complex society version in which development done to root areas first and then developments go up to urban level which is considered as a top-level approach (Thakur,2021). But here the problem arises that root area of India has own set of beliefs and culture-oriented thoughts which are always creating a hurdle between development projects, also many of the developer believe that these projects may create a strong disparity with people's beliefs, their culture values

If the country who has long back an impactful cultural history and where the society runs on cultural basis in that place if someone feels that their religion and their beliefs harms because of any development's projects the seeds of disagreement comes and then majority of people backout from any kind of project. They don't even think once that these development project might give a good and easier life to them and to solve this developers of the country bring the new strategy of communication because it is believe that communication is the only concept which solve any kind of rival or in simple word by communicating the problem one can reality find the solution so to communicate (Lee,2022) the people of roots of country that are rural are people developer use the concept of media which initiated the communication with these people about the developing projects in which they tries to make people understand that these projects do not harm their beliefs but in return they ease their life which lays the foundation of future societies to grow and bring future developments to the their society like if we take a real example of some developmental projects in India like use of LPG for cooking instead of wood and coal now if we talk about this project this development faces lot of barrier from people they are using it as here there is a mixture of their cultural beliefs and their ancient beliefs collide with this project (Lang & Lang, 2021).

Mainly in many rural areas people don't want to switch their food making process on cooking gas as they think it is not fit for body and also by making food on coal and wood give immense nutrients to food also if we talk about cultural aspect, they think that they firstly offer these food to their gods so they don't use nay technical fire they use the real fire which they consisted as a part of god itself. But this project is necessary as by making food on coal and wood not creating pollution, deforestation only but also it is dangerous for the person who cooks food because while cooking that person must need to inhale the unnecessary smoke form fire and this can be very dangerous for a human respiratory system (Lee,2022). to solve all this hustle the project developers take various steps like making visual ad campaign so that people understand the ill effects of coal and wood usage also they take the help of folk media too in which they prepare nuked Natak in which they showcase this concept need into in emotional way in which they depicts that the most important part of their family that your mother might got harm due to usage of coal and wood while preparing food for you only so if you love her please gift her precious life moments back in the sign of cooking gas which is utmost safe and no harm cause to your loved ones.

This strategy works and many rural areas start the use of cooking gas instead of using coal and wood for ignition process. Also, with this example there are many other fields where media plays a great role in devolving the whole rural India and this can be witnessed at the television experiment in India when tv sets set up in many areas and the very first programs are based on education content, farmer education on Door Darshan and till now DD present such shows on television which help the farmers to learn the different techniques related to their crops (Wijesundara,2011). Now if we talk about another aspect that is fulfilled by media platforms after societal development which gives society to new strength that is creating social awareness related to social taboos which create hurdle in societal development scenario.

It is very prominent to watch media has keen role in Indian development whether we talk about before independence in creating awareness among the importance of freedom for India through their platforms specially in print media and through their radio programs and creating a sense of brotherhood between Indian people in the era of television by showcasing the live telecasting of world cup and this step also demolishes the assumption of communal violence at that time or whether we talk about present situation as we read that Indian society is very complex in nature due to their heterogeneity factor and also their social structure discrimination is quite complex as here the superiority and discrimination done on caste system on gender basis and these two approaches creating their roots stronger in civilization not presently but from the past times which opens the many ways of exploitation, violence to the weaker section of society who faces discrimination on various places because of their cast and gender specifically.

As everyone knows if sunsets and everything goes in a black zone then it's a utmost surety that a morning will happen with new sunrise which swallow all the bad component and encourages the happiness with their bright light same in the concept media here plays the role of that rising sun which removes all the darkness and continuously work hard to remove all the darkness of these two taboos by their different platform approaches like creating awareness among people about the ill effects of this taboo and how these taboos is a new face of demon who eats all the peace and happiness among societies (Patil,2011).

No doubt with the help of print platform especially the literature formats there were many writers write different stories, poems on the trouble that is created by caste system and also show case problem face by women in their patriarchal world. a very renowned writer and famous personality in Indian history named Rabindra Nath Tagore who knows for his

literary contribution in Indian society and writes various stories which showcase the dual and cruel side of caste system , also its main emphasizes on the condition of women in that era and also write the women role in different zone through which he tries to encourage the real women that they must understand their feeling first , their desires and choices first and if they want to full fill their wishes they don't bound to stick on any societal restrictions and also through his stories he tries to depicts the women power and women equality.

Some of his famous writing include "*Chokher Bali*" in which a young widow change her whole life with her intelligence and strongness , also she breaks all the rule of widow hood that she is not allowed to start her life again with anyone but in this story Tagore states the character of Binodini who starts her relationship with Mahendra in accordance to get a new and happier life and another story like "*Sampatti*" where the main female protagonist collide with the old traditional feministic, with this stories like the story of Muslim girl, "*Mrinal ki Chithi*" and "*Tyaag*" highlights the women free thoughts that are stuck and caged under society unrealistic parameters no doubt these all stories are far beyond of their time of releasing but through his stories Tagore brings the revolution in literature world and also encourage the young writer to not to write the present situation but write something that which encourage the word to be in change zone which is aid to be in developing zone. Now these stories also turn into the visual format which run as the show name "*Stories of Rabindranath Tagore*" and with the help of television they just make an honest try to make people aware that women should treated equal to men in every felid of society and they should not be discriminated and restricted on the basis of their gender and sexuality component to do any kind of work in order to fulfil their desires and dreams. After the literary initiatives the foremost and most popular version of media the entertainment media comes in race to make people educated and are about certain issue which breaks the set stereotypes and developed the peaceful social structure on screen and that entertainment media in common terms also know films which presented on cinema theatre houses (Patowary,2014).

Cinema which is considered a mouth of society has a long way back history and which is quite famous among all media forms because of their unique delivering content technique that is infotainment which proves as the most powerful combination ever in which information deliver but in an exceptional way by clubbing them in entertaining string so it attracts more viewer and that medium is also called as mirror of Indian society which replicates the true picture of Indian society to Indian only with the help of screen and that medium is called as cinema or films which present the real life stories inspired form Indian

society back to that Indian only with the help of camera and screen.

If we talk about cinema in world so it has a long history and started way back but in Indian it leaves a huge impact when Dada Shahab Phalke presents his first film "*Raja Harishchandra*" no doubt this film is totally a fictional story based on Hindu mythology but as India is considered as a land of culture and religion to start a new medium this approach is a safer approach as before entering of films in India people's life they read the stories through books or by narration or by Natak but they all form of verbal communication, self-expressing approach but when this story runs on screen so a new type of world emerges (Maity & Rai, 2024) from real world said to as reel world however everything is prerecorded and the character that portrays on screen and public only imagines about them after reading the text, now they can watch them on screen by their own eyes so films in whole leaves a great impact and also a game changer in the field of communication approaches in India and with this they are turned into a great base for the societal development and social awareness in relation caste system and gender importance.

Films always considered as the real reflection of society whether they show in any genre the core of the story must take by directors from the real world only and it depends on director and makers only to show their story in which way in India the stories firstly shown in mythological version which has deeper impact in Indian societies as they have a strong connection with Indian religious sentiments and so it makes easier (Maity & Rai, 2024) for cinema to enter into the life of Indian very precisely Dada Saheb Phalke did in his films he first made *Raja Harishchandra* and in his movie list the next movies are also mythological based which depicts the religious stories on screen and it gives dual benefits to Indian society firstly cinema enters in the life of Indian with full support and Indian gets a chance to see their culture stories on screen.

After that there of commercial cinema comes where mythologies not an valuable genre because now the people wants some stories which are based on real world or the stories which depict their life and here the revolution comes in Indian cinema industry and Indian societal developments as now the films make pick up the stories which (Kumar, 2024) shows the hardships face by Indians the main heroes of their stories were from working class, poor class who face lot of discrimination because of their financial status and with this caste system shown in movies with full focus which reveals the true colour of caste system that how it only acts as barrier between Indian development and growth. Movies like "*Ankur*, *Sujata*, *Samar Akash*, *Sadgati*, *Paar*, *Gulami*, *Gangajal*, *Aarskahsn*, *Chameli Ki Shaadi*,

*Khap, Article 15, Manjhi, Dhaakad, Kanche, Bandit Queen*” (Kumar & Sarkar,2022). All these movies not only bring the limelight on evil caste system and showcase that how this caste system is eradicating humanity from our peaceful and cultured society and make people aware and encourage the public that if they want growth and development in society, they should work collectively without thinking of their caste background because caste is manmade but the only eternal truth is that they are human beings made by supreme lord who made the whole world (Khan,2016). Now if we talk about the social awareness regarding the discrimination based on caste system which breaks the whole society structure with this one social abo other is one more which breaks the society into two divisions in which one division is far better than other division and this division is done one the basis of gender.

Like earlier we connect a very strong relation of medium and women that form the starting of time media plays a great and important role to portray the real women on screen also helps to remove all the stereotypes that are set against their work choices, their preference and related to their status. As in literary aspect many writes write the role of women in progression and show their importance in society in same way films also take this responsibility in their hands and tries to showcase the women real role on reel screen but in order to show them in mor progressive zone their path changes and they itself crate some stereotypes which now become the inseparable part of real women’s life (Khan,2016). Films are known for to showcase reality on screen and make the women heroes on screen they end up in portraying the role of women as just an object of beautification, symbol of sacrifice, love and affection on screen. It is to believe in many gender theories that women has some traits of peace , love and affection and on the other side men has traits of bravely , strongness and by following this filmmaker portray the male characters in like in strong character who fights back in society for their rights and also for the society also and women are just casting supporting role who are just saved by male heroes on screen from villains and they always dependent on male character from their security, for their respect and dignity where women show case in their progress which shapes their character as abla as they don’t have an immense power to save their dignity too (Khanna et al.,2024).

With this women character at starting of Indian cinema shown in abla means which don’t have any say regarding any violence faced by them done by the society or by their own family but in return they must be in silent zone and wait for god’s decision and also always show respect and gratitude to the negative people in their society by forgetting all the odds and misdeeds done to them like in films named “*Aradhana, Amar prem, Kati Patang, Nikah, Pakeezah, Ram Teri Ganga Maili*” show the women role in victimized zone that they face

immense odds done by society but in every aspect, they deal the whole situation with peace and tenderness which is considered as the important trait of feministic quality of women (Khan,2016). After these series of movies made which showcase the women in a role means lower role who has no single voice to raise against the suppression and disrespect she faces, no doubt there were films made which showcase the other side of women that with sacrificial too they have their own voice but very few in number like “*Aurat*” produced by Mehboob Khan and Mother India the two women-oriented films which showcase the one side that beyond all the sacrificial when they fight for justice and truth, they can also sacrifice their family like in Mother India a woman kills his own son in order to take justice for a girl that was kidnapped by him in order to take revenge from his father. This movie shows she has her own mental and physical strength too but woman who kills her own son not widely accepted.

After these films the cinema take shifts and also make another division in this gender only which showcase the two side of women one is good and one is bad the good one is of same role like abla in earlier movie and the bad one was those who think about their choices first and their preferences first and, in this aspect, they recognize as bad women because they think of their selves first not about their family wishes. Movies like “*Abhimaan*” showcase the perfect image of Indian wife and bahu on screen that should treat her family in same way but when she gains more progress than her husband, she faces mental torture from her husband and also feels a pain of separation in the place of success she achieved (Kataria & Pandey,2014). Also, movie like “*Seeta and Geeta*” differentiate the women role into two side in which who accepts all the violence remains silent is good one and the one who raise her voice against evils bad. This prevails a sense of feeling related to women in society that the women must be in tender state and not raises voices against any kind of problem she faced and this create a big problem in society because people compare the real life with reel life which is impossible in practical zone.

Also, as the time passes women role again shift and in this phase the women now showcase in sacrificial with the symbol of love and affection like “*Silsila*”, “*Lamhe*”, where women character shown just as love character for the male character in movie and besides this, they don’t have any important role which portrays that women only fits in romantic genre and also in real life they are important in other life as an object of love (Kataria & Pandey,2014). Indian cinema always considered as the mixture of all attribute so in one phase if the women showcase in lower role the movies “*Damini* and *Khoon Bahri Maang*” show case the women role in revenge side that if women want, she can turn her tender character to revengeful

character and they have an immense mental power to defeat their opponents and enemy who are the main creator of all odds they face.

After this time passes, technology changes, thinking scenario changes and now women are not just an object of beautification screen or not just casting in glammers role like Zeenat Aman in “*Don*” the Movies made which show the real Indian women on screen with little bit fictionalizing their character like the movie “*Laga Chunri Mein Daag, Thappad, Dirty Picture, Cheeni Kum, Queen*” showcase the women in another zone which is quite different from earlier themes like they face and problem but in return they come with more courage and strongness fights back in society (Kataria & Pandey,2014).

Also movie like “*Pink, Mardani, jai Gangajal, Dhakad,*” showcase the bodily power of women on screen which gives the two aspect in society that women are capable enough to portray any character on screen and they also become heroes of their movie and now the cinema is not only the place of male heroes and second opinion for real women that they are strong enough to deal with problems also and also know how to fight back with them (Kausar & Singh,2014). But as we know that women in cinema is wider concept and their discrimination and stereotypical role specially which is made by cinema only and we all know the character that are set in cinema is difficult to change whether we talk about any gender like the men showcase in powerful and strong character, if we talk about transgender and LGBTQ these character are showcase in low standard zone or in a comical characters which ultimately make the life of real trans people more vulnerable and like in reel versions in real life they only treated as comical characters and now if we talk about women they always how in mental and physical weak zone and they are totally dependent on male characters and their decisions and their life are solely influenced by patriarchal society’s rule and regulation (Kaur,2017).

Now these character and gender roles become the part of Indian real people’s life that’s why it is so difficult to bring the reality in entire film industry and the main thing is that if they bring down the reality then they assure the real world that initially what they shown on screen is full of fantasy and this will break the truth of viewers on them so that’s why directors and makers with sense of fear bringing reality in the name of creativity might lose their viewership of that’s why to make their film successful they end up in creating and portraying their character in same way which can be shown in movie like “*RA One, Bodyguard, Gabbar Is Back*” where the main hero of the story was a male character not the female character and here in both films the female showed in weaker side that are saved by male protagonist (Kumar

& Sarkar,2022).

No doubt there are many directors make their move on progressive side and tries to make experiments with women character and also tries that women now become the lead of the film but this approach not full successful by showing their women character in broadminded zone like they act as spy and agents in some movie who saves their nation first and didn't shown in weaker characters but in that movies also the male character are more stronger and superior than women character so that the older approach of Bollywood remains same without harm without sacrificing the male lead and also tries to shots that are focus on women more but in playing safe they end up showing women character on glammers side not shown their inner abilities like in "*Tiger Series Ek Tha Tiger , Tiger Zinda Hai, Phantom*" have both male and female protagonist are portrayed in spy agents but male character are more stronger in plot (Linda,2017).

Same this can be seen in "*Pathan*" movie where female protagonist though a national security agent but rather focus on their bodily and mental strength the most focus on their glamorized version like how to showcase their glamour body on screen to attract the male gaze which directly or indirectly create a discrimination of gender role in Indian cinema in order to showcase the women role in liberal modern version but director and writer end up to in writing their role in glamorous look where their bodies are used for film publicity not their talent and acting skill. This can show in various movie like "*Race*" starrer Deepika Padukone, Bipasha Basu and in "*Drive*" starrer Jacqueline Fernandez in both movies the plot was of thriller zone but the main stories revolves around the male characters where female actors have role but this considered as supporting roles and this shows that although women character likes to do experiment with their roles but their real ability don't showcase on screen and the mentality behind is that movies stories should portray men in strong character and female shown in tender character but if this plot shown in opposite side (Mishra,2015). Then there is always a fear for cinema makers that it might possible that their films get flopped like we can see this example in on movie name "*Dahaad*" starrer Kangana Ranaut in which the she played the main lead of film and fights alone with all the evils but this film don't run successful at box office because here the set thoughts collides (Nandakumar,2011) with newer thought of directors and this will raise a question for new directors and makers that they should take a risk to showcase the tale of real women on reel screen or just following the paths of old director work which only sets the fake world by showcasing the fantasized version of women on reel screen.

And to solve this dicey situation the media and technology gives a wonderful answers to directors, makers to write experimental plot and also gives an opportunity to female actors to showcase their real version not just presented like beauty dolls on screen and this answer named to be OTT or Over The Top platform which originated in world far back in the name of Netflix when an entertainment company shifts form their DVD rental practice on subscriber email id to launch OTT platform (Nair,2021) which allow users to watch unlimited content from all around the world on one platform in many type so languages under a small subscription fees Paid by subscribers on monthly and yearly basis and this platform said to as over the top platform which wis consider as the best platform which overpower the other media platform which only runs with the help of internet connection and also this platform run on various devices like mobile phones, tablets, laptops and smart tv set which can be accessed through internet connection (Nizarudeen,2024).

This new age media although starts back in society way back and in India it comes in the year of 2016 but this platform proves a game changer in whole media world and also gets its ultimate success in the year of 2020 when pandemic hits the whole world and not only world but it also froe to shut down the various industries and this same approach force the media industry specially the entertainment industry to take their steps back but here this new age media named OTT comes as the savior of entertainment industry which not only give new version of entertainment to public in (Ojha & Vaish,2024) which they can watch their premiered content on their mobile phones, smart tv or laptops at their homes only and don't need to go out for theatres to watch their films in that corona era but also gives a newer, advanced and game changing approach to directors, producers and makers to launch their films directly on the screens of public that are their smartphones in which they subscribe the platforms by paying fees and in one film ticket price they can watch high variety of content (Parikh,2020).

Many critics claimed and states that OTT not gives a single profit but have multiple profit to everyone include the variety of advantage to public and industry as well like the first and foremost profit gives to viewers that firstly they can watch their content at any time , at any place with reverse, stop , play, fasts forward option too and this make their content more user friendly and this content not only belongs to their regional surroundings but also in this there is a wide availability of content form different language and different background which include various films and series are considered as the mini-version of tv series which are quite popular interface of OTT as in this stories are limited and end in limited episodes and not run in long period like daily soaps run on television which ultimately breaks the

viewer and with the constant story line this make the content boring and baseless but OTT series (Park,2017) are quite influential because here the use watch small series and end their story in a good versions they are not leaving their starting base and very series is unique in their own way and in this there is no need to copy someone else content to stay in market here your own mind progressiveness and creativity runs which allow them to showcase new series every time which not only gives them unique options in fact this platform also helps them to improve their taste of content watching and secondly this platforms considered to be more pocket friendly for the customer as they have minimal subscription fees or we can say that on one ticket face they watch unlimited content for subscribed days which gives dual benefit to the viewers (Parmar & Pandit,2021) .

Now if we talk about makers and producers it also give dual advantage to them also like through this platform they can release their films on their viewer platform and that's more monetary friendly as they don't need to has a make deals with exhibitors and distributors and this approach highly valuable for the new entrants in the cinema market as every field is highly difficult for the new people and lot of hurdles come on their path which restrict their talent but in the case of cinema industry OTT makes (Patel et al.,2020) it easier for them to penetrate in cinematic world and helps them to show case their creative version and also helps them to attach with majority of public and this all benefits mark the popularity of OTT platform in whole Indian entertainment industry and also many researcher justifies the growth and popularity of OTT platforms in India with their researches like (Singh,2019) founds in his research that OTT get a huge chance to spread its feet and have a huge impact on traditional forms of media and the main reason behind the attraction of OTT over other forms of traditional media like on cinema theatres because of certain reasons like convenience of service like they provide utmost entertaining content of the users choice as in starting of every application they demand user's preferences related to content which make this medium as their personal medium and availability of international content also at one place in many language formats.

It is also found that OTT has bright future in India because of certain reasons that are international collaboration, mobility of gadget, smartphone penetration, cost effective on both public and maker's side. Along with that many researchers also feel that because the wide variety of content that is more realistic and practical and also (Kumari,2020) far differ from the set stories shown on other medium make this platform more successful and popular than other forms of media who are key providers of the entertainment through various medium like cinema and television.

Now as the creative content key makes the OTT platforms more successful and popular especially in India as we are the ones who has a deep space for cinema in hearts not from the past times but also in present as through this we turn our real life according to our favorite reel characters and we tries to make our real life according to fantasy life shown in reel world which is quite more balanced and happier version and in order to get this directors and makers' the whole story in a magical world which is quite different from real world whether we talk about the story line or we narrate the charter on screen (Patade,2021) very thing is quite opposite on screen and this thing can highly be seen in displaying of different gender on screen especially on the side of women character which show in weaker, dependent for their financial need on male character and their whole life run according to their male member in family which showcase the overburdening role of patriarchal society over matriarchal one and also sets a wrong image of women which gives negative impact (Patil, 2022) to society as after watching these type of narration related to women role the real world forces real women to act alike reel women which is quite impossible as in real world women are not meant to be suppressed and oppressed all the time as they have their professional life , own choice an own desire with their family expectation and if they choose their choices first this is not meant that they are from bad women zone like they shown on reel screens (Patel,2020).

Also, in real world they not a statue of sacrificial, love and affection and their bodies are not a tool of attraction object only to satisfy male gaze, but in reality, they are equal to men and they have their say and voice which will be raise by them if they face any kind of trauma and violence from the society. No doubt today this present section of society knows their equality rights and also has a power to make people understand that what is difference between the pseudo feminism and real feminism which has quite different characteristics like they explain that all genders are equal and no human being face any kind of discrimination whether on their work place or public place irrespective of their gender which collides with term pseudo- feminism which says that by lowering men in that case women can get their respect and dignity back in all fields and but this conception is totally wrong and this reality should be showcased on screen is now become the utmost need of society itself because of their growth and progress only (Raj and Goswami,2020).

But as everyone knows that there is huge gap between real and reel world and in same way by reading an discussing the movements and practical things and making and showcasing the unpractical version which gives wrong vision to society about many structure whether

we talk about cast system or we talk about the women importance and role of real feminism (Ramos & Gonzalez,2021) in one's life which is now become the important part of society to be discussed but cinema again lacks behind to showcase the truth on screen because of sense of fear they by showcasing truth they might get into isolation mode but this sense of fear is only faced by makers not to viewers as now they understand the real world theories and reel world perception and now they want to watch real content of screen which showcase their real life problems on screen which is earlier shown in cinema but with the time it vanishes out and now OTT becomes famous for the content they provide (Rampton,2015).

Critics claimed that content on OTT is more progressive and practical side which shows the real version of society on screen but whether the OTT content showcase some changes regarding women role on screen or not is not proven yet as there are researches done which justifies the women role in cinema ,and other media platforms but on OTT what kind of role women get and in story what kind of space they get not discussed yet and as the OTT is the new future of Indian entertainment society and gender is the unforgettable part of every society it is very important to discuss to the role of OTT in changing women characterization or what kind of representation women achieved in OTT series (Rashmi & Sood, 2015) which gives a research gap to find. And to complete the gap this study is conducted in which content analysis method in Qualitative format is followed and for the proper analysis 3 Indian web series are selected form the period between 2020 to 2022 from different platform and there is no Webseries selected before the 2020 year because before that OTT platforms are not so popular and due to corona this platform gives a new way to entertainment media and gets immense success and Popularity in just few months of that year.

The first Webseries selected in the row of analysis named Scam 1992 in the year 2020 where the story revolves around a financial scam done by famous businessman Harshad Mehta and his scam exposed in front of whole world by a female journalist named Sucheta Dalal who is considered as the first female finance journalist in the world ruled by male journalist played by Shreya Dhanwanthary and in this Webseries for the research her plot is studied under various themes selected for research, now the second Webseries selected for the analysis named Aspirants in year 2021 the story of 4 UPSC aspirants in which their struggle is shown while preparing for their UPSC exam is discussed and in this the fourth important character played by a female actress named Namita Dubey where she played the characters of Dhairya in this Her plot is studied under themes which are suits the study's objective and the last Webseries in the row named Panchayat which is the story of a person who is appointed

in village sarpanch office and his daily life struggles discussed but in this Webseries the strong female character that is chosen for this study is played by a famous Indian actress Neena Gupta and she played the role of Manju devi who is appointed as the sarpanch of village but in reality, she acted as a dummy sarpanch and her husband take all the village decisions in place of her.

All of these 3 Webseries are in general genre not fully women oriented and the reason behind this selection is that if the Webseries are selected are totally women oriented this study may get biased as if we choose women narrative Webseries then in this women roles generally show the high space and time for women characters and this will lose the validity and reliability of research as studied in review of literature so that's why those Webseries are selected which are based on mixed gender approach and here the women role are analyzed on different themes which suits the main objective of research like total screen time and space they get , women are casted in main lead or supporting role and what kind of character display traits like education qualifications, economic background, visual appearance , dialogue tone used by main female protagonists. Also, with these themes the feministic analysis traits also mentioned for analysis like intersectionality level, pseudo feminism attribute in women roles in selected Webseries. The main objective behind this study to check that what kind of women roles are written in modern Webseries by both kind of old and new directors and makers and to check whether their roles break the fake gap of real and reel world in portraying the women character which were set in society by earlier media formats where women shown in unpractical plot which are quite different form the real-life women as in general, they have a voice and their choice sand desires which are totally missing on reel screen on the side of women perspective.

And by studying all this selected Webseries we came to know whether OTT is succeeded in changing the role of women on their platforms from the stereotypical path shown in cinema related to women that they are only symbol of sacrifice, love and affection who has no say an voice that raise against all the violence whether the mental and physical they faced from society to the progressive side which replicates the real life of women on screen which know the balance between professional and personal life, who also has her own choice and desires and tries to full fill them and also with love and affectation they have an utmost courage and confidence to fight against all the odds in society which is quite important to study because women are that un separable part of society and media itself is considered as the best medium to educate the society about the importance of women in society.

Through this research we also try to find out that OTT which is considered a game changer in whole entertainment industry whether we talk about world or about Indian industry and also has a great future in media industry, is also proves as a game changer in developing the progressive representation of women in Indian OTT series.

## **1.2 Aim Of Study**

The main behind this research is to find out the true representation of women characters in Indian OTT series. It also tries to find out that whether in OTT platforms there is change in their characters in relation of their portrayal on screen specially or they just shown in the same way like the other media formats shown in stereotypical way where women are just meant to portray as the tool of beautification on screen.

## **1.3 Objectives Of Study**

Objective of study means that the main aim and purpose behind the research and fulfil the research, following are the objectives of the study:

1. To find out the portrayal of women in context of time and space in OTT series.
2. To find out women portrayal in the storyline of OTT series.
3. To evaluate the representation of women in OTT series through feministic approach

## **1.4 Research Questions**

Research questions are meant to that questions which are prepared to find out the objectives of the study, following are the research questions of the study:

1. The first question is to analyses the time given to women actors in OTT platforms to know that what kind of importance given to female characters or they just typecasted in stereotypical roles like earlier they framed just for male gaze.
2. The second question is to evaluate that whether the women characters selected in selected OTT series are framed in positive outlook or in a negative zone in terms of modernity in contemporary era.
3. The third question is to analyses that whether the selected women characters in OTT series show the true colors of feminism or they just show or face the pseudo-feminism in the name of feminism.

## **1.5 Limitation Of Study**

While studying the problem every researcher tries his/ her best to find out the main aim and objectives of his/ her study to complete the research and in between there are many barriers which restrict the completion of research, some of the conditions are solved but some

Remained at the end of research and which are ultimately considered as the limitations of Study and same in this research researcher find different kind of problems but during the research years, researcher solve many of them but some were not solved and they considered as the limitation of study. So, the first limitation is review of literature as the topic is related to OTT platforms which are considered as the new age media platforms which are not new in 2020 but also it is not so popular yet so to find out the literature related to OTT platforms creates a big problem as there is less research papers written on OTT platforms so very less review of literature is reported related to OTT platforms. Next limitation is that topic is related to study the women characterization in Indian OTT series so I select 3 webseries from the selected timeline and choose 3 major characters but another women character is not selected for study as it is really tough to study the all-women characters present on screen as some of the characters are given time less than 1 minutes.

## **1.6 Chapterization**

The research is divided into 6 chapters and following is the brief description of all chapters present in the study.

### **Chapter1**

#### **Introduction**

The first chapter includes the introduction part of the whole study and also give the brief idea of the mass media, media importance in contemporary era, also discuss the emergence of new age media which is said to be OTT platforms. With this Aim of study, objectives of study, Research questions and limitation of study is also mentioned

### **Chapter 2**

#### **Review Of Literature**

The second chapter includes the review of literature in which detailed literature for the study that is read by researcher is mentioned and this whole chapter divides into 15 sections in which whole review of literature explained under 15 titles which are Mass Media, Fims: A Unique Entertainment Medium, Digitalization Vs Digitization, Over The Top Platform, Women In OTT, Women in Cinema, Women In Television, Women In Advertisements, Censorship in OTT, LGBTQ in OTT, Hateful in OTT, LGBTQ in Cinema, Men In Cinema, Men In OTT, Feminism in Cinema and OTT

### **Chapter 3**

#### **Overview Of OTT Platforms and Feminism**

The third chapter includes the overview of OTT platforms in fully and with this all segments of OTT discussed like OTT history in world and India, OTT viewing pattern and also with this its various types, different rules and regulations are discussed and other important factor discussed here is Feminism and the need of feminism in detail and after this the 4 waves of feminism also discussed in this chapter.

### **Chapter 4**

#### **Research Methodology**

This chapter discuss the methodology used in research to find out the major aim, objectives and questions of the research for which the researcher starts this study.

### **Chapter 5**

#### **Overview Of Webseries**

This chapter solely made to discuss the overview of webseries which are selected for the study and it is necessary to mentioned the details of webseries as without this the study is incomplete as this is considered as the important part of sample selected for the study.

### **Chapter 6**

#### **Data Analysis & Findings**

This chapter includes all the analysis of data which is collected for the research and also it includes the findings of all the data analysis. With this the conclusion and future recommendation of study is also mentioned in this chapter.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

This chapter explain all the review of literature that are studied by the researcher to get the thorough knowledge about the topic and background and different narrative about the topic on which she wants to study. For this whole review of literature is divided into 15 sections in which different topics are discussed and studied deeply. Following are the sections of this chapter which is discussed in further:

- 2.1: Mass Media
- 2.2: Fims: A Unique Entertainment Medium
- 2.3: Digitalization Vs Digitization
- 2.4: Over The Top Platforms
- 2.5: Women In OTT
- 2.6: Women in Cinema
- 2.7: Women In Television
- 2.8: Women In Advertisements
- 2.9: Censorship in OTT
- 2.10: LGBTQ in OTT
- 2.11: Hateful in OTT
- 2.12: LGBTQ in Cinema
- 2.13: Men In Cinema
- 2.14: Men In OTT
- 2.15: Feminism in Cinema and OTT

#### **2.1 Mass Media**

**Rao & Kalyani (2022)** noted that A medium is considered of different types and now a days media is generally called as media a short form of medium who initiates the communication processes specially among masses and receives message from one person and then make sure to reach it final point in the form of many receivers that are basically considered to best listeners and then make communication process ongoing by giving feedback by different form of medium or buy the same medium, they get the message. Media in normal language called as medium a or a channel to transport one's view, thoughts from one person to another person, group or to the masses.

**Hepp (2015) and Amedie (2015)** found that Media is used to disseminate and transport various type of communicative material whether its background from information like news, education programs, awareness programs and from entertainment background like in the form of movie, advertisement, songs or from the infotainment background like lifestyle programs etc. And to make this communication of all formats programs successful there are various form of media like newspaper, television ad, radio programs, yellow pages, billboards etc. Generally we can see that our whole life whole time is surround about starting one form of communication or to end different type of communication and that is why our whole day from start to end surround around media like we gain news form morning newspaper or news app in smartphone, listening songs on radio while driving, sending and receiving mails and message from WhatsApp and internet social media platforms and end the day with getting infotainment content whether form television or other forms of media So, in short to connect our society media plays a wonderful role who don't connects people from different background, but also connect their culture, their thoughts and beliefs despite of language differentiation and geographical barriers.

Acc to **Patil (2011)** studied that Print media is considered to be the oldest, reliable and valid among all the media forms, earlier the message are communicated through state announcers to communicate the authority's order to their countrymen but as we all know this method don't become reliable as it is a very time consuming at that time also because announcers can only announce at one time at one place only they don't go at every place to communicate the information at same time and that's the way print media invented where orders are written on a page or a letter and then this single page moves to distant places and at same time the problem goes solve and information communicate at one time to different peoples and here the new form of mass media comes that is print media.

**Satpathi & Roy (2011)** researched that electronic media is the next type of media which comes under the head of old and traditional media which consists of two types of popular media platforms one is radio an only listening platforms and television a colored audio-visual medium platform to communicate different types of content not only Information based but it produces a combination of information and entertainment (Jain, 1998). Firstly talk about radio which is considered as an unique innovation in the world of printing where print media has one of the great and major disadvantage through which they lose their customer base there is literacy as print media is totally based on writable format so this media is only useful for those people which are able to read and write and not useful for those who arenot able to rad to solve this problem radio comes which is totally useful for the

both sections of society which are literate and which are not literate as this medium gives content in listening way where a person can grab his or content after listening and there is no need of reading and writing in this medium to grab the content.

## **2.2 Films: A Unique Entertainment Medium**

**Jain (2023)** noted that Media a platform through which we get our desired content whether we talk about information and take knowledge about certain events that are happen daily in all around the world at one place you can experience the outer countries famous things and their beautiful views without visiting on that places and on the other hand to experience the entertainment the media platforms provide different type of entertaining content on different formats like various shows on television and radio and besides all this one of the best source that proves as best entertainment platform that is cinema on which viewers can watch multiple stories of different genres and different languages on big screen and these stories are called as Films which are the combination of multiple motion pictures that presents the beauty of environment, atmosphere and relationship and daily lifestyle of common people that are shoot on big cameras and on the screen there are so many actors who perform various role according to the need of story and the plot design by directors and story writers.

**Ahmed (1992)** examined that Films also considered as a biggest and easiest medium to connects the culture of two societies which are totally opposite to each other as per other medium for connectivity. As the visuals are far better and stronger to explain one's views and thoughts to another person than any written or speaking material without any pictures, so films considered are a best source to achieve this theory like Indian culture is totally different form western civilizations but we come to know about these culture and learn their good things through films very easily like in many Indian films western lifestyle, food , culture traditions and dressing style glorified like in western youth arranges their education fees by their own and not demand financial support from their family and that's how they live their lives independently and take their own decisions. Also, the culture and traditions shown like easter, Christmas and Halloween day great importance in western society but Indian society grab it easily and adapt in their life style too with the help of films only.

**Dastidar & ElliOTT (2020)** noted that with the increasing popularity of films in western societies many other directors come in cinematic battle and how they showcase their way of thinking and their talent and their way of presenting multiple stories on screen in their own unique way also introduced and some of the famous directors of that time are George Mellis

and DW Griffith, both the directors have their own way to present stories on screen. George Mellis has their unique way if presenting their stories on screen as Lumiere brothers present real life experiences on screen with minimal styling of shots and designing of editing whereas Mellies present fantasy stories and fiction based narratives by using high camera techniques like stop motion, multiple exposure to shoot various scenes and also introduces the multiple screen effects techniques on screen like various transition methods including fading, dissolve, time-lapse photography and painted color film which looks more attractive than black and white films.

**Dastidar & ElliOTT (2020)** found that best movies of Mellies are “*Trip to the Moon*” in 1902 in which group of astronomers planned their visit to moon in a very funnier way by create cannon capsule and without any astronomical suits they land on moon and meet with space people and specially the countrymen living on moon, this whole story depicts the story of moon visit in a very fantasy way and also presents with many screen effects with highly creative set designs which changes the whole cinema world scenario. After that another unique way of presenting movies on screen by another famous director named D.W Griffith which was famous for introducing long time motion pictures with specialization in presenting war films like “*The Birth of Nation*” in 1915 which shows the story of two families who stuck in civil war which showcase on screen.

**Kumar & Sarkar (2022)** concluded that Films in Italy when Italian Neo-realism takes birth displays the social change in society after the war and also show the non-acceptance movement by the country men of Italy regarding the fascist ideology which is started by Mussolini in which there is a lot of disregards for human rights, failure of democracy, growth in military power, unwanted spread of sexism, unusual control on media which restricts the freedom of speech of an individual fully glorified which was not accepted by people of that time So, to show aggression against these policies this Italian neorealism film style considered as a best non-acceptance movement in the world.

Acc to **Jain (2023)** a new film style launched in the other part of world called as German expressionism which show case the stories which are totally based on fictional content which are not only fiction but consider as superficial which shows the inner feeling of story writers related to experience they face or not face which are the work of fiction This type of cinema format also show the psychological behavior of main protagonist on screen related to one event and how they handle that event in their mind in a very confusing way by creating high shooting techniques like instant shooting in high to low angles by camera movements

including high tilting to low panning, also with uneven lighting mentioned to portray any particular specifications about the character buildup in story and also enabling creative and impossible sets design which create confusion in viewer's mind with high intensity camera effects specially the panoramic views, shooting of long scenes and cross cutting technique used in finished editing

### **2.3 Digitalization Vs Digitization**

**Vrana & Singh (2021)** noted that digitization and digitalization there is one more term come in mind in digital world that is digital transformation and it is the combination of both other processes digitization and digitalization Digital transformation is the concept in which a whole industry and whole business shifts their traditional method of doing to digital method which is full of innovation and technology and after that manual work lessens in their company and the whole work is depend on the machinery and technology based innovation like Artificial intelligence is the process of digital transformation which is introduced by many new innovation based companies and AI can be shown as a future aspect of new innovation in every country and can act as a core of every business whether from tech-based companies to media houses to food growing industries.

**Reis (2020)** Digitization just simply means the converting of a paper format data into screen data or transferring the Analog data into digital data like when we capture or take the snapshots of some object from phone and then convert all the photographs into on pdf for sharing and transferring form one place to another. Also, when a user scans the paper report form a scanner and them convert into one folder this all type of transformation is called as digitization where the data don't change, the nature of data don't change but it is simply encoded and molded in digital format.

**Ritter & Pedersen (2020)** founds that digitization meant converting information from Analog to digital and in digitalization the processing of gathering information changes fully with the help of digital technologies. If we take the example of video in digitization when the video is converted from real to digital format this called as digitization and when the video streams on any online platform or any social media handle with the help of internet then this process comes into digitalization

Acc to **Reis (2020)** print media lose their charm in media world and to gain back their audience print media also digitally transformed and for this they open their individual news app which are digital platform runs on laptop and mobile phone with the help of internet on which they give news in the form of video and limited written content in every

language and also, they are 24x7 available which is the totally digitalized version of print media and after this print media gains their name and fame in media world again.

**Ritter & Pedersen (2020)** examined that electronic media always considered with two media platforms one is radio; the other one is television which are newest media platforms which are totally different from print media as they are new more attractive as they provide enough running audio and visuals infotainment content to the public. Radio the tool of audio platform which depicts the whole content in audio format in which radio speakers create a story in public mind related to information they communicate and this platform accessible by both sections of society who are literate and those who are not use newspaper medium to gain information as they are incapable of reading and writing and in television format the same information given in audio and visual format which looks more attractive than radio platforms

**Lang & Lang (2021)** noted that with the help of digitalization radio start their internet outlet in the form of podcasts and internet radio where there is only need of internet to run the radio frequencies and the subscriber who subscribes their channel can easily listen the radio podcasts at any time at any place with strong accessibility and in the same concept tv also change their appearance and outlet to attract their viewers back to their platform by removing all the problems earlier the viewer faced like for this various online channels start called as over the top platforms (OTT) which provide the same content that viewer watched earlier on tv like daily soaps with other new type of content called as Webseries and the one of the main advantage of these platforms is that there is no need to watch the content on prescribed time on prescribed place.

## **2.4 Overthe Top Platforms**

**Raj & Nair (2021)** found that OTT gives an immense wonderful experience to their viewers in relation to different aspects also like ease of use, availability of mixed content, social trend setup, better customer experience makes the OTT world better for them to gain their entertainment under one roof. Another factor is cost effectiveness point lacking the attractiveness of customer towards OTT platforms where they think as per prices the content is limited and on television, they can watch variety of content under low expenses.

**Mishra (2021)** examined that Hot star, Netflix and amazon prime are major players in OTT which grab the customer attention in fully in relation to customized content. It is also found

that most of the respondents agree that in addition to high demand of OTT it is changing the habits of watching content on tv and theatres because they provide utmost entertaining content of the user's choice as in starting of every application, they demand user's preferences related to content. Also, OTT platform is more preferred by Indian users to watch web series, movies over traditional form of media.

**Singh (2019)** examined that entertainment and mobility of gadget and availability of content according to their own choices are the biggest reason for popularity of OTT and Majority of users agrees that emergence of OTT platform have affected their television and movie watching habits. Also, they are preferred smartphones among another device to watch a night time. It is also found that users are more satisfied with the content on OTT and think it is most affordable entertainment tool of media

**Kumari (2020)** concluded that Users agree that OTT is the main reason behind the attraction of OTT over other forms of traditional media like tv because of certain reasons like convenience of service, personal medium and availability of international content also at one place. It is found majority of respondents agree that OTT will be a disruption to movies theatres. Also, some respondents said that there is a lack of screen size, sound quality, theatrical experience and ambience in OTT platforms

**Varghese & Chinnaiah (2021)** Users agree that OTT is the main reason the popularity of OTT over tv because of certain reasons like convenience of service, personal medium and availability of international content also at one place. Also, he examined that people feel OTT is quite cheaper and convenient to use and after usage they take a drastic shift in their watching habits from traditional to new age. Majority of respondents say that they spend time on OTT for 0-2 hrs daily which is now increasing more than 4 hrs because of binge watch option given by OTT platforms which they think they save their time. It is also found that in corona lock down OTT get a huge chance to spread its feet and have a huge impact on traditional forms of media.

Acc to **E & N (2020)** Online streaming and video streaming are quite popular interface in today's economy and in Indian like country even small OTT platform get higher gains in their business by raising capital from international investors and it can be said that in India Hotstar overall leads the OTT market in fully. It is also found that it's a time realization factor for cable Tv providers and director who directs shows for tv to think out of the box to compete with OTT content as OTT has a variety of content who can attract the audience of urban and rural India very easily.

**Kumar (2023)** concluded that with the higher raise in technical specification of smart gadgets especially smart phone the choice of streaming platform also differs now the majority of audience take rapid shift from tv viewing to online streaming content and most popularly are OTT platforms. Besides the covid factor for the progress of OTT in India there are many other factors like binge watching, better connectivity, cheaper device and data plans, edutainment, abundance of choices, personalization of content, localized content with less advertisement.

**Yeole (2022)** and **Thakur (2021)** studied that India is considered as a biggest potential market for the OTT platforms nationally and internationally, as the evolution of OTT though start in 2008 with the launch of BigFix by reliance and with the time it gains popularity with Hotstar and amazon in 2016 and with Netflix in 2020. There were many factors are discussed by many researchers for the popularity of OTT in India like smartphone access and easy internet base but besides this the youth power is considered as a main factor for OTT growth as India is high youth populated country with this OTT power is increased in double in this country.

**Moochhala (2018)** India is always considered as price and culture sensitive country, with the time advancement and technology changes OTT comes as biggest and high gainer popular media forms in millennials due to many reasons like internet, content differentiation etc. and also OTT proves as a new alternative to cable tv network to Indians as in this they can watch new content not nationally but internationally also but also one can access their tv content very easily. Also, the price shiftance in OTT platforms in upcoming years can lead every Indian household to platform of OTT and if one talk about culture so OTT proves to bring real culture of society in front of society as they show more progressive content which is far better than the fantasy content they show earlier.

## **2.5 Women in OTT**

**Bhise & Bhise (2024).** analysed that web series are becoming so widespread in contemporary era so easily because of certain aspects like availability, new content etc. It is also found that women role is terrifically challenged in OTT platforms by showcasing western tint in Indian roles and which can also be considered as foremost factors of popularity. Also, cinema and Webseries are most commanding zones in entertainment sector to express the progressive views in the society and breaking up all the deep-rooted and outmoded setup in relation to the depiction of one gender.

According to **Bhattacharjya(2024)** in webseries Mai director confidently questions the Laws of Manu that in layman language called as Manusmriti which are considered as the Hindu Code of Laws which narrates and dictates the various rules and regulations to Hindu Society of our country and especially they set some norms and duties to different genders in the society like what things a men can do and what duties a lady has to be fulfilled in order to make her family happier and flourish able more like a common narrative prevailed in our Indian society from medieval times that whether a small girl, young women and a old lady no one from any age can anything do or take decisions independently , she must has an approval from male members of her family if she wants to do anything in that case a family system runs smoothly. But the whole laws fully questioned by director of series Mai in which the main female protagonist Sheel breaks all the rules and law that bound her by laws of Manu which show her as the perfect lady, a perfect daughter in law, a perfect wife and all the remaining sacrificial roles in which she fit herself properly.

But when she gets to know about her daughter preplanned tragic death, she encounters the whole world and show the new side of middle-aged Indian women who is fearless, strong ad act as a Durga when there is harm done to their loved ones. Also, researcher here questions that no doubt Director narrates the Sheel role in a very strong nature which shows the opposite side of middle-aged Indian women but she finds something is still missing which European and western cinema narrates to their audience very easily. Like she said in our webseries middle age Indian women still act as a fighter when her family hurts like earlier in films female protagonist shown like Rekha in “*Khoon Bhari Maang*” but in modern times women still lacks behind to discuss their physical problems in front of camera like fertility issues, female desires and before and after effects of menopause on women’s mental and physical health which topics are still considered as the shame in society if women talks in open about this matter. No doubt Indian media is trying their best to look into this matter and create content on it but number is less and if they made the audience ultimately takes as male gaze narration not a biased free talk related to women in society like in “*Lipstick Under My Burkhaa*” the Ratna Pathak Shah who narrates the story of Rosy and her desires in full movie turns out to be male gaze narration and the main motive behind this film vanished out.

**Lalitha (2022)** in her research paper named “*Dalit Women in Cinema: A Narrative of Gender and Cast*” studied a very interesting topic which comes to connection directly with feminism especially intersectional feminism a type of feminism which no doubt starts in 3<sup>rd</sup> wave of feminism and coined by Kimbrel Crenshaw in 1989 but it still exits a type of feminism in which there is a differentiation is created among women itself beca68use of their caste, colour,

creed and race specially. Here a woman is not just facing discrimination from other genders but they face discrimination from their own gender people. In her study researcher tries to throw light on this type of feminism with the help of Ajeeb Dastaan fil released on Netflix which is anthology of 4 short stories in which one story narrates the intersectional feminism that is named as Geeli Puchi in which Konkana Sen Sharma and Aditi Rao Hydari work.

It's a story of Bharti played by Sharma who is belong to a Dalit Caste and she works in a factory though she has high technical skills but she didn't get promotion in fact Priya played by Rao gets a job at good salary who doesn't have any technical skills but she has an ability of Palm reading. Here shows that how caste divide two women's ability in work front and as story goes ahead it is shown that Bharti fake her surname as she thinks she will not become friend of Priya if she reveals her true caste and with this fakeness their friendships go further as Priya shares her problem of not conceiving and invites her to her birthday party. But their friendship changes totally when Bharti reveals her true identity and then Priya Insults her in front of whole office when she not invited Bharti for her birthday party in office and said she can only pick the plates of guest that shows because of caste two women's personal and professional life affects a lot and without any hesitation modern women creates a difference which leads to intersectional feminism in society very easily.

**Pallavi (2023)** examined in her research paper named "*Bombay Begums—A treasure for social guidance films on determinants of women's mental health*" that OTT starts a new talk to various issues related **to** women in society which creates a debate in various public meeting and these conversations are related to various women issues like their infertility, menopause and their desires and their mental and physical traumas especially. In the webseries which is narrated on Netflix starts fresh aspect in society by unveiling two things in society firstly the cinema can be handle solely by women protagonist and secondly the women matters are important and their matters are matter a lot. Bombay Begums is a webseries story of 4 women of different background out of which one is belongs to high society who runs a bank , one is bar dancer and other two are also employee of that same bank and their lives stuck to each other when Rani who runs bank her son hit the child of Lily who is dancer at bar and after this lily finds an opportunity to get out of her bad life and secure her son's life with the help of Rani's funds. Later on, Fatima who is also work in bank faces fertility issues and Ayesha who is trying to adjust in Mumbai city life style.

All these 4 women mental health beautifully explain and this webseries proven to open the new avenues for the starting debate on the topic related to women' mental health and which

factors lead them to this state. Also it is to be found that where OTT platform brings new issues in front of society and starts so many peculiar conversations among community on the other hand in the name of free media and gives so much freedom to characters directors now show that things and encourage that matters which give bad impact on society like drug prevailing issue among teenagers who wants to deal with their teen problems especially like in webseries Shai the step daughter of rani who doesn't like rani and after losing her mother her mental ability weakens and in order to deal with her inner fears and to relax herself she indulges herself into drugs community. So, in that researcher found that no doubt OTT opens the avenue for creators, makers, Narrators and actors especially but on the other hand in the name of free censorship OTT fails to differentiate between the matters which has bad and good impact on society.

According to **Maity and Jain (2023)** it has been Found that OTT platform not give or opens new avenue to makers and creators but it also new waves for female protagonist to show their real talent in front of screen and it is not necessary that this female protagonist are from high and well known background, OTT gives advantage to budding and aspiring female actors too like it is to be shown in one of the webseries released in Netflix named Scoop starrer Karishma Tanna who played the role of a female journalist Jigna Vora who made a report in which it unveils that during the period of 1992 and 2022 how many journalist get murdered by business men, politicians, mafia as they find new news that is called to be scoop against them. But Jigna soon trapped in the vicious cycle when some big parties try their best to stop her report to be published and after this in whole webseries it is shown that how she becomes the victim of big houses.

Also, with this researcher unveils another new aspect in front of audiences that is fearless direction and story writing, it is to be studied earlier that in Indian cinema it is very common practice directors play safe in nature while making a film and of they find any point which create threat to their lives they change the whole narration of story, with this censor also restrict their making sometimes in the name of communal violence, sometime of religion factor or sometime censor board also comes under big businessowners pressure but OTT proved as free platforms where there is no fear of censorship and no threat of outer world as this proves in the above webseries Scoop which tells the story of Jyotirmoy Dey an Indian journalist who murdered by underworld don Chota Rajan Goons and Jigna Vora who allegedly stuck in that case by saying she involved in Dey's Murder case but later on she released in lack of evidences but in whole web series it is shown that thing happened just only Jigna to stop publish her report. Now the point is that with the help of OTT only directors make this webseries in a freeway and show the

true story to whole audiences. And here with this study the dual power of OTT shown who don't only change the whole scenario of Indian media industry but also, they open new avenue to creators to present their story without any fear.

According to **Kay (2018)** it has been found in her research paper named "*Women in Internet Comedy*" that with the help of internet and social media now many young women artists especially in the field of standup comedy came forward and teach every one the true sense of 4<sup>th</sup> wave of feminism. As it is known that if we talk about 4<sup>th</sup> of feminism it is always said that this wave is still in working mode or it's a startup of 3<sup>rd</sup> wave of feminism or some say that this wave is the era of modern world where women issues are comes in front with the help of internet only and this same approach can be seen in this research paper where it is discussed beautifully that how in today contemporary world women comedians questioning sexist norms and other factors like male gaze, women objectification in media world etc with their sarcastic narration and perfect comic timings on sensitive issues like using of condom by men considered as the prestige issue among men, how girl child is advised not to take birth because of male chauvinism and how sex before marriage is the new term of feminism that boys think so easily.

**Prasad (2021)** in her research paper named "*Portrayal of women in web series: A study of viewer's perspective*" studied the women representation in OTT platform with the help of viewers perspective. It is always believed that with the emergence of OTT it opens various new avenue for the different persons who are involved in this OTT platforms like advantages to creators and makers to scripting and making their content according to their own choices and desire without any fear of censorship and other laws. On the other hand, it also gives utmost advantage to actors especially female actors to showcase their real talent on screen that earlier to be missed out in cinematic vision and television narration, that they have a power to run their content solely on silver screens without the need of heroes. Also, it has been found that OTT gives real advantage to their viewers to watch their content according to their own will and can see any content at any place at any time without any restrictions.

But on the other side the researcher found that if we talk about viewer's perspective of women representation on OTT platforms then it is considered to be mixed approach as they find that majority of respondents think that in OTT platforms also women are considered as the sex toy in content which are forcefully inserted in the scripting of content in order to create male gaze in the name of censor free and realistic content. They also demand that this content must be watched under censorship laws otherwise it creates a bad impact among society members and also tarnish the image of Indian society. On the other hand it has been also revealed that viewers

think that series and films that are viewed on various OTT platform shown the drugs, alcohol and smoking content majorly doesn't impact and attract them for usage of that toxic things in their real lives and also they say that earlier it is to be believed that whatever things that are shown in film people adapt them but now it is clearly said that today's youth know the difference between real and reel lives very easily.

**Sharma & Sarin (2023)** in their research paper "*New Waves, New Women: A Content Analysis of Indian Web Series and their Impact on Gender Representations*" studied that if we want to change our society, we should change our societal norms and modifying our set rules and culture that stuck the whole community in the web of restrictions. And this advancements can only be done with the help of cultural and societal advancements by breaking old aged traditions and set beliefs that lead to backwardness and same approach can be seen in OTT platforms that how they change the outlook of women's role on screen show that women are not subject to stay inside the home but also they can manage the whole world and also in that way OTT breaks the set norms related to women that are made by complex patriarchal system of society.

**Raj (2024)** in her research paper "*The Emergence of OTT Platforms: Redefining the Roles of Women*" premeditated that no doubt OTT platforms give new appearance to whole world media industry it brings certain changes in various sector like construction and fashioning of content by the directors as there is no customary guidelines like censorship rules in Indian Film Industry, and actor and actresses to come out of their bubble and show their real talent on screen and most importantly the way of presenting the content like OTT are measured as the show stopper as they start the impression of binge watching in which a viewer can watch their content at one stop like if a series is of 10 episodes than a viewer can watch these 10 episodes on same day they don't necessity to wait for extra days for the telecast of episodes like prior they wait on television.

In same way OTT change the scenario of film industry like not particularly in webseries but also the films that are produced on these platforms breaks the old stereotypical cultures that are set by earlier producers and directors like in "*Jism (2003)*, *Grand Masti (2013)*, *Mastizaade (2016)*, *Kuch Kuch Locha hai (2015)* showcase the female characters as a full sexual object on screen just to attract the male gaze. But with the digitalization of films and tv industry OTT step ahead and make a drastic transition in placement of women characters as a sexual object to the main lead of film who has an important role and without their narration the film is totally incomplete.

Like if we talk about webseries *Made in Heaven*, *Fore More Shots Please!* *Lust Stories*, *She*,

Bombay Begums, Mai, etc. and films on OTT like Mimi (2021), Gangubai Kathiawadi (2022), Bulbbul (2020), Paggalait (2021), Darlings (2022) give the different narration of women character on screen like in the film Paggalait the main character Sandhya played by Sanya Malhotra questions the societal set norms very comically like in the film when she became widowed she was expected to mourn on her husband death by weeping and fall into depressed state but instead of showing these traits she goes outside the house, eats snacks and looks happy which marks a biggest questions on societal norma that why a women life forcefully destroyed when her husband died. So, in that way researcher tries her best to showcase how women narration totally changes in OTT platforms.

According to **Paunksnis (2023)** in her research paper named *“Four More Shots Please! Post feminism, SVOD Platforms, and “Empowered” Indian Women”* studied the concept of modern Indian women lives in this contemporary world where she dressed in a westernized attire and carry themselves as the modern, independent and empowerment enough who can handle anything around their life very easily and diligently now whether that issues are related to their personal or professional space. It is also found that in our Indian society it is common set belief of majority of people that if a woman around us dress and behave in modern version than she loses the traditional outlook in herself, in common words it can be say that they are not considered as the perfect Indian women. But in reality, in this research paper it is shown that a modern Indian woman is combination of western and desi where toady’s women behave in a Sanskari way with modern touch like if she working in a big company in big city, she can perform the rituals and follows those traditions and value which surrounds her and her family that make a perfect combination of women with modern with desi touch.

According to **Sonali (2024)** examined in her research paper named Empowerment or Objectification? An Analysis of Female Representation in Modern Indian Media that how modern women represented in modern media formats and there is big question on their representation that whether they emerge as the empowered women or in the name of empowerment they shown as the objectification tool on screen. Like if we talk about webseries *“She, Udan Patolas, 4 More Shots of Please”* in all these 3 webseries all the female characters shown in a very empowered and independent way who handles their personal and professional front very easily and takes their decisions at their own without taking help of any other person this shows that how today modern Indian women are strong, witty and modern but on the other side on the name of empowerment and lives on their own choice they characterization narrated as the objectification tool that are just bound to attract male gaze on screen which leaves the bad impact on viewer’s narration related to representation of women in modern media formats

because through this it is to be still believed that women are on screen are just used for the tool of objectification and beautification just to enhance the elegance part in screen and these women characters are not work independently and not considered as the heroes of modern Indian media.

**Khan (2024)** in her research paper named “*Contesting The Dramatic Representation of Sanjay Leela Bhansali’s new web series on Netflix: A Comparative Study with The Historical Reality*” studied that how Sanjay Leela Bhansali who is known for presenting historical stories into most beautiful and artistic way and his narration of depicting old historical love stories are commendable like we can see in “*Bajirao Mastani, Padmavat*” where the royalty shows at peak but on the other hand Bhansali also known as the director who narrates his women character on screen in a very strong independent way who fought against all the evil deeds they face in their lives in the patriarchy society and stand themselves as the most courageous and brave gender among all that we can see in his movies like “*Padmavati In Padmavat, Mastani and Kashibai in Bajirao Mastani, Leela in Raam Leela and Gangu in Gangubai Kathiawadi*”. But in this paper researcher analysed his work in “*Heeramandi*” his new work in the form of webseries where he presents the story of some courtesans from Lahore who are called as the unsung heroes who sacrifice their lives, pride and everything for the sake of their country at the time of Britishers rule over India.

In this paper she insisted that on the name of presenting the courtesans in an a beautiful way he mistreated the historical aspects of Courtesan’s real life and he just present them as the most glamorous way in which their real story is missed out but only their bodies shown as the object of beautification just to attract the male gaze and in that way Bhansali’s attempt to give dignity to courtesans of that time fully failed and also the main reason behind OTT popularity is also tarnished as OTT is known for realistic content who gives female character to show their real talent on screen but in this webseries women still portrayed with same vision like they earlier presented on films and tv.

**Shukla (2023)** in her research paper named “*Indian Hindi Web Series (2017–2022): Female Cops Questioning the Gender Binaries*” studied that how women portrayal in Indian webseries especially in the webseries where she gets a character of cops breaks the old school thought related to feminism or we can say that how they break the term Pseudo feminism in front of whole world by breaking the existing gender biasness related to some aspects. Like earlier we see that in films and tv if the story is related to military, police and defense then only male characters get a strong role who save their country and females are just portrayed the character

as the love interest of them who are just come for any song shooting or they are the just their family members who weep at their martyr.

But OTT changes this scenario also with the upliftment of female representation on these platforms by giving an opportunity to bring their real talent in front of audiences also with this they get a power to show that they can be considered as the heroes of films and can do action as well as and this approach can be seen as various webseries like “*Code M, She, Delhi Crime and Arnnayak*” where the heroes of this webseries are not male but they are female who are casted as in military, defence and police role who saves their country from evil traitors and also investigates serious crime around them. With all these webseries it is been indicated that earlier male characters are typecasted in strong role and female in weak roles but OTT removes this difference and gives equal opportunity to everyone irrespective of their gender.

**Kurian (2021)** in her research paper named “*Films, Web Series, and the Feminist Fourth Wave: Alankrita Shrivastava’s Bombay Begums and Dolly Kitty Aur Voh Chamakte Sitare*” studied the directional pattern of a renowned feminist and director Alankrita Shrivastava from the lens of 4<sup>th</sup> wave of feminism. For the study researcher finds her one film and one webseries and through this she got to find that how Shrivastava work questioning the whole complex patriarchal system of India and also with this how they change the difference between good girl and bad girl phenomenon who earlier framed by old generation directors in the Indian cinema in order to replicate the perfect Indian women they show the fake feminism and introduce bad and good trait girl like they show in film Seeta and Geeta in which it is clearly shown that if a woman demands her authority and right she is considered to be bad, if she fights back with all the evil who did misdeeds to her she is bad because according to them a good, perfect Indian lady is considered to be calm, patience, a statue of love, harmony and sacrifice in any situation whether it is good or bad she always treat others in good way by forgetting their treatment with her. Also with this their own desires, choices whether related to their physical and professional front they have no say in this and if they demand something they are considered as the loose character in the Sanskari Indian society.

But this whole scenario changes with the work of Shrivastava who questions all these set narratives related to women and show that if a woman demands her right, if she has her own say in that matters which are related to them, if she has some sexual desires then they are not considered as the bad women in society or we should not mistreat them like with her work in “*Lipstick under my Burkhah, Dolly kitty aur who chamkate sitare and Bombay begums*” successfully showcase the different kind of women with different backgrounds with different

choices and desire. Some want to be successful in their careers, some have some sexual desires and some demand their own living right, right to live their lives according to their own choices and through this women's narration strongly changes and from this now the difference between Feminism and Pseudo Feminism also comes into light that real feminism says all genders are equal and if a female wants to excel in their lives they don't need to lower the male gender in personal and professional front.

**Bose (2024)** studied in the research paper named "*Metanarratives of Indian neo-femininity in Netflix: A semiotic analysis of Delhi Crime and Bhaag Beanie Bhaag*" that how these two webseries from different genre in which one is crime thriller and other one is comical in nature show the two sides of women from the mirror of neo-femininity presented on Netflix considered as the most popular OTT platform in whole world. Now if we talk about neo-femininity means that in which we demand for women empowerment and independency with old traditional patriarchal norms by following old feminine qualities. So if we talk about these webseries both the characters in these series questioning the old patriarchal system in society in which in Delhi crime Shefali Shah who portrayed the character of Vartika Chaturvedi who investigates high profile crime in male chauvinism society where women are considered as the low and weak in all section whether we talk about physical or mental ability but here Shefali character proves wrong all these narratives and show how a woman can solve any crime by her wittiness and ability. On the other side in Bhaag Beanie Bhaag Sawara Bhaskar played the role of beanie shows that it is not necessary that a woman can attain her happiness only in marriage and kids but besides all this she has its own personal choices and desires to become something like in this she wants to become standup comedian and throughout the webseries she face lot of troubles and criticism from her family and friends but later on she successfully live her dreams and in that way it is shown that she is not dependent on anyone for her happiness she can attain her joy in her life by her own only.

**Rasool (2023)** studied in his research paper named "*Role of Electronic Word of Mouth in Creating Gendered-Moral Discourse: Analysis of three Urdu-Hindi Women-Centric Web Series*" the dual face of modern webseries presented on OTT platforms in which he examined that how these contemporary webseries create a confusion between women empowerment and sexism and pseudo feminism. For this he studied 3 webseries named Bombay begums, 4 more shots please!!!, Churails through the gendered lens. Now in all these webseries the female characters study deeply and find out that in the name of modern women empowerment directors again land up to showcase these women characters in old stereotypical roles where they are casted just as object of beautification and to attract the male gaze among audiences so their content

becomes popular.

It is also found that OTT considered as the platform which give new and realistic content to their viewers but in order to present realism in their stories they landed into sexism where women showcase their bodies and in this webseries it is also shown that today modern women use their own bodies as the sexual pleasure given to men to get enhancement in their career and in this, they don't find any objection in it. But if we talk about reality so this is not a common practice which is followed by every modern lady in world so from this it can said that cinema is now not considered as the mirror of society in fact, they forcefully insert their thoughts and perceptions in viewers mind which ultimately harm for the culture and society harmony. It is also found that the viewers who commented on these webseries on IMDB rating site said that directors should work on their content making approach and if they want to showcase the realism on screen then they should show the real reality on screen by following all set values and tradition which don't harm their culture.

**Suman & Kapoor (2024)** examined in their research paper named "*Portrayal of Women Characters in OTT Platforms: A Gendered Analysis*" that OTT brings a drastic change in the portrayal of women and brings new uniqueness in their characterization as it is always believed and studied in various formats that cinema and tv are proved to be gender biased in portrayal of their characters as they set some norms and set some narratives to particular gender like men always get strong, independent and bold character and women on the other hand get weak, dependent characters. So if we talk about that how the women stories and their choices and desires replicate on movies the number is so less as directors play safe with set narration and somehow audience also not familiar with the experimentation especially with women characterization but OTT proves this wrong as they are known for real content : a platform who gave realistic content and in this platform it is clearly defined that how this brings a vast change in women narration on screen.

Here it only gives women to show their real talent on screen but also gives a power to show their realistic desires and do experimentation with their character like in film *Bulbul* and *Nude* both films show the different outlook of women on screen like in one film where a female protagonist punish those males who exploit little girls in the name of their religion and culture and on the other hand in the film *nude* a story of mother shows who select a profession in which she work as nude artist for the students who sketch her under their syllabus. In the whole film she immensely sacrifices for her kid and choose this profession but ultimately when her son blames her of having affair in that way she chooses her self-respect and take necessary step for it. Now

in both film strong willed women characterization shown where they show the real dilemmas of a woman without any dramatic exposure like earlier we can see in tv and films too.

**Agarwal & Das (2022)** found that Webseries are more influential than mainstream and older kind of cinema in breaking the bias women roles which are deep rooted in the minds of Indian society and succeeded in bringing out a positive development in relation to women characters and change people's outlook and older persona. It is to be found that Webseries are the best source to showcase the independent and progressive women than Indian cinema and daily tv soaps which not only introduce the ideology of feminism in Indian society. But also breaks the set idea that feminism is prevalent system in western countries and not fit for Indian society as there is lot of misconceptions related to feminism revolved around Indian minds.

**V. S (2021)** found that originality and independency of content lessen shown in regional platforms as per the international platforms but it is fully assured that digital content has a very promising future with feministic approach. It is reported that feminism is the concept which is mostly used as a base for present Indian Webseries and also today OTT's content satisfies the ideology of feminism and also present directors break the stereotype that feminism is the concept only popular in western countries not suit for the Indian traditions which is proven to be incorrect. The huge rise in feminist web series is indicative of movement toward a more egalitarian and fair society.

**Kanwar & Singh (2021)** located that popularity of digital platform that are OTT is increasing among the viewers of India as its aspects are far different from traditional form of media for presenting and portraying the gender roles especially because these new platforms are found to be more fearless and progressive than older forms of media. Patriarchy system like male supremacy is deep-rooted in our Indian culture and same how it is totally found on the mainstream media form like in films and Indian OTT content also, in order to represent the powerful, strong headed women filmmakers end up portraying the same old characters and they play safe to ensure their monetary benefits. Indian OTT content though slow in nature to portray women segment and also its acceptance is low among viewers as this can be considered as risky genre as it is proven to be a task of breaking down set mindsets of audiences so it is necessary for Indian media content makers to research this concept properly so that they don't find any problem in showcasing.

**Jaggi & Manohar (2019)** noted that in two Webseries that is ladies room and It's a man's world writers bring interesting plot and storyline which breaks the set stereotypes related to female and

male characters in mainstream media like film and tv like modern bond of female friendship, no family pressure rule, no set female characters like wife, mother and sister, men's behavior with feminine attributes, smoking, drinking and pre-marital sex which breaks the society's set social ethos shown very casually, interesting and also rib-tickling humor presented very gracefully. These two contemporaries Webseries don't make a single mistake to show the real side of urban women which is far different from the women shown in media generally like the main character in ladies room got pregnant and she quickly comes a decision of abortion which depicts the reality of urban women who choose their life without thinking of set early motherhood roles in media.

These web series are quite a perfect mirror of modern Indian women but fails to depict the lifestyle of rural women the second version of Indian women which is quite different whose lives are still untouched by technological evolution as well as feministic modern ideological movements about gender equity which make these new platforms are the eyes of one slot of society who can relate with these characters easily and remaining them considered it just a fictional tale which cannot be fulfilled. It has been locating that with the digitalization uprising in India it is very easy for users to see the content of their own choice by both the segments of society that are rural and urban which also enhances the consuming pattern of SVOD (Subscription video on demand) format.

**Paunksnis (2021)** found that representation of women on media are now more independent, autonomous, empowered Characters who control their life according to their own wishes without any patriarchal influence and also showcase the true image of feminism among viewers. Besides showcasing all these characters by the writers in plot are far from the real-life Indian women writers ends up in showcasing extensive traditional patriarchal characters on screen which is unbalanced combination of toxic masculinity and violence against third gender and especially sexual violence against women. It is also noted that status of Indian women takes a drastic change in contemporary times but it is really unfortunate to come into single conclusion that all women considered as empowered subjects as in Real India there is mix traits of empowered and non-empowered women and also a collective state of patriarchal hegemony on majority of women which are considered to be real.

**Rashmi & Sood (2021)** examined that Crime world always considered as a world of men where a good men fights with the bad men in order to remove all the odds in society that is very common storyline shown in every Indian movie if it genre is crime based but if we talk about OTT here the concept also changes where writer make this genre also women oriented like shown in Mirzapur and sacred games where women enters into mafia world, crime gang land and fights ferociously with the goons like a tigress and also shows that earlier the crime genre is like only by men world

so writer portray their character strong but now the time changes as these genre like by both section of society .It is to be found that after corona hits whole world from that year OTT is considering an eye opener entertainment for every viewer that besides tv and cinema one thing can also give a best entertainment source to whole world. Also, with the coming of OTT there is a lot of advancement come in character picturization specially for women characters like shown in “*Pushpawali, Hush- Hush, Four More Shots*” where women characters are totally different from those stereotypical characters which shown earlier in Indian cinema where women characters are considered as an object of sacrificial tool.

**Joseph (2017)** examines that with the women role advancement a new element added named to be female sexuality is finally being acknowledged in Indian Webseries frequently by breaking the stereotype that women are only get role in films as a tool of male desire. Earlier sexuality is shown in movies with a bundle of awkwardness, which are shown as a part of shame and if we talk about female sexuality no one can thinks about it. But now the time changes according to writers’ sexuality can used be as weapon by women to fight against the odds they faced in society and this breaks all the set role regarding women characters shown earlier in films.

**Deb (2023)** found that though OTT gives a new platform for women sexuality and erotica component in new Webseries, and writer claimed that they write real characters without fearing of censorship in OTT and public also like those new stories get so much of popularity and which are far different from fantasy stories. And as every coin has two sides in order to get huge fame many directors again used as women as only sexual component for male gaze but this gaze is also somehow not dependent on writer gender whether a male or female like female director in *Geeli Puchi*. The whole concept is the game of understanding the issues and how this issue signified in the content it might be in negative format or positive format. In simple words it can be said the portray of women character is not dependent on director or writer gender but it is simply dependent one’s understanding level and that one individual can be from any gender.

**Wardhan (2020)** found that though OTT gives a higher approach to women centric Webseries where women characters are portrayed is very strong role and writers claimed that they write women characters are now very close to real life characters but after analyzing it is clearly shown that in many web series the content is cover only niche women audience that from urban side of India like shown in *four more shots, please*. But in reality, the women of urban India also don’t able to relate with the characters shown in this kind of Webseries claiming that they are independent enough but the life shown in series are not the true mirror of them. It is reported that OTT changes the role of Indian women through their progressive women characters where

women don't need male support, they can fight the evils and social issues with their own power and also said that OTT gives base to women writers and women characters to experiment in different genre like action, politics, thriller, mystery.

In study it is discussed that there is emerging trend of bold women character in OTT platforms increase as now the women are not considered as an object of showcasing, they can run the whole show with their own potential. It is found that Indian web series gives a kick to revolution in women characters in mainstream media, with the advent to women role in Webseries the mainstream media, commercial cinema gives a chance to boost women role which ultimately proves the inner ability of women that they are stronger and sharper as men are.

## 2.6 Women in Cinema

**Mishra (2015) and Agarwal (2014)** found that in older times women are shown in films as a supporting character and the main lead of the story line how run the whole films are male characters only and that's why at that time male are considered as a superstar where women are always on the side of supporting roles in films. With this supporting role women are used to play some set stereotypical characters especially that are structured by that era which are more fictional and not match with real women also in real life women advised to same thing that women characters do on screen like consider your family first, destroy your own choices and dreams, be sacrificial in all objects, always be calm and patient and wait for good and don't try to make balance between their family life and their career.

This all expectation taken birth because in those times women characters are considered to be a statue of sacrifice and they only give love and affection in the answers of cruelty done to her by any other person whether the person of male side or any female in villainous role did something hurtful to her but it is advised to heroine character to be calm and silent and wait that when destiny gives the answer to opposite side and if nothing happened in the favor of her so she must accept the situation and believe that it's her destiny and everything bad is happening in her life because of her past life's bad karmas like this kind of situation shown in films named "*Ram Teri Ganga Maili*" in which the main lead protagonist face lot of trouble in that movie from society, from their loved ones but still she is in utmost sacrificial role where she don't want respect for her but only wants a good life for her son and believes that her son can achieve that happy and glorified life with his father only and the main aim of that female charter played by Mandakini is to reunite her son with his father by forgetting her self-respect

till end of the film also in this society dark side shown where if a woman alone lives in society she might be considered as a public property as when main protagonist finds no place to reside and take help from stranger, she lands into a big trouble that. is brothel so its depicts that in real life women have that family support on their head otherwise thy will surely land in big trouble here their respect and their security is on stake

**Singh (2017)** found that in other famous movies of that era like “*Amar Prem, Kati Patang*” women role played by Sharmila Tagore and Asha Parekh portrays a Abla Nari character in whole that in which they face and bear the all societal issues but they accept it like their destiny and they don’t have right step to out of their respective space whether their maternal home or their husband home and raise their voice against the continuous ill treatments faced by her and that is done by evil charters in society. With this the another famous movie of that era named “*Aradhana*” where Sharmila Tagore a female protagonist faces lot of issues as she becomes pregnant before her marriage takes place and to whom her marriage is fixed died in plane accident after this she faces lot of disrespect from society and to save her son from any kind of disrespect she gave her son to some reputed person in society so that his future don’t spoils and after in whole film till end her situation worsens at the end due to is son’s acceptance towards her gives her lost respect back to her. Here we can see that these stories how impactful in that era where women are advised to stay at home and not starting nay relationship before marriage and here the concept of arrange marriage preferred more as compared to love marriages.

**Patel (2024)** found that With the sacrificial there are some movies where a women sacrifice their own relation because of society and because of this they set an example that in any matter justice comes first and her family comes later and this scenario can be totally watched in film named “*Mother India*” where Radha role played by Nargis take a step against all odds done by society to make her and her kids living stronger and safer too and also when time demands she takes step against her son in order to save the dignity of a village girl who is kidnapped by her own son and in order to save her she killed her son and here a new side of Indian women showcase on silver screens where women is not considered as a tool of Abla in opposite it has been shown that for the sake of truth, justice harmony and brotherhood in the society and typical Indian rural women can take action against to their loved one and also in other movie “*Rudali*” the main women protagonist played by Dimple Kapadia conveys the message to society that after facing all the misdeeds and unfortune things if a women can control her tears, she can win the whole world at one step with her strong determination.

**Agarwal (2014)** examined that after the sacrificial role in Indian cinema there is a sudden change in women roles in Indian cinema as this considered to be old on screens and the many films didn't run successfully so at that time directors forced to think out of the box and change the women roles as their male characters don't change like they fight on screen, save female on screen from villains and gives high base dialogue on screen like Amitabh Bachchan and Dharmendra did in their films don't change so that's why writers write the female characters from Abla side to glamorous role where women Dressup in western wear, they work outside and they showcase as the progressive women of that era like Zeenat Amaan in "*Don*", Mandakini in "*Ram Teri Ganga Maili*" and many more other actresses but in order to show more progressive content on screen directors end up to showcasing the bodies of women character to satisfy the male gaze and then these so called progressive women characters changes into glamorous dolls characters where they just cast in movies for their glamorous moves side by side Bollywood now this glamourous roles becomes the ups of every director to make their film super-duper hit but again this women role didn't matches with typical Indian women to maintain this ratio directors also cast the actress for their Abla Nari role which matches with women characters in past movies.

**Jingala (2021)** analyzed that Female protagonists in women-oriented films were shown as the focal point, representing them as an independent and strong woman having the power to control their own lives, living their dreams and willing to take a stand for themselves. The change is a little slow but the portrayal of female in Bollywood is changing. The representation of women as a strong female is increasing. However much more is to be done to address important women related issues in sensible manner. Films representing women in positive light and most importantly from a sensible point of view deserve appreciation and attention of audience. It is to be found that some of the movies in Bollywood are not female oriented but after interval in all these movies character takes drastic turn with a sudden shift and women plays very strong character in all these movies.

**Kataria (2014)** concluded the character shown in these movies are from multiple background but the core is same that breaking the stereotypical nature and shown that how women stand strong in any kind of situation and problem arise in their life. It is to be found that in older times women are shown to be in weaker, dependent character who always treated as a powerless person in the family and monitored by the male section of society.

**Chakraborty (2017)** explains that in contemporary era the characters change and now they shown to be more independent and stronger, open- minded, progressive educated enough,

financial secured and their lives are not ruled by patriarchal society which breaks the set roles in previous films where women are shown from the eyes of male protagonists. It is to be found that women roles in Indian cinema are more stereotypical in nature or they playing subservient to male protagonist by playing roles like a perfect wife, mother, sister, vamp, the sensuous girlfriend and the prostitute to cater the male fantasy, which can be seen in world cinema too in the characters played by Madonna in 80's specially.

**Nandakumar (2011)** locates that Sita, Radha, Draupadi and Savitri who cater the fantasy of patriarchal society in different way overpowers the epic feministic characters like goddess kali and Durga setup a popular culture to portray women characters in one sacrificial way. Also, it is clear from films like *fire* (1996) and *water* (2005) that non-stereotypical roles played by women are not understood by immature viewers can create severe social breakdowns and delivers the ill package of religion and culture which are not stimulated in Indian society besides it mobilizes political propaganda and communal violence instead.

**Ramkissoo (2009)** found that audiences find difficult to accept new culture which showcase on screen whether related to culture, religion and gender narration especially for Indian audiences that's why filmmakers make their films and content on older basis and represent their women characters in fixed format that used as earlier which are perfect for marketing. It is also locating that modernization and various improvisation done by film makers to their content like shifting from Indian culture to western influence and NRI culture, modernization of dance styles, songs and dance formats and dress depictions on screens but with these changes makers still follow stereotypical subject like traditional dance for positive female lead and western dance and item songs performed by vamp and negative female characters. same as in the concept with dress pattern like sarees and suits wore by lead heroines like mother, wife and sister and short western outfits wear by negative characters played by vamp especially.

**Mishra (2015)** concluded that After the game of betrayal, sacrificial a director comes with new approach to showcase his women characters in strong role that director is Subash Ghai who made films like "*Pardes*" and "*Taal*" in which both the female protagonist Mahima Chaudry and Aishwarya which is also shown as symbol of love feel betrayal from their love interest but they take stand and gain respect back from society like in "*Pardes*" Mahima rejected the idea of forceful and full of assaultive arranged marriage and in "*Taal*" for the sake of her and her father respect Aishwarya breaks his relation and steps into the music world to make her own name as a star, Also in other movies like "*Damini*, *Lajja* and *Gupt*" where in

all 3 films the main female leads Meenakshi, Manisha and Kajol challenges the societal dilemmas where in “*Damini*” fight back against with society and even with her family in order to gain justice for her servant who is a rape victim, in “*Lajja*” Manisha ran from a forceful marriage and help other victimized women to leave her life in fullest and also give a message that women is not always meant to give fire examination (Agni Pariksha) to prove their purity like Goddess Sita did Agni Pariksha in Ramayana to prove her dignity which is not true in reality and in 3<sup>rd</sup> movie “*Gupt*” Kajol fight back to evil who rape and killed her twin sister, all these movies show the Durga side of women that if women want, she can act as fighter to fights against all the misdeeds and mishaps that are coming from society itself.

**Kapoor (2018)** and **Jha (2014)** found that there is hype movement in the demand of item songs in current era and the reason behind that why people like these songs and raise demand to showcase women in such sexual and erotic songs are the full-fledged coverage given by media which encourages makers to make this in order to get more success. It is also locating that media’s encouraging role considered to be dicey and confusing, also some critics said that these kinds of songs must encouraged as they provide full freedom of expression to women and others said that these songs are just made to satisfy and please the male gaze in the society.

**Singh (2016)** When it comes to presenting a woman on screen who asserts her individuality it is very difficult for writers to make their women come out of their orthodox veil and to play safe, they end up their script showing old system for treating their women, Mother India is the biggest example that contains many paradoxes in it. The film projects Radha as, on the one hand, an extraordinarily powerful woman and on the other, as the archetypal mother whose life is made up of self-denial and sacrifice for the sake of her two sons and who, till the end, remains fiercely loyal to her absent husband. As object of guilty love and subject of imperial appropriations, Mother India is a contested metaphor. The ‘mother’ element of Radha extends to not only her natural born sons, but to her husband, to her oppressors, to her village, to the very soil or earth of her land.

**Ahuja & Pundir (2022)** noted that though there is a small amount of evolution is witnessed among various forms of media like in movies, songs and advertisements in relation to their content and characterization but underneath the surface the situation is quite different as one part of circle still same that is portray of women character and especially portray of them in stereotypical roles. It is also found that if the women characters are tended to be shown strong on silver screen they are not shown from privileged backgrounds and their sexual component still seems rated on higher number than their intelligence and these types of characterization are liked by majority of viewers. Also, it is found that the portray of strong and independent

women character shown in webseries are proved as unrelatable to real life characters because the characters written by writers caters niche women audiences which are very low in numbers and the rest will not connect with the onscreen portrayal as they considered them as a fairytale.

**Ahuja & Pundir (2022)** found that bringing the change about such portrayals is not only the plate of social activists and writers only but it is also a prime duty of audience to change their mind setup of accepting husband's affair shown in *Saudagar* and *Biwi no 1*, rating women sexuality more upon her intelligence, setting up the criteria of perfect women should be fair skinned, tall and toned body and not accepting the women characters play strong role in place of male characters like in *Gangajal 2*. It is really difficult to disrupt the set molds of set mindset but even regular cracks can work someday. In simple words respect and honor of women are not key goal besides this admiration and treating them equal in all terms are sufficient. The effect of portrayal of women should be totally strengthen rather than lowering the stereotypical and prejudices pattern as the women shown in in cinema or advertisements are not self- defined, strong character who make decision for themselves without the intervention of other thoughts.

**Kausar & Singh (2014)** found that there is a strong impact of women movies on youth as these movies are not only a piece of entertainment but also, they deal with various problems which a society has a right to know. Also, these films create a sense of pride towards the women by showcasing that how woman face lots of hardships and besides this they excel in their lives and also considered as great supporter in another one's life honestly. Also, these films break the concept of pseudo-feminism and also it breaks the stereotypical male dominance concept bey removing all these odd concepts only one concept placed that both genders are equal in respect of everything.

**Khan (2016)** Hindi cinema an essence of every Indian, from where they not only watch stories for entertainment besides this some of them modulate their life according to film story characters so the there is a great responsibility on the shoulders of writers who write films and delivers in the society. And with the time changes the pattern of films also changes like form starting the characters shown like sacrificial Nargis Dutt in *mother India* and Sharmila in *Amar prem* who face society sufferings and now the characters like Tapsee in *pink* and Thappad, Kangana in *queen*, Priyanka in *Mary Kom* and Sonam in *Neerja* which shows how women can step out from their houses and win the whole world and also have a great ability to handle her life by her own and don't need any other gender support.

**Deb (2023)** examines that with the time Indian film industry experiment with women role and now they full shown in action roles by playing spy characters on screen like Katrina in “*Tiger Zinda Hai, Ek Tha Tiger*” and Alia Bhatt in “*Raazi*” where she played an Indian spy who marries in Pakistan and find their secrets which help India to win in battle against enemy nation. Also, Bollywood touched that topics which are considered as social stigma like sex worker life, LGBTQ and women are playing main role in like Bhumi Pednekar playing a lesbian role in “*Badhaai Do*” and Alia Bhatt played a role of sex worker in “*Gangu Bai Kathiwadi*”. Our Indian cinema is quite changing from past era because now they make movies more women oriented and also cast women in strong role like Rani Mukherjee in “*Mardani and Mardani 2*” where she fights back with the dangerous criminal who attacks mainly on the females of society, Vidya Balan in “*Kahani and Kahani 2*” where she found the real culprits mysteriously and give punishment by own. No doubt our Indian cinema tries to showcase the multiple side of women that if a woman is symbol of love, care and peace but when her dignity is own stake, she makes herself as Goddess Durga and Kali to punish the sins of bad people like Radhika Apte played the role in “*Mrs. Undercover*”.

**Mishra (2015)** concluded that people also choose their lifestyle according to their belief system like they witnessed in their families like if a men character shown in film smoke, drinks and go for cabaret parties he is still pure but on the other side women shown in these characters proven to be as wrong and it is not accepted in society so writer write these kinds of characters to portray vamp character in their storyline. No doubt Hindi cinema is somehow changing their portraying of characters on screen in respect of women characters especially as the audience have a hard habit to see men characters strong in heroic world and female characters are shown in abla so it is tough for writers to bring those changes in their writings which might considered as a risky approach but many writers go for new content which challenges the old patches of Indian cinema

## 2.7 Women in Television

**Kumar (2020)** studied that tv serials and other forms mass media like advertisements, cinema, news channel and visual communication has a great impact in our Indian society and they are interrelated to each other. In simple word we can say the media and society work hand in hand sometimes society take inspiration from media to live their life and sometimes media portray their characters in accordance with society set beliefs. Same thing we can see in respect of women representation on tv serials firstly media takes story from society like shown different kind of women in door darshan and with the time passes the women characters are tie with

some set roles like perfect mother, sweetest daughter and loving wife. And now society take this reel characters to real life which are not the real mirror on women of Indian society and ultimately gives harshness to women in their real life relating to professional and personal balance criterion.

**Shukla (2015) and Beniwal (2015)** clearly found in their research paper that tv serials depicts women in stereotypical character like object of beautification, a sexual object who dresses in heavy attires to impress the male gaze. They are also depicted in that characters who are more interested in gossips, planning and plotting rather than any development activities. And on the other side women who are educated or independent are shown to be as arrogant, ruthless, insensitive, self – centered or Cause of all the suffering that are faced by her family and friends which totally misguiding the Indian audience whether they are from any gender about the female identity in real life.

Acc to **Singh (2015)** It is to be found that with the time advancement there is a common change in thinking of male and female in the society. As they both think that now the women are not a subject of household helper they can easily excel in their career and can make perfect balance between their personal and professional life. Also, tv serials have a great impact on society whether we talk about their lifestyle, their way of behaving or their way of treating the different genders in society. In our India where in real life women are reach to new heights like IAS and IPS, our reel women are still engaging in family life or if they want to follow their careers, they firstly think about their family needs then their own desires which leave a very serious impact on real society.

**Singh (2015)** studied she tried to raise a few questions and tried to find out the proper answers. Most of the names of Indian TV serials start with pointing out the relationship with women, such as “*Baa, Bahu Aur Beti, Kyunki Saas Bhi Kabhi Bahu Thi, Teen Bahuraniyan, Bhabhi*”. Otherwise, it starts with the female name like” *Jassi Jaisi Koi Nahin, Saloni ki Shaadi, Kumkum, kusum, Kajol*” etc. Exaggeration of custom is highly focused there. Every time the women characters have to take the responsibility to save the tradition of their family culture which is totally based on religion.

**Shankaran & Ilamparithi (2018)** shown that if tv serial work in reality not showing fantasy they can bring an enormous change in societies about various issues by their selective popular stories. It is also found that visuals have a great impact o one’s mind than the literature as it directly affects the thinking same as in the case of tv. Indian television is connected to every household that they are treated like a family member in family and on these tv sets serials are

so popular which not only shows story, bring viewer into reel dream land but also bring various societal changes in society.

**Zutshi & Priyanka (2019)** examined that modern tv serials bring various societal issues on screen like serial showcase in earlier times but they end up in landing the old stereotypical base like SaaS bahu fights, vamp and lead conspiracy fights which tarnish the image of tv serials and brings an adverse impact in society.

**Kumar (2020)** said that daily soaps set a dream land for traditional family where women are considered as a domestic help, perfect mother, perfect wife and perfect daughter in law. It is hardly seen that women are competing with man in any sphere of life she always shown as dependent creature. If they are casted in powerful role but still the patricidal influence overpowers them. It is also found that mostly the women character is depicted doing domestic work and these daily soaps create a disparity between men and women that performing family work, children and old people take care are on the side of women only.

## **2.8 Women in Advertisements**

**Kaul & Sahni (2010)** studied that women are in serials are considered only as statue of objectification where women dressed up in heavy dresses and ornaments and work household chores and live her life like a respected women by fulfilling family needs. He also said that there is hardly any difference between a beauty pageant and a daily soap because on both women are just to showcase their outer beauty not their mind and hidden talent in them.

**Baghira & Mukherjee (2018)** concluded that in earlier times advertisements were made to showcase the product only and to make advertisements better they show different kind of gender se according to their product needs but now the concept is totally changed as now they sold and advertise their product in accordance to show beautiful and attractive faces on screen by which customer strangled in world of beautification and instead of get proper knowledge about the product or the product is useful for them or not they think that the product is endorsed by someone beautiful enough must be credible enough.

**Fatma (2016)** studied that in earlier times women shown in Indian advertisements as a tool of attraction to persuade audiences to buy the products. Mainly women shown in some stereotypical character like a homemaker, as an eye catcher who is considered as sexual object on tv. But with the time changes there is a rapid change in the depiction of women in advertisements, now they shown as more confident, independent in their career it is also

shown that they are not meant for cleaning utensils in home instead of there they shown as decision makers in Indian family which also reduced the commodity status of women in advertisements.

**Moorthi & Roy (2014)** studied that women bodies are shown as a object of beautification, sexual object and commodity too because it quite popular and they are meant to portray to satisfy male gaze which is not an ethical thing for society. But it found that this type of commodification shown in screen whether it is on films or in advertisements. However, the attraction point for male gaze in ads are still active but in different manner but it can totally be assured that there is vast and fast change in women characters in advertisements.

Acc to **Bhandari (2018)** whether the ads require a women character or not require its hardly matters the thing matter is that women should be used in screen as they gain popularity for the product among public like seen in tobacco ads and liquor ads.

**Chatley (2018)** found that with the time changes the concept of beautification of women bodies in advertisement take a small shift now the ads are made with women focus but in these das their career life, their independency is shown proudly instead of showing them as a tool of commodification and a sexual object too.

**Das & Sharma (2016)** concluded that now the whole society work together to enhance the women role in advertisement in this study it is found that majority of people don't like the ads who show women body without any use which will ultimately tarnish the image of advertised product in front of the buyer

## 2.9 Censorship in OTT

**Badwe & Nesrikar (2022)** studied that OTT platforms though come in 2008 in the form of BigFlix and got popular in 2015 as a form of Hotstar but the ultimate fame gain in 2020 with the launch of Netflix and amazon prime which not only change the concept of viewing patterns but also give a new success in type of content delivered by writers and plOTTERS. It has been noticed that in our India visual entertainment has a great impact on all the ages of individuals who watch specially on children and younger generations so it's a great responsibility on the writers and director's shoulders that they make that liable content which encourage viewers to lead their life in a good way not in bad approach. For this some sort of censorship is required which not only regulate content but in reality, the censorship can lead to reveal the truth of society in form of cinema in a respectable manner not wrapped

in fake sugary buttery coated content normally travels in society.

**Sharma & Ali (2022)** found that in today's modern era entertainment industry especially OTT platforms are proven as a perfect example to aware people about different societal patterns, disbeliefs which can harm the functioning of contemporary society but these platforms need certain kind of restrictions as the content is submerged with various unusual characters like nudity, sex, terror and violence components. It is also found that privatization of entertainment industry takes a drastic shift from traditional take to modern take with a tint of competition which ultimately reduces the quality of content. To reduce this element the regulatory authorities must be more keen watchers, restricted and prominent which make a difference between useful and unusual visuals.

Khujumi (2022) examined that OTT is considered as a free platform for writer and actor to showcase their talent in fully and with reference to these many Indian directors and writer make their story and plot with full creativity to compete in international al market and tries to show the real form of art and if they are allowed to do so OTT in next 10 years considered as a biggest platform for the viewers to view variety of content and directors to showcase the real art. And the talk of censorship in OTT not considered as valuable because it not only reduces the freeness of writer to portray their plot in their own way but also reduce the number of viewings as many viewers stop watching because of art restriction. Yes, self-regulation is considered as good option to prevent wrongful impact in society but censorship is not considered as favorable tool to regulate OTT platforms.

**Patil (2020)** Censoring is such a popular concept in India whether we talk about the cuts in Padmavat or we talk about Udda Punjab. But censor act always proven wrong when a perfect and common mandate from the public comes that without censoring, they like the content that writer wants to delivered like shown in the case of fifty shades of grey.

**Biradar (2022) and Kotwal & Thanvi (2022)** found that in OTT world also there is continuous demand of censorship comes when a new Webseries launch and it can't fit in society according to some people but on the other hand these Webseries gain lot of interest form the valuable audience and everything is clear in the eyes of law that censorship is not so required in OTT platform because it not only restricts the storyline but also restricts the free spirits of writers who want to portray their character in their own way.

**Arora & Gunjawate (2022)** It is to be shown that state censorship can be justifies in some

cases but not in all cases. As in some cases this leads to violent aggression in society and filmmakers, to solve this matter diligently both the parties understand it carefully like filmmaker's rethink about their stories and should realize that cinema has a great impact on individual life so don't portray those roles which can harm one's life and on the other hand society realize that censorship don't restrict the freeness of content that writer want to delivered but its method to tell the truth to society in decorative manner

## **2.10 LGBT in OTT**

Acc to **Pradhan (2021)** After the memorable judgement pass by court of law in favor of homosexuality and this step is considered as a first step to secure the equal rights for LGBTQ in society and now media comes forward to make this judgement clear in the society and in whole media OTT proves as a strongest platform to give an equal base for LGBT in many Webseries where the LGBT characters are not a part of amusement instead of this some of the Webseries show themselves as a main lead of the storyline like a typical hero and heroine. It is also found that just visibility and representation of these characters don't bring significant change in society besides this a proper analyzing of these characters are required and other media forms also had to take step ahead and make a significant change in LGBT section from the grassroot level of the country. It is to be found that for the sake of gender exposure OTT platforms again proves as a medium which make enough experimentation and scatter the myths related to LGBTQ community specially in their free censored content.

**Mishra & Sharma (2021)** studied that it is also states that Indian OTT like mainstream media delayed to make efforts to showcase women characters strong and in order to portray strong independent character the Indian media ends up displaying the same old stereotypical women characters. such unusual, unpractical description of women characters influence audience perceptions and creates a women's conservative image in the society. The language usage in the Indian web series on OTT platforms is highly degrading, abusive, vulgar, foul, and obscene, with extreme usage of swear words, sexual inappropriate comments, and derogatory remarks for various sub-sections of the society. It is plainly clear that extremely insensitive, inappropriate, abusive, and demeaning language and content has become a normal part of the ongoing social trend in our India shown and delivered in Indian Webseries very easily need a proper. Ease of accessibility, diverse content options, reality-based, and originality is some major factors which have affected this popularity, but a major concerning factor is the content quality of these web series. It is also found that women's portrayal and narrative related to LGBTQ in the present webseries portrayed in a powerful and in an experimented way that

questions the patriarchal society.

**Vardhan (2020)**, found that LGBTQ characters found a great space on screen with the help of OTT which is quite missing in Indian cinema but also it is shown that in international Webseries content the characters related to gay and lesbians quite shown in normal way and their characters are portray in main lead as well as supporting roles but in Indian Webseries there is still some tint of fear that these characters have to play safe as if something goes wrong the writer might get losses. Though OTT gives immense courage to Indian writer to portray their leads according to their own way and audiences can feel this change very easily and in terms of LGBTQ viewers also feel that that now the Indian writer shows the real version of these characters that they are not meant for only comic role they are the real and inseparable content of society.

**Dey (2024)** showed in his study that Indian OTT platforms and some movies in Bollywood create a subtle representation of LGBTQ like in *Aligarh*, *Made in Heaven*, *Bombay Begums*, *Margarita with a Straw*. And all these contents create a positive balloon for the queer people to live their life proudly without fearing of revealing their real identities in front of society and also it helps to other people explore about their sexuality and justifies that this is natural not a taboo or punishable sin. It is also found that these movies are helpful for one to explore his or her real sexuality but these movies are not considered as substitute of sex education in India and if we definitely want a change in society, we have to work upon certain things like sex education in schools to navigate their real identity and reproductive safe measures which ultimately brings change at ground level of society.

## **2.11 Hateful in OTT**

**Gupta (2023)** found that the language usage in the Indian web series on OTT platforms is highly degrading, abusive, vulgar, foul, and obscene, with extreme usage of swear words, sexual inappropriate comments, and derogatory remarks for various sub-sections of the society. It is plainly clear that extremely insensitive, inappropriate, abusive, and demeaning language and content has become a normal part of the ongoing social trend in our India shown and delivered in Indian Webseries very easily need a proper. Ease of accessibility, diverse content options, reality-based, and originality are some major factors which have affected this popularity, but a major concerning factor is the content quality of these web series.

**Sharma (2021)** states that speech representation in Indian Webseries affects their daily life

language pattern and also states that OTT regulatory guidelines are not very much sufficient and it needs high number of rectifications related to language used in this kind of Webseries. It is also found that the culture shown in Indian Webseries are not considered as a original mirror of Indian society instead of this they portray these kinds of characters to only grab viewer's attention commercializing the content which ultimate tarnish the social image of society.

**Dhiman (2023).** found that so much of aggressive, mature and explicit language theme content are not suitable for all the viewers as the age of some viewers might not understand the content properly and ultimately, they get affected by this content in their real life which is far different from reel life. Also, it is noted that some of the creators make justification to support the theme they show by saying that if they don't use this type of language in their content their characters can't connect with target audience which ultimately unpopularizes their content so in order to get proper fame they generate these kinds of buzzes among viewers only self-regulation like parental control tools somehow regulate the viewer about the content they watch.

## 2.12 LGBTQ in Cinema

**Gautam (2023)** found that transgender is always face a discrimination and marginalization in society whether we talk about the real world or we talk about the reel screen of cinemas and this can only be removed if this discriminating role vanishes from the root level. For these educational institutions should work on a social experiment in which filmmakers and writer sensitizing the young budding filmmakers towards the transgender community's issues and their lower status in society because a fake prejudice against them. Also not only sensitizing the young ones besides there is also a need to writers and directors too to write the fiction stories for developing the characters of transgenders with a level of empathy and respectfulness towards this section of society.

**Raja (2018)** concluded that Hindi cinema has an immense popularity not in India but also has a great fan base outside the India and now Bollywood mainstream cinema contributing to raise the issue of LGBT and queer rights in society and also showcase that homosexuality component is not just a taboo in the films any more. With the Bollywood the other forms of Indian cinema from different states and different backgrounds come forward to pick stories which have LGBTQ theme specially and also now there is no need of use of word queer in promotional task of films which itself come into normalizing index.

**Chowdhary & Chaudhary (2020)** found that there is a drastic change in the portrayal of lesbian characters in Hindi films as starting these LGBTQ characters are made for funny sequences or to amuse the villain characters are more like Amitabh Bachchan portray characters in song named “*Mere Angne Mein*” in film “*Lawaris*” and the real lesbians characters are shown in fire movie a story of two housewives come into relationship to fulfill their desires and if we talk about the appearance earlier they shown in Indian attire and now they shown in modern avatar. That now the time changes and with this the picturization of these characters are also change and their issues are well portrayed in films but as Bollywood as an immense pressure of patriarchal societies the homosexuality component is still shown in negative side. Also, the other side if we analyze many Indian writers write the struggle of these characters in real life very precisely and positively but the numbers of these thinkers are very less as compared to those who still add LGBTQ characters in their film as a part of amusement like Govinda little characters as gay in partner.

**Paul Robinson** in his article “**Freud and Homosexuality**” points out that “Freud’s failure to extend to lesbians the same dispassion he lavishes on his male homosexuals is a reflection of his larger problem with women”. It is always found that homosexuality component is always difficult for writers to portray in films whether they talk about male sexuality and female sexuality. And female homosexuality is always considered as a conscious attempt to portray in a right way and break the existing taboos like providing the female sexuality component higher than usually to satisfy male gaze and male desires. No doubt there are many positive and progressive changes have been taken by many filmmakers in their movies like *angry Indian goddesses* comes in 2015 get an immense success in portraying female homosexuality in a better and normal way not temporary as a tool or prop just to achieve stardom in industry.

**Datta (2019)** concluded that Indian cinema always works on societal issues parallelly as commercial cinema is so much popular among Indian writer tries to bring homosexual character in their films in a light way not in harsh way so that public easily understand the concept without any hesitation like shown in movies include “*Dostana, Kal Ho Na Ho*”. Besides this many writers write this topic in a very sensitive manner show” *In My Brother Nikhil, Fire, 68 Pages, Sanacharam*” etc. This shows that Indian cinema cannot be back lashed on this matter that they are not portraying queer characters in a right way in actual writer tries to bring lot of change in society through their writings.

**Sabharwal & Sen (2012)** studied that Indian cinema an eye to Indian society in front of whole world but this cinema also divided into two forms one is mainly mainstream called as

commercial and second one is alternative called as parallel cinema in which Indian society shows totally in different manner which are only popular among selected groups and for award ceremony. Same as the concept of LGBTQ in both the types of cinemas where in mainstream the gay characters are shown in sarcasm, comic, mockery and crime way like in “*Dostana, Sajan, Kal Ho Na Ho*” whereas the gay characters in parallel cinema shown opposite and writer portray their characters in a realistic way and shows that they are also the real part of Indian society.

**Pandya (2022)** studied in his paper that Aligarh a beautiful composition presented by Hansal Mehta who tries to show the LGBTQ real world with the help of cinema by depicting the character of a professor whose life is totally change when his private life comes in public as today everyone says that they are free mind sprits, they treat everyone equally but in reality, this is fake as in today’s era also homosexuality component is can’t discuss properly. It is also found that public watch these characters on screen easily but to adapts someone with these traits in their real life are not acceptable which is shown in movie properly where from the older ones to younger ones everyone degrades protagonists because of their private life which is real image of Indian society where the concept of LGBTQ is not fully accepted by some groups.

**Chowdhury (2021)** found that Indian directors also try to shift audience’s mindset form negative to positive zone by introducing new type of gay and lesbian character in their movies. It is also found that they show the pure relationship between two souls in their movies irrespective of their gender same or gender differences. It is also found that the films choose for analysis are somehow difficult for audiences to accept but gradually they try to accept this community stories as directors today not show them in serious genre but also experiment this content with different genres which looks quite interesting on screen.

**Kaur (2017)** analyzed that with the advancement of time and progress power of thinkers relating to the main and old approach for every gender in cinema whether we talk about female portray or LGBTQ positive space on screen also changes. Now the representation of this community in films in a positive manner can act as an ointment for this section specifically in society. Also, it is shown that though writers make advancement in their writing but fail to get that popularity among public because our Indian society still afraid of these topics in general talk like many still believes not to talk about mensuration openly or publicly still after releasing this concept in movies. It is also shown that Indian directors and writers are still make movies on LGBT section in a positive manner to fully start a discussion in society so everyone can proudly and freely talk about their feelings and break set myths related to

LGBTQ.

**Bose & Sreena (2021)** studied that One of the movies named “*Ek Ladki ko Dekha toh Aisa Laga*” release in 2019 by Vidhu Vinod Chopra tries justified step to portray female sexuality in a very graceful way and tries to remove this difficulty and issues relating to LGBT at grassroot level that’s why he takes a story of normal traditional family girl who comes forward with her approach related to her sexuality in front of whole community. These kind of movies and projects can be seen as a symbol of progressiveness in society towards female homosexuality and assure the hope in industry to get the attractive and critical audiences for acknowledging this matter.

### 2.13 Men in Cinema

**Raj & Goswani (2020)** showed in his study that the storyline filled with violence, love, deadly masculinity, etc., showcased in Bollywood cinema depicts the stereotypical characteristics of masculinity and patriarchal characters that are prevalent in our society from the earlier terms that are implemented by many youngsters in their real life as they get so much influenced by these reel characters. It is not important the toxicity is the only character of macho but also there are some other elements like shown in movies by Yash Chopra “*Rab Ne Bana di Jodi*” where the main lead tries to be fit in macho men world to win the lady love of his life.

### 2.14 Men in OTT

**Agarwal (2022)** Comics in comedy programs, both stand-up specials and competitive reality format, available on OTT platforms, engage in misandrist statements that generalize male behavior, with the assumptions that the end justifies the means and those collective responsibilities triumph individual blamelessness of men, which paints an unattractive picture of almost half of the world population. Also, it was noted in this study that incidences of such misandrist statements disguised as light humor for audience entertainment happen to be a part of female comics’ performance more often than that of male ones.

**Peter & Raj (2021)** noted that Indian media streaming houses show different colors of masculinities in a very powerful way and also show the extreme dominance of one over another within masculinities, portray the strong patriarchal mindset and a harsh attitude towards third gender group. In this it is been stated that streaming platforms must show a

positive and respectful approach of masculinity characters towards the other gender segments by reducing the manly factors like overburdened patriarchal values and sexist sights as a face of typical manhood. It is also recommended and find out that third gender must be presented in a more empowered way which reduces the existing pattern of gender violence and also helps to enhance a positive gender equal approach among the viewers.

**Sangra (2021)** noted that In Indian cinema we all know that male characters are show in full of aggression who always fought with villains to save their heroine and family form them and very popular phrase “*Mard Ko Dard Nahi Hota*” means here not only talks about physical pain but also deals with emotional pain that if a man cry always this phrase used “*Ladkiyon Ki Tarah Kyun Rota Hai*” because in earlier cinema this content is clear that man never cries and they are strong as iron and only women cries who always need a man as a savior . But this concept also changes in OTT where the inner pain of man comes in form of whole world it is to be shown that they are not iron hearted they can also cry and feel pain in sufferings and also enjoy with their family fullest as they don’t want to in arrogant character in all the times

## **2.15 Feminism in Cinema And OTT**

**Patowary (2014)** shown that women representation in mass media is worse in a critical way whether we talk about the print mediator we talk about electronic media like in print media reporter give no space to women issues or the society evils they face instead of reporting this they write different gossips about heroines personal life specially in that page which is dedicated to women and in same way in electronic media in Advertisements , TV, Cinema they are show as an object of beautification and sexual commodity. To see this many feminists from international level and national level Simon de Beauvoir, Shulamith Firestone, Kate Millet, Gallagher, Bretty Friedman, Ritu Menon, Kamala vasin, Kiran Prasad criticized the media role in representation of women through their works and on big platforms. They also talk about the male dominance in society and male supremacy on women’s life in their workplace a home shown in media creates a biggest hurdle in the life of real women who want to excel in their lives.

**Jacob (2021).**found that Intersectionality is not a newer concept internationally but in our country it resides in our grassroot level but no one recognize it properly not on real life and not on screens, the movie in this study is a perfect example of self-acceptance, self-detection, self- actualization and considered as a prime example of intersectionality where the main protagonists deals with several discriminations on different level of life which not only narrates the story of intersectionality for entertainment but also reveals the whole concepts of intersectionality in front

of Indian that besides feminism a woman is still forced to face the other kind of discrimination in society relating to their economic level or caste level.

## **CHAPTER 3**

### **OVER VIEW OF OTT PLATFROMS AND FEMINISM**

#### **3.1 OTTAGameChanger in Entertainment (Films) Media**

With the other forms of media platforms whether talk about print media and electronic media digitalization also make a change in the field of another media form which has an immense popularity in whole world and has a huge customer base which is considered as entertainment media that are considered as a best source to deliver the content written by directors and played by actors on big screens to target audiences and this platform is called as films (Patel et al.,2020). In India cinema has a vast unstoppable history and also named as huge employment generation industry which is also considered as a mouth piece of normal public and in which their life stories are depicted on silver screens with the tint of drama which not only entertains hem but also relax their mind and make them free from their over exhausted time table of growth and also this platform is considered as a best source of awareness to make aware the public about certain social issues in the form of parallel cinema (Parikh,2020).

But with the time changes, growth of economy rises and to match the tone of fast pacing society there is a problem comes in world of cinema specially as because of fastness audiences have no enough time to watch their favorite films in theatres but this problem solve by one platform which are start earlier in entertainment industry but gain popular in corona times known as OTT platforms at this time when theatres go on shut down process OTT becomes a savior and game changer for film industry in which film directors deliver their content on OTT platforms instead of theatre and at sitting their homes a viewers can watch their favorite new films on their home screens like smart tv and smartphone which have easy access of OTT platforms (Parikh,2020).And today these platforms are considered as a best source for the direct film release without making release preparations on theatres and also gives a great opportunity to new directors and writers to enter in film market and make their content and deliver their content directly on OTT platforms without the fear of any kind of unfair criticism and unwanted censorship (Patel et al.,2020).

Besides all this audience also take interest in this OTT platforms because these platforms are customer time and pocket friendly as in this they subscribe only once and watch the variety of content for subscribed time in short one person can watch many new films at the cost of one movie ticket also this platform has sharing ability in which one person subscribes

the platforms share that platform with their friends and family by following multi-screen approach. And if

we talk about time aspect it is also considered time savior as in this there is no need to watch content on the premiere time, they can watch their favorite content on this platform at any time at any place (Parikh,2020). With the international OTT platforms like amazon prime, Netflix, Hotstar various regional platforms launched in India like Hoichoi, aha, Chaupal etc which serves the regional content that matches with interest of regional public and also gives new startup regional directors to make their content and start their career in Indian cinema line.

### **3.2 OTT and Its World History**

Television the very famous media form comes in the period between 1920-30s which are connected in electronic media series after the radio comes back in 1920s which is the only audio formats in which content is delivered from one place to another place in the form of audio signals. Though the journey of tv starts earlier but it gains ultimate speed in the era of 1950s and after their speedy transmission it becomes the central point of everyone's life and also with lot of advantages that makes this medium far better than other forms of older medium versions but there is one disadvantage or we can say that a need of progression comes in this type of medium when the public feels restricted to watch their content on tv as in this they are bound in time and place to watch their content (Gupta & Singharia, 2021).

Here a new difficult challenge arrives which states to give utmost freedom and flexibility in receiving the content to solve the problem of viewers they faced while receiving their content on television and to solve this situation the concept of OTT introduced in market when the internet hits the world technical market which not only solve one problem that viewers feel but also change the overall scenario of world entertainment cinema not overnight. This platform gain success with lot of time and patience but before discussing the history behind OTT evolution and success one must understands the concept of OTT and its meaning first (Patel et al.,2020).

OTT or Over the Top media platform which is now not an unusual name in everyone life except it is very common in every Indian and foreign household and specially among the youth of whole world and is totally considered as a new age media which is the digitalized version of entertainment and electronic media which are considered as the older version mediaplatforms (Gupta & Singharia, 2021). OTT is named as over the top platform because

it is considered as

the most popular platforms that overpowers the other traditional media forms in present era and they are also considered as a new replica of traditional media forms in which the content is delivered and streams through private broadband connection with the help of internet and on the other hand traditional tv sets deliver content through help of closed network with the usage of private equipment like set top boxes installed in various households and received signals form satellite connection popularly known as dish tv and terrace antenna for content telecasting.

OTT is a media service which allow the third party distributors to create the content which are the combination of audio and video packets and then delivers that content directly to the end users and here they act as an intermediary between the content creators and end tern users and this process can only be completed with the help of internet and internet protocol services in which there is no requirement of MSO that is multiple system operator for controlling and distribution of content, which also surpasses the other content delivery formats like satellite and cable television and the radio broadcasters and also cinema format (Varghese,2021). In the proper working of OTT platforms internet plays a quite important role also internet providers restrict the transmission of content over these platforms by creating technical hurdles between internet packets and other transmission methods but internet providers cannot create any hurdle in redistribution of content and changing the viewing abilities of viewers.

Popularly OTT also belongs to another term that is quite popular now a days which allow the technique of self-choosing and helps to introduce the approach of customization of content that is SVOD means subscription video on demand in relation to type of content delivered and the processes they used for transmission on this platforms also in this anyone can access to television programs and film based content and its copyrights were purchased earlier form the original content creators and also included the original content that is made solely for the broadcasting on these platforms by the OTT own at any time according to their own preferred genre (Varghese,2021). In 2011 Canadian Radio Television and Telecommunication commission that are Canada's telecom regulator explained that OTT services are available on those platforms which run with the help of internet like mobile apps on smartphones, websites on compute and tablets and televisions which run on internet considered as smart tv now a days (Patel et al.,2020).

Some of the OTT platforms are differ in the way of delivering the content like there are some

OTT platforms in which the content is delivered first and then it can be watched like I Tunes and on the other hand the content can be watched earlier and there is no need of downloading that content as on this the content can be watched online and livestream of content are also available in it like Netflix, Disney+, Amazon prime, Paramount+, Hulu platforms (Varghese,2021).

Now move further to get the proper understanding of the present and future aspects in OTT world entertainment industry we must look back to witness the journey of OTT from start to present. The historical route of OTT begins in united states in 1939 when RCA starts their first broadcasting unit NBC (National Broadcasting Company) and after this many other broadcasting units like ABC, CBS with NBC runs successfully for longer duration near about 30-40 years (Ramli,2020).

But with this succession of TV industry never stops as in 1941 AT&T made the first coaxial cable which initiates the foundation of cable television industry and after that different regulation made for the smooth running of cable tv like in 1953 NTSC (National Tv standards Committee) start the route map for color tv and in 1954 tv go back to color version in 1972 the further committees initiate the proper set of rules and regulation for cable operators (Ramli,2020).

Again after all these advancements RCA launch Satcom satellite which allows or open the gates to further companies to start their network that are considered as Pay-tv which means subscription to watch and the most famous and the very first Pay-tv network started by the one of the present media giant company named HBO with other companies like sky, virgin media whose main aim to generalize the whole content in every part of the country and after that many other companies expand their roots of working by opening new advancements in their old venture like after the pay-tv scheme the company runs towards the old invention to build it again stronger that is cable networks and y 1970s many companies like Nickelodeon, ESPN and C-SPAN expand first cable tv networks in various parts of country.

After the series of cable tv networks emerges and deregulation of cable, in the era of 90s the route of satellite channels and Tv find a new way to launch as with the entrant of new broadcasters come in the broadcaster's market and in that time Direct tv became the very first satellite tv system and with this many cable providers and operators also tries to bring more technical advancements in their networks specially the technicalities related over

internet so that in next few years they run their functions of operating tv networks smoothly which placed the milestone of OTT in future and this trend starts when the most popular Today's OTT platform Netflix began its journey by launching DVD in the market with renting and selling options and also with this in 1999 DVR (digital video recorder) emerges in market which allow users to record their ongoing tv program in videotapes by Replay TV and TiVo companies (Ramli,2020).

In 2005 YouTube internet-based media company start streaming of video online for free and also with free subscription which allows the overall users to control their type of content what they like to watch and also when and where to watch their favorite content and this sense of feeling generates the step of OTT more faster and advance (Gupta & Singharia, 2021). With this in 2007 Netflix change the whole entertainment industry by started their monthly online subscriptions in which there was a concept of online streaming of popular movies and shows for their viewers launched by moving their steps forward from their own business module of mailing DVDs which challenged the popularity of tv networks and marks a great revolution in online streaming industry of content. Netflix buildup not only customer preferences changes like what they want to watch at which place at what time introduced ,with this OTT emergence the tv operators of licensing content that were earlier viewed on tv networks model also demolished and the new business of subscription module gets popular in which customer subscribe channel to watch unlimited content on them and there is no need to pay for particular content like in corona time the movies get launch on OTT platforms and subscribers can watch lot of movies in the price of one movie ticket.

However, Netflix was considered as the father of OTT revolution who dominates this market form very long duration but many other companies like Amazon Prime considered as the second largest company in OTT market and both these media giants created a wonderful history in OTT market which everyone knows and with this other companies like Apple TV+, HBO Max start their OTT platforms and gaining huge success. Also, one of the major OTT leader Hulu is so much popular among subscribers but its services are limited to two popular nations only named US and Japan (Ramli,2020).

As the popularity gets more the restriction related to that product also increases and same notion can get noticed in OTT platforms like in 2010 FCC established the new and fresh rules and regulations for the OTT platforms and their providers also in some countries like in Singapore there are different regulatory bodies are created to check the content which will provided in OTT platform before the viewers watch that content and also stops the

perceptions of prevalent fake news and information in market through the content shown in them which harm the mutual harmony in the society and in Australia E-safety commissioner launched for viewing the working of all digital media framework (Gupta & Singharia, 2021). Also, In US there are no single set of rules and regulations are made for OTT platforms but in 2019 there is a proposal to launch some regulatory body to check the content but till now there is body formed yet. Presently the status of OTT platforms is enlarging in whole world and the criterion of Pay-tv has fallen from 88% to 74% approximately since 2010-2011 period and it is estimated that by the year of 2024-25 there is expectation of 46 million US home cut their Pay-tv networks due to owing higher subscription in OTT platform to watch their content according to their own time, own pace and their own preferences.

### **3.2.1 OTT Platforms are Far Better Than Conventional Tv Networks**

The foremost difference between the conventional tv networks and OTT platforms which make the popularity level of OTT stronger is way of delivering the content on platforms. In OTT platforms the content is delivered directly to end users for content creators with the help of internet not on one platform but on many platforms like smart tv, mobile phone, laptop and tablet. However, on the other side the content delivered on tv requires a proper set of equipment like satellite connection and cable network through which signals are transmitted from content creators to end users (Sadana & Sharma,2021).

Second differentiation between conventional tv and OTT platform paying fees for the content which makes the popularity of OTT more as OTT platform are considered more customer pocket friendly because in this one don't need to pay for the content they don't want to watch, they only have to pay for that content which they want to watch but on television the scenario is totally opposite as in this users have to pay for that content also to whom they are not interested at all to watch it so this shows the flexible paying advantage of OTT where in tv the rigidity behavior is shown where one has to pay for entire network (Pandey,2022).

The third and most important difference between these two platforms which laid the foundation of OTT platforms and online streaming in world that favorable time , place and platform in OTT platform one has main advantage to choose their content pay for that and with this they have a choice to watch their favorite content on any medium at any time at any place and also they get an option to watch that content number of times without any restriction and has also one option of play, reverse, forward their content but on tv they have

to wait for their content and for repeat they have to record it otherwise they cannot reverse , pause and play the show according to their own choices (Pandey,2022). Also, with this medium differentiation OTT require only internet and it can be run on any platform like mobile to smart tv whereas tv only can be watched at a proper room with fulfilment of all technicalities like set top box, satellite and if they watch this content on any other medium this can only be done with the help of OTT.

Next differentiation of OTT platforms and tv which create an advantage of OTT is ad- free content as in tv the cable operators and other distributors earn their revenue from advertisements they play in between the show like in other medium like in newspaper revenue is generated from advertisements and in tv shows showing lot of advertisements create a bore and monotonous environment for the viewers as they feel the discontinuing connection with the show they watch also in this practice content quantity is less and advertisements is more which the customers feels of no use where in OTT platform when one subscribe the channel they can watch their content hassle free and no breakage of their concentration in adapting the storyline which saves the time of viewer too (Sadana & Sharma,2021).

Last but not the least this technique solely started by OTT platform which cannot be fulfilled in tv networks at any cost that is binge watching in OTT the content is precise, crisp and limited that's why the content completes in 7-9 episodes and all these episodes release at same time this will induce the viewer to watch their content on one take as they can complete the whole story line in just few hours which also give so much relaxation to view mind too as in this they don't have to wait for their content and there is no sense of eagerness to know the future story line that is very fruitful for all the viewers (Pandey,2022). But in television network the content stretched so high to stand for longer duration in TRP line and for this they make a series of episodes ranging from 500- 2000 or above and also the episodes come every day at fixed time so viewers have to wait for the time and wait for long to know the future story that bring too monotonous environment for the viewers and sometime this practice leads to lowers the customer base for that particular show s they think they had no longer interest in show because of time stretching.

### **3.2.2 Types Of OTT Formats**

#### **1) OTT Television**

As from the name indicated this type of format has the combination OTT and television

which is also called as online television and internet television in this signal received by video distributor from cell phone network with the help of internet and then they control the working pattern through mobile applications, modem and then it is connected to Smart tv sets, Laptop, Tablets and Smartphones which the easiest version to receive the content easily without facing any kind of barrier. And one of the best examples of OTT Television is Disney's collaboration with Hotstar the famous Indian OTT platforms which allows the users to watch their tv content on their smartphone at any time at any place and also in this you don't need to pay any subscription fees to watch daily content but if the users want to watch the premium content then he should give the money and purchase the account like pay tv etc.

## **2) OTT Messaging and OTT Voice calling**

OTT messaging is the process of prompt and fast messaging with the help of internet that is named as online chatting in which users can communicate online with text messages on mobile phones specially which are quite fast form the older version of messaging which take time and charges lot for continuous communication. One of the best examples of OTT Messaging is WhatsApp that is owned by Meta Company under the ownership of Mark Zukerberg in this different person can communicate with each other online also sends photographs, videos, graphical interface to communicate better. The other popular example of OTT messaging are WeChat, Skype, Viber and telegram etc. After that to make the OTT messaging better and efficient one more technique is added to emphasize the value of this platform which is called as OTT Voice calling in which user can make instant calls to the end user or receiver in proper audio formats with video calling option too and this makes the perfect combination of OTT messaging and OTT Voice calling. The famous examples of OTT voice calling are zoom, Facetime, Skype, WhatsApp, Viber, WeChat etc.

### **3.2.3 Top 10 International OTT Platforms**

#### **1) Netflix**

Netflix is one of the oldest and considered as a harbinger platform in whole OTT industry and today also it is considered as a most successful channel that run worldwide. Netflix starts their journey way back by selling and renting DVDs to the viewers by sending in their mail box and to get advance their own technology Netflix takes a drastic shift in 2007 and start the online streaming of movies and tv shows by giving paid subscriptions to their viewer at any time, at any place and also at any platform whether on mobile phones, tablets, laptop and smart tv sets too. Presently Netflix is considered as a popular OTT platform among all

other platforms because of various techniques and one of all the methods one approach is famous that is Netflix originals in which Netflix made their own content under their own production house which make their content superior from other.

Another approach makes Netflix working successful is that binge watching method they provide as in this they preload the entire episodes of particular season which helps them gain more customer attention. Also, Netflix subscription plans are customer pocket friendly and according to customer preferences that include unlimited content pack, Ad-free content that make the streaming experience more favorable and memorable for the viewers. Some of the famous Netflix originals are House of Cards, Bloodline, Full House, Daredevil etc. Also, Netflix is also popular for its policies of delivering content and one of the famous among all policy is piracy safest policy in this Netflix promises their subscribers that they deliver content which is totally protected from any kind of piracy of original content.

## **2) Disney+**

Next platform which acclaimed worldwide recognition in recent years named to be Disney+ which is the subsidiary of Disney and this name is familiar to every household around the world for their animation series and the very famous cartoon characters Mickey Mouse and Minnie Mouse launched by Walt Disney who was the founder of The Walt Disney Company. And under this name many subsidiaries work from production house ranges to media enterprises and now Disney tries their fortune by entering in the race of OTT platforms as Disney+ OTT platform that provides various type of films and popular TV series in different languages and in subtitle in English, French, Dutch and Spanish owned by Walt Disney and other famous production houses like Pixar, Star, National Geographic, Pixar and very famous Star Wars. Disney+ also provides their subscription in two formats one is unlimited streaming access and Ad-free streaming technique. Disney+ also makes an arrangement with other popular streaming service named as Hulu.

## **3) Hulu**

Hulu is another famous OTT platform which is considered as a cheapest OTT platform but only in that case if user has no problem to watch their content with lot of advertisements who are mainly and solely broadcast in two nations United States and Japan which is quite popular among people of these two countries and offers subscription plans in 4 formats like if the lowest amount paid then the platform delivers content with advertisement and as when the payment for subscription the platform increases the type of plan changes like with no advertisement, live TV also available and the highest payment given the viewers that kind of platform which are with No advertisements and live TV as well.

#### **4) ESPN**

ESPN+ is the another famous OTT subsidiary of popular sports network ESPN( Entertainment Sports Program Network) which started in 1979 and ESPN+ founded in 2018 which is considered as the mainly OTT channel which only streams the sports content on it so that its delivering service pattern is quite different from other platforms as in this they only do live streaming of sports matches and activities so sports lover experience the realistic games on their mobile, smart tv sets and laptop which are running with help of internet. Also, it can be available with the other media OTT platform that is named as Disney +.

#### **5) Amazon's Prime Video**

Next and the foremost OTT platform that is owned by one of the famous products selling company worldwide named as Amazon and Amazon prime video is the OTT subsidiary of Amazon which run successfully in whole world which provide the unlimited content that is the mixture of films and Webseries by subscribing them and also give an access of renting and purchasing of particular content which is not available in previous packs. Amazon firstly launch their OTT services in Japan, United Kingdom and Germany in 2007 and after in preceding years they launch their channel in

France and Italy in 2008 and 2011 as Amazon prime and then in India in 2016 and then in turkey, Mexico, Poland and Sweden. Also, like Netflix in India many movies are now directly screened on this OTT platform without releasing on theatres and if it released on theatres customer can watch their content by purchasing it also, they provide the option of live streaming of different concerts and sports events especially.

#### **6) HBO MAX**

HBO Max is another OTT platform which is quite famous all around in world that mostly offer that content that is owned by their parent company called Warner media which is also a parent company of Warner Bros. Pictures, Warner books, Warner cable and the Warner music group. The unique aspect they follow which makes this platform different and famous like in amazon viewer can watch film on prime platform which release on theatres by paying a rental or purchase fee along with subscription fees but in HBO Max any viewer can watch that film which are still in theatres are of free of cost or we can say that a customer doesn't have to pay any kind of additional fees to watch new content. This platform provide content in tow delivering options that are online streaming with Advertisement and another option is online streaming pack with no Advertisement by paying more subscription fees.

## **7) YOUTUBE TV**

You tube one of the famous online streaming social media platform which is quite familiar in everyone daily life whether checking new updates on it whether learn something from other online video or used as a tool of entertainment and all this stuff is still available to every person in around the world by just downloading app any person can access the whole world in one tab but YouTube also has premium channel YouTube Tv which is the combination of free subscription of unlimited content and other is pay as per choice according to content preference they want also available in this platform. YouTube Tv also give an option of live streaming of more than 85 channels of different languages with YouTube 's red original content and also offers popular video games streaming for young gamers in whole world.

## **8) SLING TV**

Another OTT platform which is quite famous worldwide is named as Sling Tv that is originally an OTT subsidiary of television network that is considers as a perfect combination of traditional tv or conventional tv set up and the online streaming of video on demand with the help of internet that are watched by paying a set subscription fees under a pack given by platform that are sling blue and sling orange plans, also this platform work in local stations also unlike other media platforms give access to foreign and urban locations.

## **9) PEACOCK**

Peacock is another OTT platform that delivers their content worldwide and this platform is considered as new and rising up star in OTT world which is started by NBC universal which is also a subsidiary unit of Comcast company and in this platform one can watch numerous films and television series based on different genres which are produced by NBC universal and also some of all considered as Peacock originals like Netflix originals. Also, in this OTT media platform users can start this platform and access this platform on free trial basis and if anyone watch to connect with premium content then user can upgrade their pack to Peacock premium like YouTube premium and in this one can watch the content with Ad- free streaming which is a quite good option to grab the greater number of viewers.

## **10) APPLE TV+**

Last but not the list one of the major smartphone company Apple launched their OTT platform Apple tv + which is only used for iPhone users and not meant for android users in which iPhone users can watch content like movies, tv series and also one can play game on it and also used to listen songs in it. Apple company known for their novelty approach and new features they added and same this newness can be shown in Apple tv in which by sign up once

one can watch unlimited premium content and also users have no need to switch from one application to another application to watch their preferred content.

### **3.2.4 OTT's Content Streaming Pattern**

OTT always work on that medium which can be run with the help of internet whether we talk about laptop, tablets, smart tv sets and smart phones also as the platforms are different the method of content delivery is also different various OTT platform which make their working pattern unique from other platforms. And this pattern said to as VOD (video on demand) which is considered as a USB of all the OTT platforms in which users can decide that what type of content he or she want to watch, when to watch, where to watch Mainly there are three types of VOD on which OTT streaming criterion depends. Following are the different types of VOD:

#### **1) Subscription Video on Demand (SVOD)**

This type of VOD is foremost and very famous concept followed by almost all the OTT platform in which one can pay the subscription fees of particular OTT platform and purchase any kind of pack which is suitable to his or her preferences and in return they get a guarantee from the OTT platform to watch unlimited content for some fixed period of time. Also, in these advertisements are not included while streaming their favorites content. The examples of SVOD are Netflix, Amazon Prime, Hulu premium etc.

#### **2) Transactional Video on Demand (TVOD)**

TVOD is the another type of VOD mode which is technically different from SVOD as in subscription based you have to pay subscription to open the account and to watch the content but in TVOD user don't need to pay any kind of amount to open the content but in this you have to pay the charges to watch your favorable content like in online video store also in this there is option to watch unlimited content in this you have to pay individually to watch individual content like in YouTube user can purchase or rent a particular film in this for opening a YouTube you don't need to pay while opening an account but to watch premium content you have to pay the fixed money by that application.

#### **3) Advertising video on Demand (AVOD)**

The last method in the series of VOD comes as AVOD which is quite popular among all the OTT platform techniques as in this you can watch the full pack of audio and visual content on

free basis basically in this to watch your content free you have to watch some kind of advertisements forcefully as in this revenue is not generated by customer subscription fees but it will be collected through the advertisements company who gave their advertisement to OTT platforms to run in between of their show. So, this mode is considered as more user friendly and customer pocket friendly and if one doesn't get irritated to watch advertisements in between their binge watching they can easily access the content that is free of cost like Hulu provides the both SVOD and AVOD techniques to subscriber's own choices and their pocket preferences. Also, YouTube is the best example of AVOD in which user can watch their content freely just watching advertisements in between their ongoing show.

### **3.3 History Of OTT (OverTheTop) Platforms in India**

In India where the media is considered as a fourth pillar in democracy, where they act as a watch dog on the working pattern of whole administration and has a significant role in Indian society whether we talk about print media like newspapers and magazines which is the best source of getting official information in writable format has lot of impact on every household of India from the early stages of media or we talk about electronic media which is proved as a best source of entertainment and information can be said as infotainment which gives news from all around the world and users can watch movies and tv series at utmost quantity very easily which not only leaves a powerful impact on Indian society (Kumar & Meena, 2023).

With this media also helps to connect the culture of different people in India and bring them together under one united roof and this practice will ensure by new age media also which connects everyone with everyone irrespective of any age group through their new age or social media platforms like Facebook, WhatsApp, twitter, threads and YouTube in which they can connect anyone from local place to overseas by just following these applications with the help of internet connection (Kumar & Meena, 2023). And after the advent of more technology now electronic media and new age media join their hands to give unlimited entertaining content on their phones, tablets, laptops and computer with just internet connection and that new technology is said to as OTT platforms or over the top Platforms which are run with the help of internet and with this they provide full of audio-visual content like they provide unlimited movies, live streaming, tv series, Webseries and lot of original content on one platform which can run on any medium from smartphone to smart tv sets (Sundaravel & Elangovan, 2020).

The name of OTT is not new in India as in present time in every Indian household's people get

an easy access to different kind of OTT platforms and their phone but if we talk about the beginning of OTT platforms in India majority will say that it started back in corona times but this statement is not absolute true through OTT platforms gain more popularity in Covid time but their journey in India was way long back as the route of OTT started in India in 2008 when one of popular corporate house named Reliance launched their first OTT platform called as Big Flix in India which provide entertainment content to their users frequently and after this other companies also launch their OTT platforms in India as they smell the great future of OTT in India (Ojha & Vaish,2024).

In 2010 two companies start their run in OTT race among them first is Viral fever or TVF started by Contagious online media network private limited which firstly make the digital and original content in order to grab the youth attention which free boredom to watch tv serials content and make shows like TVF tripling and TVF pitcher and many more entertainment videos and second one is Digivive when they launched their first OTT mobile application named as NexGTV which provides the entertainment content into two combination one is live streaming of 100+ Tv channels and also provide the on demand content like movies and video on consumer preference and their demand.

With this NexGTV was considered as a first mobile application who provides the live streaming of very popular sports of India that is Indian Premier League which not only open the way of live streaming of matches on mobile phone for users in whole India but also brings lot of popularity to this app till 2014 (Sundaravel & Elangovan, 2020). After that in preceding years, they offer first mobile phone talent discovery program named as “*SPOTLIGHT*” directed by Famous Director of India named as Imtiaz Ali and in also make their first original series named as “*In My City*” with Priyanka Chopra. After NexGTV and BigFlix now the set entertainment channel of India moves their path to OTT and starts their own and individual OTT journey like Ditto Tv launched by ZEE entertainment enterprise limited in 2012 on which user can watch the other channel content like Star, Viacom 18, Sony tv content etc. Now after ZEE exertainment Sony tv jumps in OTT world and launched their OTT platform in 2013 on which user can watch their channel content only and some films that are registered in these particular platforms.

But the most popular platform of this era before Covid is considered as Hotstar started by Star in 2015 which not only becomes popular among women section by showing tv content and among youth for showing up films of different genres and video on demand but also popular among other section of society like men specially because of the content they

provided as after NexGTV showing live streaming of matches Hotstar takes up the whole business of live streaming of sports and get popular as an only and exclusive stream of IPL which was considered as one of the major sports events in India.

After this Hotstar expand their business with different types of techniques like they launched Hotstar originals in 2019 in which they make their own content which is restricted to watch in this platform only for their users, also in 2019 Hotstar merge with one of the biggest media companies in the world that is Disney : the Walt Disney company limited and named as Disney + Hotstar. As in 2019 Disney acquire 21 Century Fox who is also a parent company of star India and with this amalgamation Disney becomes the owner of whole Hotstar OTT platform.

From start to present Hotstar has huge customer base and an immense popularity among viewers because of IPL and also the original content they give on their platform. After the successful penetration of Hotstar OTT in Indian viewers mind which has more popular than other media OTT platforms, other OTT also entertain Indian entertainment zone and this time international entrant enter in Indian diaspora and these platforms are Amazon prime and Netflix the huge OTT marketers in whole world. (Sundaravel & Elangovan, 2020). Amazon launch their OTT platform Amazon Prime in India in 2016 to compete with Netflix the main harbinger of OTT platform sin world which is also launch in in India in same year but they get less popularity as compare to the previous running OTT platform sin India as they deliver the international content and has no connection with Indian content makers but soon their fate changes and they become the kingmakers of OTT in India but forbids one new channel also launched by Zee entertainment in 2018 named as ZEE 5 which is the combination of Ditto Tv ( launched in 2012) and OZee (launched in 2016) which both are the subsidiaries of ZEE entertainment and then in 2018 ZEE combine these two platforms and launch one to compete others (Kumar & Meena, 2023).

Before 2020 all these platforms run in a medium pace some get popular and some are not and even some don't know about the term OTT as they think these are the free mobile apps of tv channel which run on mobile phones and laptops and on which they can watch their tv serials like they watch on tv. But 2020 changes the whole definition of OTT and gives a broader concept of OTT in every Indian households when pandemic hits the whole world like the other industries entertainment industry also forced to shut down and with this the regular supply of tv content and movies were totally stopped and that time Comes as a savior to entertainment industry of whole world on which user can watch the unlimited content from all around the world mainly international films, series and OTT platform originals (Ojha & Vaish,2024).

And in this time Netflix and amazon holds the whole OTT market and also launch the newer concepts to Indian audiences like Webseries which are considered as short story divided into short episodes and short season. Also, in India OTT gains more popularity because they open a new segment in entertainment industry as they open the gates for Indian filmmakers to release their films on OTT directly which can be watch by users at their home and users also feel profit in it as they can watch numerous numbers of films in one movie ticket price. And this technique brings a biggest revolution in Indian entertainment industry where theatres play a major role but due to covid OTT challenges the theatre roles and gives more comfortable moving watching experience to users at their home only (Kumar & Meena, 2023).

After this many filmmakers launch their movies directly on screen as they feel they are less costly and sure benefits as user who subscribe particular OTT platform must watch their film and this gain huge customer base. Also, for makers OTT brings another advantage to content with free approach as in movies who released in theatre must pass a censorship test but in OTT, they are free like a bird who can make anything according to their imagination without any sense of censorship fear (Ojha & Vaish,2024).

Also, with this international OTT platforms make a collaboration with Indian director to make not films but also make Webseries which can help the Indian audience to connect with international channel easily as they feel that stories shown on these platforms are their lookalike stories. With this Netflix also launches the concept of binge watching in India which boost the speed of Netflix in whole Indian OTT industry as in this they upload the whole episodes of story in one take only and in this users don't need to wait daily or weekly to watch their favorites show in Netflix they can watch the whole season in one day without any disruptions of advertisements and episode waiting and this will give a mental satisfaction to users as they think they complete one whole story in one day and in return Netflix gains a huge customer base and new USP to run their platform successfully in India (Ojha & Vaish,2024).

Though amazon and Netflix grow immensely in India but with this other Indian OTT channels also work in great way as they launch different techniques to make their platform better and to compete with major OTT platforms in Indian entertainment market (Kumar & Meena, 2023). After this with international and nation channels now the state channels or regional channels open to cater the regional customer base by providing their language content by following there set of traditions and in this regional audience feels sense of attachment with regional channels as they feel that their real- life situation is depicting in the storyline of Webseries and regional

movies also (Bhattacharyya,2020).

There are many regional channels working presently in different states but the first regional OTT channel is considered as Hoichoi a Bengali OTT platform which offers 30 shows approximately and around 12 original films in Bengali to their Bengali audience and to cater the other state audience too they give their content in 3 dubbed languages mainly in Hindi, English and Arabic. After witnessing all the progress of OTT in Indian one can surely say that OTT has a great future in India ahead and in upcoming days OTT becomes the king in whole entertainment medium.

### **3.3.1 OTT Future Aspect and Reason of Popularity of OTT in India**

Though we cross the corona year successfully every industry gets back to their older position but in on industry the craze of new approach not stop in fact it rises with full capacity in whole market. And this industry is said to as entertainment industry though the theatres are now free to open and also tv shows get back on track but the immense craze for OTT platforms a life savior technique for entertainment industry in pandemic times not seen to be in declining zone (Sundaravel & Elangovan, 2020).

To identify the correct position of OTT platforms in India that whether they gain more popularity in Indian or lacks behind because of the older approach of theatres and tv craze in India to analyze the whole concept one can totally check out the history and growth of OTT in India and one can surely access the speedy growth of OTT in India in past few years and if this pace continues no one can beat the success rate of OTT in whole entertainment industry whether we talk about world OTT industry or Indian OTT industry (Ojha & Vaish,2024). And

if we talk about Indian OTT industry presently there are near about 46 OTT providers comprising of international, national, an regional OTT groups which has a huge customer base and if we talk about success numbers one study find that in 2018 -2019 the total market cap of OTT platforms in India are 2150 crores approximately and in 2020 specially the corona year it reach up to 1.7 billion approximately and in next one decade it is estimated that it will reach to 15-16 billion comprising of both audio and video content (Bhattacharyya,2020).

After checking all the powerful number, we can predict the phenomenal and shining future of OTT India but also with this we must know about the reason behind the fast progress of OTT in Indian because only covid can't be single and valid reason for their inclining rate

there must be some other reasons who induce the viewers to change their viewing pattern drastically from theatre watching to binge watching and following are some of the reasons behind the rise of OTT platforms.

### **3.3.2 OTT In India**

#### **1) Moving preferences:**

It is been found that OTT platforms are not only new in that way that how they deliver their content means on smartphones, smart TV , laptops with the help of internet you can watch at any time at any place and at any cost but with this they also has a great and specific focus on the content they delivered and here the whole thing changes as in OTT there is no word for censorship so it gives a free spirit to new directors to make their content according to free thinking also in OTT more progressive and practical content which matches with real life of viewers and which totally different form the stereotypical character shown in tv series and films whether related to any gender (Bhattacharyya,2020). And this approach becomes so successful because now the people of any age group want some logical content and practical content which is far better form fantasy content and OTT provides this that's why users change their preferences of tv and theatre viewing to OTT viewing.

#### **2) Binge watching:**

Though binge watching technique is fully started by Netflix for making their platform unique in respect to other OTT platforms but now this technique becomes the USP of every OTT platform. Earlier in tv shows public has to wait so long to watch the upcoming episodes of their favorites show and due to this long waiting some time users lose their patience to wait and then they skip this show which harms the customer base of that show and if viewer show loyalty and wait in order to gain more TRP and run for long time makers ruin the storyline of show and show illogical plats in that show which again ultimately breaks the connection between customer and tv shows (Shri, 2023). But in OTT platforms like in Netflix they provide all episodes of one story in one take at same day and allow the viewers to watch the whole show in continuity without any fear of any kind of disruptions like advertisements and waiting and that's why because of binge watching users preferred to watch the content on OTT and not on tv serials and theatres (Bhattacharyya,2020).

#### **3) Easy internet availability:**

Next changing preferences from tv to OTT is easy access to internet in every Indian household, before 2016 internet was a tool of corporate and big business house and a need

of working people who take the help of internet to ease their work module but after 5 Sep 2016 when Jio launched by reliance initiates free internet schemes with free Mobile Sim of their company. This not only befitted the company as they gain a immense highly customer base but also it bring the unexpected craze of internet in every individual life and when everyone knows the merits of internet that with this they can anything on their smartphone OTT penetration becomes easy firstly OTT providers any time watch and at any place also it run with internet so it can be run at smartphone and more affordable internet plans it make this platform easy to access and bring more popularity of OTT platforms in Indian daily lifestyle.

#### **4) Effectiveness of cost:**

Money is the blood of any business and cost of product is very much important in every customer preference list. Today the customer wants quality product at low cost and if this technique followed by some industry no one can beat their success and same USP (unique selling point ) followed by OTT industry where they give old content which a viewers can watch on tv only with the help of live streaming of tv channels , also release new films and also allow the viewers to watch unlimited content of any language belonging to any country production houses but all these facilitates can buy in low subscription fees only as in this one can watch numerous content in one movie ticket price or their subscription rate is even low than tv set monthly cable fees. So, this lowing pricing technique induces many buyers to change their preference from tv to OTT as here in this they get more content but, in less pricing, (Shri, 2023).

#### **5) Convenient to watch:**

The foremost and most important technique that increase the fan base of OTT that it is very easy to watch at any time at any place and at any platform only one needs a OTT subscription pack and internet pack in this you don't need to fix your time slot to watch your favorite content earlier like we all did in tv and theatres but in this according to free and pass time we can watch or content also in this play, pause , reverse, forward option feature also given to make better experience for viewer which is still missing in older version forms also in if you don't have regular internet pack you can download the movie when you get the internet and watch the whole content earlier without the need of internet to watch the content that makes today's viewers to shift their likings from tv sets to OTT platforms (Shri, 2023). All this above feature makes OTT experience better and induce the users to watch their content on OTT not in tv and movie theatres and all this factors also make OTT successful more fruitful because in older media forms these techniques can't be fruitful enough so that's why

OTT experience become more effective and user friendly.

### 3.3.3 Top 10 National OTT Platforms

#### 1) Netflix

Netflix one of the major OTT platforms in whole world as it is considered the first company worldwide OTT concept in 2007 and they begin their OTT services in India in 2016 and till now they get immense popularity among all Indian OTT platform. Netflix is the one who introduced the concept of binge watching to Indian viewers, also they don't only offer Indian content to Indian public but also delivers the international content form all around the world and also offers Netflix originals in which Netflix itself direct and produced stories and then delivered in different languages to cater the audience from different section of society. The famous Netflix shows in India are "*Kota Factory, Mismatched, House of Secrets, Stranger Things, Money Heist and Squid Games*". The famous movies on Netflix are "*Monica O My Darling, Qala, Godfather*" and the famous Netflix originals in India Are "*Made in Heaven, Breathe, Pushpavalli, The Family Man and The Crown*".

#### 2) Amazon Prime:

Amazon prime is another famous OTT channel in India started by one of biggest shopping site amazon in India in 2016 though they started their services in united states, Germany and Japan in 2007 in which they offer wide collection of movies and series from different languages and from different countries at one place. The popular prime shows in India are *Panchayat* both seasons, "*Confession Paatal Lok, Hostel Daze*", the famous prime movies in India are "*Kantara, Ponniyan Selvan and Pushpa*" and the famous originals are "*Mirzapur, The Lord of Rings and Breathe into The Shadows*".

#### 3) Disney+ Hotstar

The third Indian OTT platform is Hotstar which is launched by star India in 2015 which comes before the entering of Netflix and amazon prime allows users to watch the tv serial content that telecasted in star plus, Star Bharat, Star Jalsa and star sports, unlimited movies and Webseries. Also, Hotstar becomes one of the only platforms which allows the live streaming of sports specially streaming of IPL (Indian Premier league) and before Hotstar NexGTV streams the matches online. In 2019 Hotstar merged with famous media company named Disney owned by the Walt Disney after they acquire another media company 21<sup>st</sup> century fox who is also a parent company of star India and then in this relation Hotstar becomes the subsidiary of The Walt Disney company and their name changes to Disney+

Hotstar. This platform offers the content of all that channels that are owned by star like Star world, HBO and also offers kids pack under they show the cartoon shows from Disney channel, Disney junior. The popular Hotstar movies in India are “*Freddy, Sita Ram and Chichore*” which can be watched by users by paying subscription fees.

#### **4) Sony liv**

Sony liv is another famous OTT platform which started in India in 2013 by culver max entertainment generally show the content consisting of various films of different genres, different kind of Webseries, allow users to live streaming of that content which specially belong to that channels that are owned by Sony entertainment mainly like Sony tv, sab tv, Sony Marathi, Sony BBC earth, Sony max and also telecast the kids shows which are telecasted on tv channel like Sony yay. Also, on this platform cricket lovers can watch the live streaming of certain matches which are licensed under this app like IPL only stream on Disney+ Hotstar. The famous Sony liv shows are “*Shark Tank India, Kaun Banega Crorepati*”, the famous Sony liv movies are “*Jersey, Gargi*”, and the famous Webseries are which are also considered as originals are “*Scam 1992, Maharani, Rocket Boys, Tabbar and College Romance*”.

#### **5) ZEE 5**

Next and another popular OTT platform in Indian OTT platform list is ZEE 5 which is also the merger of two subsidiaries of zee entertainment only that are Ditto Tv (in 2012) and uOZee (2016) and in 2018 Zee 5 launched by zee entertainment on which different kind of Webseries, films and content shown from zee owned channel like zee tv, zee Bangla, zee Marathi in 12 different languages including Hindi, Kannada, Tamil and Telugu and with English language subtitles. The very much famous web series on zee 5 are “*Taj: Divided By Blood, Broken but Beautiful, TVF Tripling, Mukhbir, The Married Women and Mithya*” and the famous film in this app are the “*Kashmir Files, Chup. Sirf Ek Banda Kafi Hai, Mrs Undercover and Tarla Dalal*”.

#### **6) Voot**

Another famous OTT platform in India is Voot which is started by Viacom 18 who also started colours channel on tv which were very popular for their tv shows like uttaran, Balika vadhu etc, and this platform launched on May 2014 and they run the wide content like Webseries , short movies and films of different genres from different languages constituting of both Indians and foreign language and also show the content from the channel owned under Viacom 18 like colours tv, kids channel Nickelodeon and music channel MTV which

run presently in 3 countries that are India, United Kingdom and United States and also offer 40000+ hours of content which is the combination of both audio and video. The famous show can be found on this platform are “*Splits Villa, Big Boss*” and movies like “*Drishyam*” of Ajay Devgan, “*Rocketry*” of R. Madhavan and “*The Attacks Of 26/11*” and very popular Webseries in 2023 is “*Asur*” starrer Arshad Warsi and Barun Sobti.

## **7) TVF Play**

TVF play the abbreviated name of viral fever which is a video on demand OTT platform and also considered as the first to take digital content for the normal public which can freely available on YouTube channel that is started by Mr. Arunabh Kumar who is one of the directors of Contagious online Media Network in 2010. This channel is more popular among the youth because of their content they offered that are particularly youth oriented and also shows the youth oriented practical issues through all this variety of content youth feel connected to their content more as these are quite different from the stereotypical shows on TV they watch earlier. Also, they allow users to watch their content on free subscription and not pay any kind of subscription fees. The famous shows of Viral Fever and TVF are “*Tvf Tripling, TVF Pitchers, The Aam Aadmi Family, Cubicles, Yeh Meri Family, Flames, Hostel Daze and Insiders*”.

## **8) Alt Balaji**

The next famous OTT platform in India is named as Alt Balaji which is started by Balaji telefilms owned by Ekta Kapoor a famous Indian TV director and this platform is not considered as a subsidiary of any Indian channel and also work individually like Netflix and Amazon Prime they allow users to watch variety of content under one roof like web series, movies, comedy shows, music video, short video and also gives daily new updated which conveys the main news of nation with entertainment and sports news so that every type of audience get intact with them. The famous shows in this platform are “*Mental Hood, MOM, Baarish, Kar Le Tub Hi Mohabat*” and the famous originals in this platform are “*Class Of 2017, Fixer, Hum. Apaharan*”.

## **9) Discovery plus**

Discovery plus is the another master piece in Indian OTT platform which is an American streaming company that is owned by Warner Brother when they merged with Discovery was launched in India in COVID year that is 2020. In this you can watch variety of content from factual discovery content to other kind of originals in them also they allow users to watch their content on free basis by simply creating an account over it and can watch content from

other channel like quest red, HGTV, food network, TLC and really. Also, discovery + and HBO max announced a merger and after this announcement the discovery+ content can watch in Max platforms though this new platform doesn't work in India as previously HBO collaborated with Hotstar but left this collaboration in middle, also they had a collaboration with amazon prime video for some original shows so it may be possible that they launch their channel in India individually. And discovery + can access alone in India, United Kingdom and united states. The famous shows on this platform are "*Money Mafia, The Secret Of Kohinoor, Inside The Heist*" and their famous originals are "*Say Yes To Dress In India, Breaking Point and Mission Frontline*"

#### **10) Mxplayer**

The last and another popular channel in this list is said to as MX player in which one can watch variety of content like movies, Webseries and other short shows and also on free advertisement basis means in this during your watching there is no need to watch advertisements in between of their content. Also, this offers a very unique type of feature that is playing online games with your friends and relatives which help to make their social relations even stronger and one can also other free feature on it and also there is no need to pay any kind of fees to download this app and this app can be downloaded from Play store for android users and from apple store for iPhone users. The famous shows in this platform are "*Chakravyuh, Mast Ram, Ashram, Campus Diaries, Ek Thi Begum*" and the famous originals of these platforms are the "*Young Pope, Ek Ajeeb Dastan, Queen, Ek Ajeeb Dastan*".

### **3.3.4 Top 10 Regional OTT Platforms In India**

In India the OTT platforms seeks a huge success in following years and this success can't be fulfilled without the mentioning of regional platforms although they come very after the other platform established their foot in Indian OTT industry but their consideration is quite important in the history of Indian OTT industry (Bhattacharyya,2020). Now if we talk about the starting regional platforms these platforms are made to mainly offers the content of different type like movies, Webseries in different languages prevailing in different parts of India like whether we talk about Marathi, Bengali, Punjabi, Kanada, Tamil, Gujrati, etc and this regional platform specially introduced to cater the viewing preferences of regional audiences as in other kind of platform like Netflix and Amazon they found international content from all around the world and nation renowned directors and writer content too mostly in Hindi language but they don't find their native stories on screen through which they feel an immense sense of attachment to find this many Indian companies launched

regional platform which allows users to watch their content in their native language and story of that characters who follow their Dressup, and behave like they do in their personal lives.

Also, regional platforms are considered as a good option for young budding directors, writer and actors who want to pursue their career in entertainment industry and this regional industry gives a best starting point to them because to work under their native language and environment it is easy for them to learn and do experiment in their working module to make their work better.

### **3.3.5 List Of Top 10 Famous Regional OTT Platforms in India**

#### **1) Hoichoi**

Hoichoi is considered as the first regional OTT platform launched in India in 2017 started and run by SVF entertainment private limited and their headquarters are established in Kolkata city of west Bengal. It is also known as that platform which lays the foundation of regional OTT platforms in India and now this channel offers content in Bengali language to cater the audience of Bengal specially or who are very well known about Bengali language. Presently this platform offers near about 500-600 titles of films and also showcase another 100 films that are solely produced by SVF production house and also offers the users to listen the audio content in this platform by streaming 1000-1500 Bengali songs on this platform. This platform widely available in android play store, Apple tv and Amazon fire tv and on other smart tv connection.

#### **2) Sun NXT**

After Hoichoi in Bengali in same year 2017 the other regional platform named Sun NXT launched in Indian regional OTT industry which caters the south Indian audience and offers the wide content in main south Indian languages like Telugu, Tamil, Kanada, Malayalam and also offers content in other tow Indian languages named Bengali and Marathi. Also, this platform offers the different kind of subscription plans to their users for their ease that is on quarterly, monthly and on annual basis.

#### **3) Aha**

Aha is the next regional platform which launched in India in 2020 started by Arha Media and Broadcasting private limited which offers the entertainment content like wide range of films and Webseries from different genres in one south Indian language only that is Telugu with English subtitles. Their subscription plans range from quarterly to annual basis and also

offers a feature in which this platform doesn't reveal that how many devices working in one particular plan.

#### **4) Koode**

Koode another regional OTT platform started by Studio Mojo in 2020 which can be downloaded on android and IOS versions and allows users to watch their favourite content like wide range of Webseries and films in one language named Malayalam with English subtitles on free basis. Also, they viewed the original content which is made exclusively for Koode and also show case the famous Webseries content form other social media platforms and one of the famous online platforms named YouTube.

#### **5) Stage**

With the coverage of south Indian content now its turn to discuss the regional OTT platform from norther side and in this list the first name come is Stage which launched in the year of 2020 by two individuals named Parveen Singhal and Shashank Vaishnav which cater the audience of Haryana state and offers the content in Haryanvi and Rajasthani language the native language of Haryana and Rajasthan states of India. In this app users are allowed to watch content like Webseries based on Haryanvi language, short movie, Haryanvi songs, Haryanvi comic shows, video of Haryanvi folk dance and music and also offers subscription pack into two formats one is biannually and another one is annually

#### **6) City Shor tv**

City Shor tv is another famous regional OTT platforms launched in 2020 by cityshor.com an lifestyle media company based in Ahmedabad and also this platform is considered as the first Gujarati OTT platform which gives their content like Webseries, short movies and other genre films in Gujarati language and also, they produced their own content under the name of city Shor tv originals which are made in Gujrati language only.

#### **7) Chaupal**

Unlike south Indian OTT platforms offer their content in other languages except a south Indian language this platform also caters the audience of 3 states and offers their content in 3 different language named Punjabi, Haryanvi and Bhojpuri and this platform named as Chaupal which was launched in 2021 by one of the famous Punjabi movie channel names Pitaara. This platform offers the wide variety of content like music video, podcast, movies, documentaries, Webseries form these 3 languages mainly and also offers some international content on it.

### **8) Planet Marathi**

Another famous regional OTT platform in this list is called as Planet Marathi as from name indicated this platform made for to cater the Marathi audience specially In Maharashtrian state and this platform launched in 2021 by Akshay Bardapurkar and this channel considered as the 1<sup>st</sup> Marathi OTT based channel which offer the user to watch content like movies, Webseries, music videos, reality shows and plays in Marathi language on subscription basis.

### **9) Olly Plus**

Olly plus is the next regional OTT platform which was launched in the year of 2020 founded by Sk line production company and offers content like audio stories recordings, videos, Webseries, songs and also offers Odisha news in Odia language to cater the audience of Odisha only and provide these all content on free basis not on subscription basis on any kind of platform like mobile, smart tv, laptop that run with the help of internet.

### **10) Manorama max**

The last but not the least regional OTT platform in India is considered as Manorama Malayalam launched in 2019 and founded by Mammen Mathew the chief editor and managing director of Malayala Manorama group at Kerala. This platform is the perfect combination of infotainment as they provide the entertainment content but along with this, they provide information content in the form of news as they offer the content form Mazhavil Manorama's fiction and non- fiction videos and news content form Manorama news in Malayalam language only

## **3.4 Regulation Rules for OTT in World**

### **a) Need Of Regulating OTT Platforms**

As the OTT industry is growing rapidly in whole world and with growth, they get more popularity and fame than other forms of media especially entertainment media in which theatres and tv lacks their position in front of OTT day by day. As the fame of OTT gets increases its criticism also increases by many critics in entertainment industry in relation to the content, they delivered on this platform specially (Dhiman,2023). As OTT platforms are considered the free platforms which gives immense freedom to writers and directors to make

their content according to their own choice and their own thinking without the sense of fear of censorship like they face in films certification and because of censorship in films directors always say that they are restricted to make films under some set parameter which not only restrict their film storyline but also restrict their freedom of speech and expression.

And now the old and new both generation directors think that OTT are the best medium on which they can work freely without any kind of governmental restrictions. But now some critics of entertainment industry demanded that this restrictions are good for audience and to maintain harmony in society the OTT platforms must be regulated because It is to be noticed that due to absence of regulations in OTT and in order to showcase free thinking of director on screen now these platforms are considered as a medium for screening of immense violence, sex, abuse, unnecessary obscenity scenes related to women, showcasing the disrespect towards the different religions and vulgarity on screens of individual mobiles which not only harms the growing minds of children as they get more advanced content in this which is not understood by them in their small ages and in OTT there is no age bar to watch the correct content that fits according to their age group (Jaiswal & More, 2022).

With this missing of rules in OTT also demolishes the sense of humanity in society and in return crime rate increases rapidly and now the new reason behind the increasing crime rate is the enactment of their favorite villain characters in films and series by their fans and this point is explained as many of people getting influenced by OTT series and this thing mainly happens in violence based show where some audience think that characters shown in stories are matched with their lives and this thinking induce them to do same crime in their real life which they watch in their favorite shows (Jaiswal & More, 2022). And factors like no age bar, increasing crime rate, unwanted sex and vulgarity scenes and high violence parameter which is now common in every OTT series and this factors also opted by the directors and makers as a USP to make their content successful and also justifies the need of rules and regulation in OTT platforms in whole world (Dhiman,2023).To solve certain issues related to OTT platforms and make its working successful in whole world many countries take mix steps to regulate OTT platforms some take positive steps and some of them are in progress to made regulations related to OTT platforms in their own country.

## **b) Different Rules Related to OTT In Different Countries**

### **1) United Kingdom**

In UK there are still not any set of rule and regulation relating to the working of OTT

platforms in their country but they are trying to establish the various instructions in OTT working module after in 2018 when one of the world popular media outlet BBC raised their voice against UK government for not keeping an eye on the working of OTT platforms and after this incident British board of film certification merged their hand with one of the world famous OTT platform named Netflix to regulate other OTT outlets and allow these platforms to mention self-rating feature for their own content.

## **2) Singapore**

In Singapore the government takes an immense action related to the regulations for OTT working by making a regulatory body named Infocom media development authority (IMDA) which makes certain rules to regulate the OTT platforms in their own country like they introduce some set of guidelines. The main guidelines are that OTT platforms must have parental lock system in which the content which isn't suitable for their age group that can be sealed and if anyone is trying to watch that content, they must prove their age matching criterion, also they have to self-rate their content and also mention the rating of that content in details and also give information about the prohibited content details in their platform for the viewers.

## **3) America**

To seek the problems in content that is delivered by OTT platforms in United States, 2019 there was a proposal given to government of America in which certain rules and regulations were framed for regulation of the working of OTT platform in their country but the communication commission in US named United States Federal Communication Commission gives statement that these rules are unnecessary and in future they might make relevant steps to decode the problems in OTT platforms..

## **4) Australia**

In Australia there are two bodies work simultaneously to control the media platforms in their country for the traditional and older media forms Australia's communication and media authority (ACMA) is made and to keep an eye on the working of digital media in their country they made a regulatory body named E-Safety commissioner. Also, to regulate the content over these media there is an act in their country called as the broadcasting service act, 1992 which has detailed guidelines for the content making that what things are prohibited on screen and what things are showcased on screen, also with this a complete separate complaint mechanism is made that if any one facing any problem related to media and their content then can lodge their complaint on it.

## **5) European Union**

As like united states EU also not having a proper framework to regulate the OTT platforms in their territory but they do have some suggestion and listings to combat the illegal and degraded content which gives threat to their national security and also unlawful content delivered to minors by OTT platforms that play with the minds of minor in their own country and this listing is mentioned in European paper named “Illegal and harmful content on internet”.

## **6) India**

Like in other countries India is too facing the controversies related to content shown in OTT platforms in the name of freedom of speech and expression many critics claimed that the directors turn this medium into a tool of sex, immense violence, vulgarity, abusive word, unlawful disrespect of particular religions and traditions in order to get the higher rating and profit to their content. (Kumar & Gangwar, 2022). By following this approach they might get the profits but in reality they degraded the social system of society and in order to restrict this utmost freeness approach who can disrespect the social beliefs of society specially through films and tv different regulatory bodies made like for films cinematography act 1952 and central board of film certification(CFBC) made who censors those content which is unfit for all the peoples to watch or they give rating according to the content like U for universal , A for adult, UA for people who are above the age of 12 and below 12 they are advised to watch with their parents and S depicts the special movie made for special clan or for special particular profession like engineers and doctors.

And in tv for regulated the content a council was made named Broadcasting content complaint council which make certain guideline relating to content present in tv and also act as a grievance redressal cell which any person found something derogatory content on tv they can take a valid action against that content deliver and makers too. Now for the OTT, the regulation is must needed as this is the new platform and their working module is quite different so it's really a tough task for the government to understand the platform first and then make the guidelines against it, as no one depicts at starting that this platform might have an immense power to degrade the social structure of society so in starting these platforms were regulated by one government authority named one is Ministry of Electronic and Information Technology (MEITY) and the other one is an act named Information and technology ACT(IT act) 2002. With this a self-regulatory code is also made by the internet and mobile association of India (IAMAI) Who is also working on providing regulation to

OTT platforms (Jaiswal & More, 2022).

But all these modules transformed into a failed approach when lot of controversies comes related to OTT platforms like one of the popular political Webseries named “*Taandav*” on amazon prime in which lot of disrespect shown towards Hindu god Shiva in one of the scenes, also in Netflix’s “*Suitable Boy*” and Mira Nair get notice from All India Shia Personal Law board for disrespecting Tazia in one of the series scene which is very sacred in their religion and also get a complaint from Gautam Tiwari who is the national president of BJP Yuva Morcha of Reeva in which he demand an action against series makes of showing kissing scene in temple which hurt the sentiments of their religion believers.

After this all complaints and controversies Supreme court of India sent a notice to IMAI and also takes the regulation responsibility from MEITY and gives all authority to Ministry of Information and broadcasting working under central government and then To combat all this storms in OTT platforms Indian government with ministry of I & B launched new set of rules under the title of “ Guidelines of Intermediaries and Digital Media Ethics code” which not only direct the companies to make their hold on the content they deliver on their platform by launching parental lock feature and also rate their own content that which is suitable for kids or not suitable for them and also induce them to make a proper redressal mechanism system to solve the users issue related to various approaches in OTT platforms (Kumar & Gangwar, 2022).

#### **3.4.1 Guidelines Mentioned in GIDMEC by Indian Government**

- 1) Firstly, it is mandatory for all the OTT platforms to rate their own content in 5 categories and also disclose this rating for the users who wants to watch it like U for universal, A for adult, U/A 7 and 13 years and U/A 16 years with parental lock features in their app which restrict the kids to watch that content which is not suitable for them to watch.
- 2) Secondly it is an advised to all the digital media platforms to take a look on all the rules of the press council of India and the codes related to programs framed under cable television regulation act, also earlier press council is made only for print media regulation but the government change this system and now this is applicable to every media forum and same justice given to every complaint.
- 3) Thirdly the publishers must have formed a 3-tier grievance cell in which in first tier they

self-regulated their content, in second their content is regulated by a self-regulatory team of the company itself and in third tier they check the content wholly again. Also, the companies have to appoint a grievance redressal officer who solve every complaint in 15 days only and this officer must be an Indian citizen.

- 4) Fourthly the self-regulatory body of publishers must be headed by the retired judge of supreme court or high court or a famous respected person in the society related to any field but the person in this body must not be more than 6 members.

### **3.3 Portrayal Of Women on Indian OTT Platforms**

Women an important part of society who plays many roles in every one life after god she is also considered as creator of life because she gives birth to a new life, she act as a mother, daughter, sister and wife but beyond all her roles she is an individual has a common right to live her life according to her own wishes and also has a fair chance to take simple decision of life but this choice in earlier times are not given to women as in reality there were many restriction on their life which will not allow them to think first about their selves and forced to think about the well-being of others in society but after all these restricting they tend to survive with dignity and excel their life and in present era they have a choice, they have a freedom in real world they live their life practically and knows how to balance her professional life or personal life and here we are not talking about the lives of urban women only but in reality rural women also step out of their house and make their identity unique and those who are left which are not fully acquire their freedom presently whether belong to any part of society (Sharma,2021).

They also try hard to gain their real respect from society so we can say that in real world women are now not a statue of sacrificing who denies her wishes for the sake of society now they fulfil their own wishes and also work for society well being too. But this reality is not fully same in reel world means in cinema yes, the on screen the image of women is faking by the directors and writes which shows the women character mainly in stereotypical set character of superficial, love, affection, showed in glamorous avatar, sexual object to satisfies male gaze.

Though like a coin has two side in Indian cinema there are two type of director the one who portray women in only Abla avatar and the other one from the starting of cinematic presentation in India they work hard to bring revolution in women roles and many of the films were made and run successfully in past times and also in present times the experiment

with women characters by showcasing in strong roles, action roles are increasing which is earlier the task of male leads only. But the number of these films are quite low and this create an imbalance between the fake image of women and real side of women in cinematic viewer , the reason behind the low number are that in past and present both times a unique a sense of fear is always in the minds of directors and writers that whether the public like the experimented film or not as they think and assumed that it is very hard to change the set minds of audience related to set roles of particular gender on screen.

Also with this another factor restricts their work that's is a fear of censorship in which they think if they do something exceptional and doesn't fit in censorship rule book they might get a lot of loss in future like if we talking about past cinematic visions a women tend to be calm and polite in every situation and same practice prevalent in our Indian society that women are always considerable to speak politely in every state whether the situation is good for her or bad for her but on the other side man is allow to show his anger by showing action stunts and use abusive words to villain but if the same thing done by women that might not be acceptable and by censor board that's why directors felt safe to write the women characters on same, older and previously acceptable by society side.

Also the fear don't resides on the side of directors and writes only the sense of fear is also present in actor mind related to their image like normally in movie a hero who played always positive roles if he takes a risk and comes with negative role in one film he might not acceptable by society his whole career ruined but this chance for male section is 50-50 but in case of women the percentage of failure is quite high if a female actress tend to change her role do different experimented roles like do actions, stay firm on screen she might not be acceptable by society and also, she will not be casted in delicate roles because they are typecasted in one role whether negative or positive this will limit their work only in one set of roles they played earlier (Sharma,2021).

To remove all the presumptions of directors, writer and actors they made the plot of movies by following full safer approach like portraying old films story in present era with little bit changes but the story remains same and effect is also same that there is always a lack of experimentation on screen which ultimately creates stereotypical role in society related to all the characters and genders but especially for one gender fakeness lead to more stereotypes and dangerous situation for real characters in real world and that gender named to be s female which is quite different show in on screen form real life women characters and also these set roles create a problem for real women as society thinks and forced them to act like

reel women charterers which are considered as the women idol in society like Perfect bahu with zero mistakes shown in silver screen (Sharma,2021).

There is not a single uncertainty that cinema creators don't work hard to match the real and reel world but due to various problem in reality they broadens the gap between real and virtual life but now with the coming of the new age media OTT (digitalization of entertainment medium) platforms which change the whole world entertainment scenario , which breaks all the set ideas that a person has to visit theatre to watch film with their new approach that the same person can watch their new content on their personal mobile screens with the help of internet.

As OTT platforms are considered as a new media with new and advanced feature, their working module is also novel which is totally free from various restriction that are imposed earlier on the working pattern of other media forms. Also, with this OTT platform are defined as the most popular medium form of entertainment among viewers because of various approaches and among all approached one approach make this medium more unique and specifics that is type of content they delivered.

Though OTT is not bound by any of regional and language boundaries and here every artist work appreciate whether he or she is new or old the only thing that matter here is content and that is also because like the other medium showcase same older concepts in new appearance but the core is same so the people of all generation want same thing new to watch and also now they want to watch the real life content with more practicality and reality not the content that is only full of fantasy and fiction.

We can't say that this approach is not fulfilled by other media forms they are also continuously trying hard to get the customer eyes back on them but OTT excel in and the reason behind this that it is tough for other and older mediums to change their work module in just one click whereas for OTT its very simple as they made according to new refences of people and also know about the previous problem of viewers and now this new age medium OTT change with newer approach also tries to adapt new experiments where cinema lacks behind totally and one of the important experiment they bring in their platform is changing the set every gender role especially in the case of women portrayal on screen (Bhise & Bhise,2024).

At very first we all notice that OTT is so much popular because of their unique concept

whether from international side or from national and regional side in this directors always tries to do lot of experiment in their story line or now we can say that they shift their fantasy era from real world that's why they trying to plot the real story line with real life inspired characters and same approach they are presently following in women character by showing them more in practical and realistic character by practicality means that like in other media forms women are shown in fantasy characters which deals with the society issues.

Despite her problematic life she choose first to care her loved ones in place of sorting her own life mechanism but in OTT they show in more balancing character like they work for themselves and also work for their family as they know how to balance their personal and professional life together and if they facing any problem in their life they are free to share and solve their problem first they don't need to hide their pain and problem in the veil of fake smile which were earlier shown in tv and cinema but in reality toady's women know their self-care with their right to have a proper and happy living (Arya,2023).

This all type of noted good and progressive things related to women are shown freely in many Indian Webseries which are made by the same directors who made film on cinema by showcasing women in surprising zone because of their vulnerable fears of not accepting their content by public in theatre but in OTT the public is heterogenous and obviously they themselves demand a new content on screen that's why the fear of non-acceptance is totally demolished here, now if we are talking about the character shown in Webseries they are of mixed approach but with full of progressive and real thinking like in a Webseries named maharani a story of middle aged illiterate village women whose whole life surrounds around her political leader husband and her kids but one day her life totally changes when she posted as chief minister of Bihar well earlier, she placed as the chessman in Bihar politics but her husband but s within some time she emerges herself as the strongest women chief mister in Bihar history in front of everyone (Sharma,2021).

In the end when she has a dilemma to choose between the justice of Bihar people and her criminal husband she chooses the justice an truth and send her husband behind the bars here a today true women shown in web series who knows how to fight back with society odds and even her life problems but if this same story depicts in cinema and tv it might turn take a sacrificial route where a true Indian women save her husband first to prove her chastity and then works on second approach to tries to get justice for Bihar people (Bhise & Bhise,2024).

With the realistic, practicality OTT also present a point which is always considered as point of debate for every generation that the influence and role of patriarchy in a women life and many debater defend their points by saying that patriarchy is not bad although they are act as a protective layers to women but who are against of this say that they don't act as a shield but act as restriction in women's progress route and also raise question that is there is a need of patriarchal support in real women life to solve her life issues.

To get a proper depending answer to this debate on OTT one of the leading directors present their idea with one Webseries named "*Masaba- Masaba*" where the story revolves around real life events of a very famous fashion designer Masaba Gupta who is the daughter of renowned actress Neena Gupta who is single parent in real life. Here a perfect picture of lessen the effect of patriarchy level in society shows where two ladies of different generation live their lives happily without the support any male characters in the life and also proves that a women can singly live her life in a perfect manner by taking her life decision by her own without taking consideration of other people wishes and choices (Bhise & Bhise,2024).

OTT platforms also give a freedom to directors to make their women role into a newer look and also gives and equal access to female actors to do new experiment with their role by coming out of their veil like in the Webseries "*She , Arnayak, Aarya And Lakhon Mein Ek*" where the different side of women shown on screen not on earlier set roles by other mediums like wherein she the main female protagonist played the role of police officer just to prove her inner ability, strength and to prove this she goes to a secret mission where she plays an undercover and hide her identity by replicate as a prostitute in Mumbai city. Also, the character played by her is the sole earner who is fighting for a divorce from her abusive husband breaks all gender bias.

In this it's clearly shown that how a women's body can control the whole world but with her choice not the choice of others. Also, it breaks the stigma that glamorous role to showcase the women's body is just written to satisfy the male gaze of viewers but on the other hand in this series it is shown that women take advantage of her own body with her choice to catch the culprits. Also, in other popular Webseries named "*Aarya*" a story of Indian lady whose life revolves around her family but her life stuck in various twists and turns when her husband got murdered by mafia and then she doesn't only take over entire business besides this she joined hand with mafia gang and portray herself as a boss lady in order to protect her children.

This is a perfect example which shows the practical side of a toady's mother that if she got hurt she is not Abla she don't need a support of men society she stands like a weapon to destroy all the evils also it breaks another society set misconception that underworld is the only world belongs to men because they are physically strong but in this Webseries it is proved that a women with her stronger mind she can rule ethe whole world whether it is normal world or a world of criminals (Bhise & Bhise,2024).

With the experimentation in women character OTT never fails to show the side of modern young women in this world who now tries very hard to prove herself in front of one that with women tag she don't want to play the card of feminism to get the success in return they only wants to get success because of their abilities only and here the true meaning of feminism comes which says the feminism don't mean that a women has the lowering the position of men for getting her success faster in reality women and men are equal and if they have a same ability they can get same success in every manner and this approach shown in Webseries "*Lakhon Mein Ek*" in which the true sies of feminism shows where a young doctor goes to a medical camp when all male doctor denies to visit here she don't play any women card she just do her duty and proves that she is equal to men in her professionals and her courage also when she solely catches the scam holders in medical world. The story of whole Webseries revolves around Dr. Shreya who is a fun-loving junior doctor and posted by senior officials in Sitapur to conduct a cataract medical camp.

At starting the story shows the daily struggle of Indian villages but after some time there is scam is happened in village where villagers don't get proper medicines and treatment and if they get, they can't afford them. The after story revolves around that how she started a fight with the system in order to serve her honest duty while facing so many threats from mafia, scam masterminds, her officials and also the hidden goons in system, this Webseries depicts the courage of modern educated young Indian girl who had a fight with whole system to prove the promise of her doctor profession that saving other life is main goal of doctors in this society.

Though in this Webseries female doctor is Iin positive protagonist and some of the male doctors are in negative role which gives an extra power to women role said by some critics but in another Webseries denies the fact that when male become villain that's the women excel in this a women stand against women and that series named "*Human*" where two female protagonist belongs to scam profession that is medical where in this both the

protagonist get directly or indirectly involved in the biggest medical scam between bigger pharmaceutical companies and hospital where one doctor fulfil her duty with honesty and reveals the whole scam in front of world but on the other hand the negative female protagonist doctor role played by Shefali Shah who gets involved in this can by her choice and did various new drug test on poor human for just gaining profits from pharmaceutical companies and do cheating her own Nobel profession and this Webseries is totally succeeded on to showcase the two sides of women one is positive and another one negative side without the need of any male character to uplift the women role (Arya,2023).

Also here a true side of negative women protagonist shown which is totally a negative who did crime and tries to risk the life of many innocent people which is totally opposite to the negative female roles shown on cinema that if a women not sacrifice her choices, if a women choose her career instead of her family she is not considered as Sanskari in typical Indian language though she cares for her family but if her one thought that don't not matches with society set parameter that women considered to be bad women but in OTT a true definition of real Indian women shown who wants to live a balanced life with her equal ration of personal and professional future, who is free to choose her relation and decide about them freely without any sense of fear and societal pressure.

Also, if we talk about career choiceness of women and how they are ready to struggle in their life completely jut to attain their desired success by facing all the misdeed coming from different section in society shown in Webseries named "*Bombay Begums*" story of five ambitious women who are form different background but their whose lives are interconnected and tries to navigate their dreams, disappointments in modern Mumbai where to progress they face harsh realities of life and exploit their self-respect in order to achieve their goals but at the end they turn the table and show the society if women come with their witty side, they can bring any kingdom down to knees where in the previous Webseries story of ambitious ladies with different backgrounds shows who struggles to achieve their set and desired goals in modern world. In some Webseries there is totally opposite side of women shows whose character are build up in strong financial role and they only have to deal with their relationship status and also in some cases career priorities setup but that too are overpower by unwanted romantic plots like in four more shots please (Bhise & Bhise,2024). The story revolves around the four unapologetically flawed women (two in their 30s and two in their early 20s) set up in Mumbai city as they live, love, make mistakes and discover what really makes them tick through friendship. It is also said that this is a desi version of sex and the city. The above web series claims that they show the real side or practical side

of Indian women but in reality, they show the mirror of high-class ladies only and their relationship discussed more than their career life also in the place of free birds the directors showcase the women in fake glamorous role and lot of intimate scenes were unnecessarily added which showcase the misrepresentation of women's body just to gain more profit and fame in OTT world.

No doubt all the directors show the modern young women showed just stuck in their relationship status, show the career balancing path and female friend bond too like in series named "*Udan Patolas*" the story revolves around four successful girls in their career tries to figure out the balance between their personal and professional life and also witnesses fights, mistakes and trust issues to make their bond stronger. With these directors on OTT always eager to showcase the women with lot of experimented roles which sometimes suits with society and sometimes not but to showcase the immense reality of Indian women the directors again mistakenly show the one society picture on screen that is high society ladies and young girls which also belong to well-equipped society and story of women who are not financially equipped and do lot of struggles to achieve something is totally missing out. No doubt the unique problems of high class background women are shown on screen are not totally wrong like with fame problem came but with all this stuffs this type of stories is just considered as a mirage of the original side of Indian women.

But with this one thing is surely breaks the misconception related to high class society ladies that they are born with silver spoon and live with gold one and they don't face any problem or they don't have individual thinking approach in their life as their life is stuck between money and reputation. All these misconception breaks down with some Webseries named "*Hush Hush*" "story of four middle aged friends with strong background who strangled themselves in murder mystery and supposed to be the real culprits behind that crime.

In this how all these 3 women save themselves from the eyes of most dedicated women cop and how their relations shown in thriller format is unfolding many truths in this Webseries story of high-class society women shown but their problem is quite thrilling and full of fantasy which breaks the concept of some Webseries where high class women just strangled in their relationship and their reputation problems.

Besides all these characters shown on screen whether we talk about middle aged women or young age women are mainly belong to well-equipped background and the number of these kind of Webseries are high because directors made this kind of Webseries ore as they assume

that people like the lavish life style and western influenced role more on screen like “*Four More Shots*” considered as the Hindi version of “*Sex And The City*” But this overpowering of one sided urban story of one particular society can be picked up so easily by Indian viewers as the content that shown the another side of Indian women which is middle class is very limited in number like in “*Home Shanti, Gullak, Yeh Meri Family , Aam Adami Family*” in which those women shows who tries to deal with daily life problems which picturizes the true image of modern Indian women but also in this showcasing one segment stories are again missing that are the plotlines of tribal women and their life though in some Webseries. The village stories shown like Neena Gupta played role of dummy women sarpanch in “*Panchayat*” but the tribal side story is totally missing out.

Though some of the above segments still left in OTT series but still some directors locate different plot in their storyline like in the Webseries named “*City of Dreams*” where an old political drama shown but this time it shown between a men and women and the whole story revolves around in political and family conflict frame work where a fight of throne, a fight of successor between brother and sister after their father got attacked. The story between two brothers is very common but here a woman steps out of the Nari world and fights against her brother’s odds and tries to win battel against her family in order to serve her duty to nation.

This shows in practical modern life women not only sacrifice she also can become herself as king of the nation not a queen that need manly protection, also in other Webseries director and writers tries to bring a lot sensitive content on screen to make an impact on society about the LGBTQ concept that the people belongs to that terminology are not alien they are also inseparable part of our society and they must have a right to gain their piece of respect, also with this Webseries the makers motivate that person specially who hide their true identity , their true feelings and persuade them to come out with their real identity and show to world that how you want to stay with a Webseries named “*The Married Women*” story revolves around two women one a common Indian married women and other one the artist who find an intense relationship between them with the time (Arya,2023).

The series explores the matter of LGBTQ content in a very beautifully and dramatically plot which will leave definitely an impact on viewers minds that there is no difference in society related to this society like our society is mixed up of many genders in same way they are equally apart of our society without considering any difference in them that is not match with society set parameter (Arya,2023).

Though OTT work hard to prove their platform best but in some way, they still need to locate their content more liberal way by showing every section of society like from tribal to high class women of every society feels a sense of attachment with this medium and know their true respect and space in society.

### **3.3.1 Factors Influencing the Women Role in Indian OTT Platforms**

Entertainment medium one of the greatest and popular form of media among all the other media forms because unlike other media form, they give information but in a very unique and interesting way that is in audio and video format. If one says that how this media's concept is more effective than other media forms this is because they provide their format in video format with audio feature so that when a viewer watch some video, they understand the concept in that video more frequently also in this a viewer don't need to use his or her imaginative skill to decode the message given by content giver like in other forms users have to imagine the whole scenario and then understand it. In entertainment cinema is always considered the top most medium which present the society stories in front of society itself it is to be believed that the stories which shown in film are mostly inspired from someone real life stories and then directors add some fictional content to them present back to the real world through reel spectacles (Nagaraj et al., 2021).

Now if we think that how cinema impacted the real world so the answer is that our society or any other society not presently but from times are greatly influenced by cinematic vision as people tend to act like the cinematic stories, the character shown in them become the idol of real people and they tries to opt those character feature in their to get the same result that they watched in film and this lead to an extraordinary comparison between real world and reel and this comparison highly seen the role or characters played by women specially on screen as from the earlier time women shown in screen as respect of family, a statue of love and affection and also an idol of patience in every kind of situation whether it is bad to showcase the women in these roles, these characters set in typecast lineup for women role in storyline that any directors have to write about some women character they must follow the same path which is prevalent in society and no further change is acceptable.

Cinema takes the stores from society but now the cinema gives character feature to real people that how they behave, how they should act and how they handle any kind of situation and the same aspect launch in women roles that in real world women are also forced to behave like reel women as people think the women are on screen is the perfect definition of women.

To run successfully cinema typecast women in such role no doubt with the time changes the change in role also come but if someone talk about the number of films in which these changes explored are less in number as compare to that film which portrays the same types casted women role (Nagaraj et al., 2021).

With the time changes when role changes the platforms also change s with the help of technology and now the entertainment media's main master is named as OTT platforms on which new type of roles and experiment done to both storyline and characters and these changes are widely acceptable by majority of the audience and one of the major changes seen in OTT platforms are related to changing role of women in OTT platforms. In these kinds of platforms many debaters' debates that they show free content without the fear of censorship which allow the female actors specially to do experiments an changes in their portrayal on screen and that's why the directors show the real patriarchal and modern side of toady' Indian women who is not suppressed under some patriarchal role or she is noy always stuck in dilemma of choosing one thing between her choices and the family needs, they are well capable enough to take their own decision and know how to make balance between their person family life and career professional life and now she don't need to choose one thing only (Nagaraj et al., 2021).

Also some debtors claims that OTT platforms is now becoming a medium to showcase the urban lifestyle of Indian women only which is just a mirage of real Indian women because in this one segment is somehow totally missing that is tribal side of women , no doubt there are some Webseries mad who show the character of village ladies and also middle class women but their represented films number is lessen and the westernized influence is mores seeing in presentation of women role than the typical Indian culture shown in these role. All these mixed claims justifies that women in OTT are quite different from other media form sand also different from paster times but why on this media it changes or what factors influencing the role of women in changing zone in the OTT platforms and also which claims are right that what kind of women role are shown in OTT platform and 5the reason behind their showcasing must be discussed that one can understand why the women role is changing or they show in these experimented roles presently (Ghalawat,2021).

## **1. Target audience**

It is also been claimed that on OTT platforms the urban side is more sow, the content is more youth driven or the rural or middle-class women characters are missing or less in numbers and if the middle-aged characters are shown in any Webseries they belong to well

renowned educated and famous high class family not from other background the reason for showcasing the women in such roles and not showing in tribal roles and village roles because of target audience as we all know the OTT platforms has a long history and gets popularity in 2020 in the whole world and because of new age media tagline it is mostly popular among the youth of urban India. With this everyone knows that any show which is made the sole purpose behind to get the Fame from public so that they make shows according to their viewer's choice that's why in tv daily soaps are only gives the stories of typical Indian families because it is believed that these shows watched by middle class women alone or with the families.

To follow these OTT platforms, make their characters in that way which the target audience like a now the public wants some unique stories with unique character that is far different from the old set characters. According to some studies it is believed that OTT has huge base of audience from urban side so makers portray their character in that zone and if we talk about rural and tribal side story OTT don't have an immense base on this side so that they don't make storyline according to their lifestyle concept.

Now in urban side it is claimed that high class roles are more seen the reason behind this is again target audience as till now the middle-class Indian women are not familiar with OTT platforms, they like their older shows on older platforms that's why their roles are also less mentioned in OTT platforms whereas the youth, educated, urban and high-class roles more portrayed in OTT because the OTT platforms target audience from their side only. So, OTT makes the content according to their choices, preferences as in every business customer is king and in OTT viewers are the king of OTT popularity (Nagaraj et al., 2021).

Also the concept of target audience comes with another feature that is proximity the OTT platforms make content according to their target audience choice and preferences because if the target audience don't feel sense of attachment with the content and don't think that the content has some replica stories of their own life they will surely loose interests in that constant as to watch someone's life is not enjoyed by everyone so the proximity level of target audience must be kept in mind by the OTT content maker so that's why they portray the women character in more urban and progressive side which already have all the facilities in their life or those who don't have the facilities they have a medium to generate them and make their own lifestyle better someday.

## **2. Overpowering of western culture**

Next factor which influence the characterization of women role in OTT platforms is overpowering of western culture over eastern culture in OTT platforms, it is to be said that from the earlier times we have a great influence of western culture on our society not on our food, not on our clothing pattern , on our business, on our lifestyle but also on our minds presently we think that by opting western culture we are consider as a modern person that why we leave our own culture , our own language , our own lifestyle as we assumed that our culture restricts our progressiveness. And this same approach can be seen in OTT platforms where the content is made more in westernized form which is considered to be more free, progressive and whereas the rural content, eastern influence content shown in lesser way.

Also the reason behind of western influence is because of audience likes to explore new things and if they tch the same life style of on screen also than the content didn't get popular, the another reason behind the western influence overpowering is to compete with foreign content as OTT platforms has not nay a kind of language barriers and geographical barrier and also in same platform content is delivered from many different countries and made up of different languages as the content is different the audience on OTT platforms are of different backgrounds and this justifies that if we see their content they also watch our content. So, to match up with their preferences, choices and with international content our director portray our Indian role with more western influence. Now if we talk about women role, it is seen that in Indian context the women are shown as sacrificial tool which not matches with the whole world scenario to match with whole world thinking now the women characters are shown in more independent, progressive and care free side so all these above factors lead to change in portrayal of women in Indian OTT platforms (Ghalawat,2021).

## **3. Feministic approach**

Feminism is not the new term in world and in India it is also known as by everyone no doubt in our country we mistakenly use the meaning of Pseudo-feminism in the place of feminism which means that by lowering the men or using the own victim card on women can get her sexuality but this whole definition is wrong as the real feminism is talking about equality of men and women in each and every aspect whether we talk about social structure or we talk about economic status, in every medium every gender should treat equally. If we talk about feminism popularity in Indian it is technically clear that feminism is known by the urban India not by rural India as like the feminism has wrong definition in urban sector same in the case of rural those who know about women's rights, they think that feminism means when

a woman chooses her career first and break the harmony of family, when a women disrespect her own culture just to become modern and higher education in women lead to destroying of society. After all, this misconception one can clearly judge that feminist not cup of tea from rural India and to stop a conversation about feminism in India there are various aspects like media itself is not possible.

And that's whole concept is seen in OTT Webseries as especially when OTT is considers to bring new changes in gender role and defining new concepts in society one can how left behind the topic of feminism that's why maker on OTT make the story background from urban , high class society so that they don't face any mind differences problem because if they have a target audience form rural side and they raise the concept of feminism in rural Indian it might be assumed that this type of content don't run successfully in fact this crate a lot of hurdles for the other content in OTT platforms that's why the women character portrayed OTT is more on the side of urban educated, modern, young and high society ladies and some of the content shown middle class women also as now these women in real life changes to as they know about the true meaning of feminism and also know about their own right and also cleared their mind they sacrificing everything is not their plate only , to run a society or a family in successful route all of different gender with different background and with different thought process must work in collaboration and make effort collectively (Ghalawat,2021).

#### **4. Demand of experimentation**

Demand of experimentation in every field required whether we talk about the field of science and technology, field of politic, field of business, field of farming technique everything changes with the time and these same change demand in media forms that what the digitization of media gives new age media to everyone, in entertainment media the demand of change lead to start a new platform that named OTT platform which proves as a perfect entertainment platform at the covid time specially which allow user to connect and watch unlimited content from various countries from different production house, with many language approach at one platform like smart phone, tablet and laptop that run with the help of internet . when all the things change even the media form is changes so this demand of change or experimentation is must be necessary in the field of portraying the women characterization on screen. To understand and study this demand makers with the help of new age media platform that is OTT brings some fresh content and new roles of women on screen. Like women casting in action and spy role instead of casting in romantic scenes as now the public feels boredom to watch same male

villain and male hero fifth that's why maker introduce the female character in spy role and action role which are totally opposite to set role in cinema because in that form, they are shown in delicate roles but in action scenes they shown in a firm role with a proper combination of physical and mental strength too.

Same like this genre some maker experimented the role of women in different career field like in some Webseries women shown in political role where she fights for the chair of politics with her own family, or another content she become the queen of criminal and mafia world to save her dignity though these roles are totally different from the old typecasted roles where women where belongs to their family only or if they want to pursue their professional life their career option are also limited to teacher, cooking service or a business from home but now with the concept change they step into the world of men's and compete with them with full courage and confidence and all these changes can be seen in OTT platforms and this all changes are done because there is a need of demand of experimentation and changes in their role with the time because the real world and reel world is interconnected, stories are taken from real world and people got inspired from reel world so to bring change in society one must need a significant change in content so that it is clear that no work is divided according to gender, anyone can do any kind of work without any kind of societal, emotional restrictions.

### **3.4 Feminism**

Feminism a term which is very familiar in everyone's life presently and has a variety of meaning in their life according to their thinking pattern and knowledge whether they find the true meaning or struggle in a fake approach (Delmar, 2018). But one thing is clear related to feminism term in the mind of every individual of their world that this term mainly deals with one particular gender that is to be called as women or female gender whether she is from different countries or from different backgrounds or from different color, caste and creed the term feminism mainly deals with women. and here the definition of feminism states that it's a simple framework or module that believes that women have equal rights, duties and opportunities in relation to political, societal and economical same as men have in the society (Walter, 1999). Also, it suggests that there is no single framework which suggests that which person is not allowed to do certain works in the society like right to vote, participate in political matter, get an equal pay according to their ability because of their specific gender (Raina, 2017).

In simple word if we want to understand the concept of feminism it defines that in a society every gender is equal in respect of all rights and opportunities and in here every gender includes men and women in all fields (Walter,1999). No doubt feminism has a very simple meaning which only delas with women rights and their access to different fields in society but in our society many person changes its meaning and perceives this term according to their choices and thinking level and then a new term born in the chapter of feminism and that is called pseudo feminism which is considered as totally wrong version of real feminism because in this feminism means by lowering the men's status and rights then a women get her own dignity and rights but a true feminist can Cleary understand this is not feminism as feminism don't support that women are superior to men or men are superior to women as they suggest that women and men are equal in every aspect and to run a society on successful ground they must collaborate in the field of political, economic and societal revolutions.( Patowary,2014)

But there is a very thin line between the term feminism and Pseudo-feminism which confuse the newer ones who are novel to interact with the term feminism to solve this confusion one must need to look into the history of feminism as this is not the new term and it's a long way back history which tell why there is need to introduce this term when men and women are both equal parts in the society them why the debate of women's rights starts (Delmar,2018). As from the earlier times in whole world women are treated as the important part in every field of society and has a rights to participate in every decision of family whether it is personal and professional especially like today we says that our society is patriarchal where male member dominates all the family and take all the decision and everyone in the family abide by his rule and orders and females have no voice to raise against his order same in that many critics claims that patriarchal society in new in whole world as before this our words lead by women and that society is consider as matriarchal society where women rule , govern and take necessary decision in the family and everyone abide by her order.

Also a study claims that there were about 160 matriarchal based communities in all around the world at least who are governed by women and here women are supreme power in whole like they have a power to start their financial career by stepping into their family business, have a proper right to take their life decision like related to marriage and education and also have a rights to inherit their ancestors property and some of the famous communities are Mosuo in China, Minangkabau in western side of Sumatra and the Khasis in Norther eastern side of India where the husband shift to his wife's home place and live his rest of life there, also a daughter inherits her mother property not the son form father like practiced in today'

era (Walter,1999).

And this claim is justified by Saini a famous science journalist who take with the archeology and showcase how the society generation line witnessed before the patriarchal society and she found that some of the societies long traces found with their name of their women is name and here male line is totally missing which shows the importance of women in earlier times (Delmar,2018). But with time advancement and invasion of different culture in other culture the power of women lessen and it is to be believe that men are more physically stronger than women and they are only capable to protect their family and countrymen form forceful invasion the whole society takes a drastic shift form matriarchal to patriarchal and with this as the time passes the women role in society reaches to at lowest point where they have not a single right to take her life decision and has no place in other society field like business, political as they are only consisted to stay at home and take care of their loved ones and not allowed to step outside and this will enhance the violence against them in several matter related to physical abuse from mental abuse and with the demand of time the birth of feminism happen which starts again a conversation in whole world related to women's rights and their equality in society in terms of every field from political to economical with men who are considered as a supreme gender in today's society (Raina,2017).

If we talk about the history of feminism the first name come in the mind of every feminist is Mary Wollstonecraft who Wrote a book named "A vindication of the rights of women" in 1792 though at that time feminism word is not coined but, in that book, she discussed the matters related to women which highly indicates the matter of feminism which will be coined or get popularized by 1890s era in some parts of America and the Britain (Raina,2017). Now to understand the progress in relation to feminism the theorist divided the whole journey of feminism in 4 waves which connects the starting era of feminism era to the present feminism era (Nicholson,2010).

### **3.4.1 Waves Of Feminism**

#### **1<sup>st</sup> Wave**

The first wave of feminism starts in the era of late 19<sup>th</sup> century and but their real route begins in year of 1848 where near about 300 women met in chapel in Seneca falls, New York and this meeting later got popular under the name of Seneca falls convention which is organized to discuss their rights only but here the rights are different and normal feminism talks are

not a part of this meeting besides this that meeting was considered as real political movement where the whole focused on suffrage rights of women and after the meeting they pass 12 resolutions which will give the American ladies allows to participate in elections by giving right to vote (Rampton,2015). After this New Zealand became the first in whole world who firstly in 1893 allowed women to right to vote and in the year of 1920 and 1928 Unites states and first and later on Great Britain give the same right to their women. Seneca falls convention also considered as the birth place of American feminism in the whole world in which with suffrage right other issues also discussed like reproductive rights to women.

The main aim behind these movements in first wave of feminism are to give societal recognition gives to women first so that in every society they have their own markings and there are considered as a proper part of society not a mere object with no use in society (Mohajan,2024). Also in this century abolitionism ended which mean slave trade ends where the central and western Africans firstly kidnapped and then sold in market of Unites States and various part of Europe like a meat piece sold in market, it is also claimed that the main protagonist faces of first wave feminism movements are abolitionist who are against of abolitionism but in terms of feminism they only work for white women's rights and this approach give birth to new term which become more popular than term feminism and also criticizes the discrimination behavior of first wave leaders and that term will be discussed later in another waves.

## **2<sup>nd</sup> Wave**

The second wave got its spark in 1960s from the civil rights movement that a non-violent based movement started in 1957 to 1968 just to raise voice against racial discrimination and demand to illegalize the racial discrimination and also demand to start the suffrage movement in southern countries. In this wave with this war the question raises related to women that why they are suppressed and the demand of women back in every field increase (Rampton,2015). Also, in this wave reproductive rights of women, domestic violence risen, rape care center and shelter for victimized women with various violence like rape and martial rape are become the key points that give sexuality rights to women after they get societal right to vote in first wave. Also in 2<sup>nd</sup> wave the other factors disused by feminist which are not even think at the time of first wave by first wave leads and that major topic are LGBTQ in which rights of transgender also discussed and also the equal treatment of working women in their work place point established in relation to the salary they get and the facilities they got must be equal to men if their abilities are same raised a new topic in the history of feminism which didn't talk about the women who live in family as the homemaker but

besides all the need of working women in their work place also discussed in a better way (Nicholson,2010).

### **3<sup>rd</sup> wave**

The third wave is mainly considered as the next string of challenges that are introduced in second wave of feminism as with the right to vote in first wave many other topics related to their reproductive rights, their sexuality, their security topics because of martial rapes and domestic violences also become the important part of feminism society (Nicholson,2010). With this introduction and discussion of topics the women in their wave gets the knowledge to raise their individual identity and claims a right to self-express themselves related to various issues like how they dress up their attire and use cosmetics to their beauty or how they behave and enact in front of others however many of critics claimed this topics may be denied by the ancestors of second wave feminism as they think talking about grooming, attire, makeup is not considered in the world of feminism but some on the other side said that if this have some importance in women life they must be discussed no another person is allowed to make restriction and rules related to this like how a women present herself in front of every own and how she pleases the other genders in society as she is free to set up her unique individual identity without any fear of isolation (Rampton,2015).

Also, in this wave a new term introduces whose seeds are prepare in first wave feminism but get its roots in third wave feminism and that term is named as Intersectional feminism which tells the difference and discrimination relates to color of a person, caste, creed and a class of person irrespective of any gender, as it is associated with feminism so here the difference based on color in relation to one gender (Mohajan,2024). This term firstly coined in 1989 by Kimberle Crenshaw the first wave feminism was always considered as the startup of American feminism in which only white women rights related to various issues discussed but here in whole wave there is not a single discussion related to black women and here shows the different kind of oppression related to rights, opportunities that faced by black women because they complexion does not match with American white women. After the introduction of this phrase this term becomes more popular than term feminism because in this the feminism belongs go every woman and it is not considered as a property of single society women who are considered as superior because of their fair color (Rampton,2015). Also, the term or phrase third wave feminism also coined a black Bi-sexual women named Rebecca Walker in 1992 which signifies the value of such issues like LGBTQ and Race discrimination and justifies that's how they are important in the world of feminism and if these topics left down so there is true and real feminism exist in world (Nicholson,2010).

#### **4<sup>th</sup> Wave**

The fourth wave of feminism existence is still a part of debate that whether the world is enter in fourth wave or still the world is in waiting zone to start the new phase or wave because some debaters still claims that we are in third wave because in this wave many new issue introduces and get popularized with the help of internet and still in present era that issue still discussed and social media with the help of internet also act as special tool which enhances the importance of these issues in today's era (Mohajan,2024). But with the various new movements that are started for the rights of women and demand the justice for that women who are victimized by society's different kind of violence many critics claim that we must need a new wave of feminism and that is quite different from other waves of feminism and also had a great influence and impact because in this we not only talks about our rights or justice here women demand their justice and their dignity with full confidence and courage like Me too movement started by victimized ladies to raise her voice against those people who tries to or sexually assaulted the women and this movement get its immense popularity with the help of social media platforms where the women from worldwide stand united against the different culprits not fight individually like in India me too movement start when Tanushree Dutta a Indian film actress raise her voice against sexual abuse done by a another famous Indian actor Nana Patekar to her long years ago but when she finds this movement she get confidence and then stand against the violence she faced after her case many other women come in front and tell their stories of abuse whether its physical or mental form any male in society (Mohajan,2024).

### **3.6.2 Types of Feminism**

#### **1) Liberal Feminism**

Liberal Feminism or the mainstream feminism is simply depicting the first wave feminism in whole in which the whole feminism stands on or focuses on the matter like suffrage rights or women, their political participatory, their job place condition like sanitary, lighting and safety, equal pay scale, equal opportunities without any discrimination related to their sexuality and also had an equal right to access education (Beasley,1999).

These all the topics combines into a one common term that is named to be Liberal feminism. Besides all these issues discussed in liberal feminism still this type of feminism faces a lot of criticism from many critics like why in this phase the leader of feminism access and measures the equality in different terms by opting the male and patriarchal set standards and

how they don't access the feminism rights in respect to other issues and how they motivate one section of women in society to go ahead for their rights and restrict the other women in society in the societal chains because of their color background like discrimination done to women in societies based on color, race and class which gives birth to new term intersectional feminism later on which discuss that how black women rights are ignored and their rights are oppressed by the white women who themselves are considered as the leaders of feminism in the world (Graham,1988).

## **2) Radical Feminism**

Radical feminism as from name indicated it is totally opposite form liberal feminism where in liberal the rights and opportunities of women are accessed on patriarchal standards but in radical through aggressive mode the feminist made efforts to decrease the influence of patriarchal role and their set rules and regulations and tries to initiate new rights in society majority the reproductive rights, rights related to their sexuality and mother hood and also their working rights on their set and preferred standards (Beasley,1999).

In other waves and types the feminist tries to bring change in their set lifestyle through the previous steered systems but in this approach, feminist made new set of system which initiates their work module by keeping in mind the rights of women first and don't think about the previous patriarchal standards. Though this type also critically analyzed and finds that this radical feminism also splits into two parts and give birth to new term TERF in 1970s era on one issue named trans- women though this type influence on various progressive issues but transgender topic fires a spark between the unity of radical feminism where on part claims that trans-women have no rights to participate in feminism movement because they are not part of female gender where another part supports the trans-women which justify their action by claiming that it it's not important that which women are access to have feminist rights every kind of women has equal rights in society irrespective of their class, sexuality, color and creed.

## **3) Intersectional Feminism**

Next and the foremost type of feminism that gets more popularity than the original term, which brings a new phase to feminism and also introduce one major issue in front of everyone which is totally ignored by the first leaders of feminism and that term named is intersectional feminism and that popular issue discussed in this feminism is discrimination to class and color specially in relation to black women who faces lot of discernment in

getting their rights and opportunities equal to white women especially (Graham,1988).

Intersectional feminism firstly coined by Kimberley Williams Crenshaw a famous American civil rights advocate in 1989 in her research paper named Demarginalizing the intersection of race and sex where she discussed the problems of black women and black men that how they face discrimination in getting equal opportunities because of their color specially for women because they are oppressed by double people in society on their own society's male member and others are white women who thinks that black women don't have a right to raise their voice and no space in feminism movement s and they are treated in same way in which they earlier treated by white women on their work places and on their social places through one case in which 5 black women file a case against a company named general motors that they did discrimination to them because of their color in which court claims that women get justice on one basis whether on their color or on their gender became there is punishment given to motor on the basis that they did discrimination to black women on their color and gender both.( Jacob, 2021)

Intersectional feminism also raises the other topics for debate like sexism, classism discrimination related to racism increase the oppression to one section of society irrespective of that the they are from same gender but they don't have any saying feminism world because of their black color (Defelice, et al. 2019). This type of feminism also counterparts the white feminism phase which only focuses on white women suffrage rights which surpassed the other rights like equal wage rights, rights related to working conditions and safety and issues related to poor working women and issues of black color women whether they are from good background or from poor back ground (Cor, et al. 2017).

It is to be belied that crenshaw can be considered as the starter of intersectional feminism besides her many other women give their contribution in the field of intersectional feminism like Sojourner. T who was earlier a slave but escaped from that slavery and become abolitionist who was against of slavery trade and raise her voice against this practice and work on the rights and equal opportunities of black women in their work place s and society itself (Defelice, et al. 2019). Next in the list of feminists of intersectional feminism was named Francis Harper who was a famous poetess and a black woman too who rights frankly and fearlessly in her poetry about the racism and the discrimination related to color that faced by black women. She said in her writings that white women are not pure dew drops that come from heaven the women should be divided as the men class divided into the two classes the good and bad not divided on the basis of color and their race (Graham,1988).

Also, harper was earlier the member of American Woman Suffrage Association but leave because the group's racist thinking, she states that the leader of that group goes into the fear that black men will have to right to vote before the under 15<sup>th</sup> amendment but this group denies this act and gives racial comments on their decision of government and she said that this is horrifies as they don't accept black men's rights so how in future, they accept the black women rights. and after this harper break all her ties with this association and then work boldly to support the intersectional feminism (Defelice, et al. 2019).

Later on in the era of 70s a group of several lesbian feminist join their hand and make a group named Combahee river Collective and work into the field of intersection feminist and release a statement after a long research done by them that the civil rights movement and the earlier feminist movements are not the correct way to fights against the discrimination related to color because all the earlier feminist movements were taken for the wellbeing of white women and the black women and their rights were totally ignored in all fields, they also claims that they claim their they spent their whole life to fights against the racial discrimination, sexuality difference and other oppression faced by black women in society (Beasley,1999).

All these real examples of different women and groups show that intersectional feminism become more prominent and introduce a sense of feeling in whole world that intersectional feminism is so much important as it cover the women of whole world and also in this, they raise voice against all the oppression and misdeeds the women faced in different parts of world because of their color and race which is naturally gifted by the supreme power of whole universe (Cor, et al. 2017).

### **3.5 Need OfFeminism In Present Era**

Feminism is the term which have long back way and great importance in history because this talk about that matter which will be erase from our minds or even we don't think about that it is necessary to think and that matter was related to rights of women which is considered to be not necessary in patriarchal world but feminist bring their rights back in work and many issues were discussed in them like violence done to woman by male society , their rights and equal opportunities in every field in respective to male section of society (Walby,2002).

From the starting of feminism many women and several groups work in this field to raise the issue of women rights in whole world and they get successful in it as they get rights like suffrage rights, equal wage rights, safe working condition an, reproductive rights and their sexuality rights which uplifts the status of women again in this patriarchal world where male set standards are the superior and they were considered as the supreme gender in society (Cor, et al. 2017).

But after such a long time , with various advancements in the field of technology and other sectors where everything is in progressive one however we discuss not the gender we discuss the human and their rights and in this rights criminals also have same rights to the non-criminalized person because in the human rights by United nation every human with any gender race , color ,economic and cultural background treated same so the question rises that is there is any need of feminism in today's aspect because they are also come under human rights but it is sad to claim that yes we all still need the feministic movements to raise the violence against women that they faced from society (Moghadam,2018).

Like according to very renowned world economic forum published a report in 2022 named as global gender gap report in which they claim that our whole world takes around 132 years approximately more to finish the gender differences in fully and especially covid -19 also make this situation worsen as in this year many cases of gender violence whether its martial rape, domestic violence, job discrimination because of gender, no proper education to girls reported in higher numbers. And all these reports justified that there is still higher need of feministic movement in this era to make people aware about the women present worst situation.

But if one think by sitting in a meeting, or making public speeches or creating rally gives popular to feminism in world and here the media should step into the shoes and make their term popular by their media formats like if we talk about the older media platforms mainly print media mainly writers write the concept of feminism in their writing and describe the situation that is face by majority of women in their countries whether in their personal space

Or we talk about their professional space and in this series after Simon De Beauviour another renowned writer come named the Germaine Greer who launches a book called the female eunuch which sets a landmark for feminism foundation in moder history and published in 1970s in which she explains an organized version of oppression that is faced

by women in western societies of world and how this particular gender treated as eunuchs in line of different genders in society by removing and ignoring their inner abilities and potential to develop as an individual not depending upon other ones for their growth.

Her book is divided into 8 chapters in which she showcase the different aspects of female like their body, gender, bones, curves, hair, body, puberty and many more and through all these aspects she tries to showcase that how women sacrifice their own choices in order to fulfill society's expectation for them like to follow the set rules of motherhood and feminism which are just created a perfect image of women set by male section only to lower the stand of women in society as if they only indulge in set activities they don't interfere or demand the rights which don't know earlier (Moghadam, 2018). She also argues that the oppression faced by women not just an action of a particular individual but it's a task of society in whole so if they want to free themselves regarding the various oppression techniques like cultural expectation of feminism, sex politics, the way women forced to portrayed which are dehumanized techniques set by other gender of society, they have to unite in whole and tries to struggle against this set structure in relation to get full liberation even get their lost dignity back.

She also tries to make reader understand through his unique style of writing that is based on satire like she takes the example of a character named Stepford wife from a novel and film in which the women are replaced to robotics so with this examples she compares the ideal image of perfect housewife which our society wants with the Stepford wife who is a robot so if society demands a perfect lady they not want human being they just want a working and full functioned robot who only work upon her owner's order.

Though Greer mentions all the aspects of feminism and women role in society but this book highly criticized but some section of society by claiming that this book only covers the female not covers the transgender than other important part of society and feminism also says equality among all gender so if someone only talks about female rights without mentioning transgender rights so his and her theory missing. No with the print media other media tools really work hard to elaborate the image of women in society and also make advances in their character portrayal but with the time technology changes and the way of delivering medium changes and this era where the whole world run through media platforms so to run feministic movements successfully new feminist takes the helps of the entertainment medium after older version of media which is consider as far better medium than print media.

It is also claimed as the biggest and popular medium because it is the platform which gives the relevant information in an entertaining way and this media proves that they leave great impact on society because it covers the whole society like whosoever left in print media because of illiteracy they can get development notes through this picture based medium and this approach make people more aware about the certain activities and rights which are important for a basic human survival than other forms of media platforms (Moghadam,2018).

By applying this rule our entertainment media specially, the cinema in paster times and OTT in present times work harder to make people aware about this issue too like other social issues and director, actors and writes works actively to portray the term of feminism ion big screen or multiscreen in aggerate approach so everyone understands that feminisms is not just a political movements or unnecessary movement to lowering the men but it makes around for women so they become equal to men in every field. Also, this big screen helps the other people to understand the difference between the real feminism and the fake feminism that is Pseudo- feminism which tell that by lowering the men women can achieve their goals and which leaves a bad impact in society and all the women who want to be successful in their life by balancing their career (Cor, et al. 2017).

But the cinema and OTT make people aware that true meaning of feminism that in real feminism means men and women are equal in all term in all field and they get equal opportunities in every zone without any discrimination irrespective of their gender and sexuality and also feminism talks about the trans women too and justifies that they are not the third category in society which not have a right to come under feministic movement in fact they have equal way to move and they are equal to all other gender. In that way we must ensure that feminism must need in present era and its importance can only derive back in society and teach the whole society that all gender is human and all humans are equal and all equal humans have equal rights and this can only be done with the help for media only especially the entertainment media in the today's world which is full of technology and new and progressive minds.

### **3.6 Feminism In Indian Cinema**

Feminism a well- known work in the aspect of whole world where many feminist leaders unite themselves and their thinking for claiming the women right in every field and in every

work zone, their sexuality rights, right to work, right to have proper working condition, rights relating to their sexuality and protect against them from any discrimination related to their class, color and creed and these feminist rights and movement work for all the women around in world from different background and different countries and from different race (Amaljith,2021).

No one was exempted to get the rights that are mentioned in feminist movements and also trans women has a special place in this field but the feminist right and movements in west is quite different from the feminist rights in India the land of culture and different religions and where the majority of society are run under the rule of patriarchy and all the decisions were taken by men no doubt Indian society is the popular society where the people of this society worship females in the role of goddess Durga, goddess Saraswati , goddess Laxmi and goddess kali but on the same place the common women of this society suppressed and oppressed by many society evils and not on this present era but from earlier stages and that time the violence related to women is quite different from his present era like sati paratha, dowry system , child marriage, ghost superstition, sexual violence to low cast women under the problem of casteism and to remove all this one needs different kind of feminism which suits the Indian mentality and not influenced by west.

In India the feminist movements was firstly started by men of society not women and this makes the Indian feminism different from western feminism where women starts the feminist movements but in India the feminist movements started by very renowned personality who is also known as the father of Indian journalism Raja Ram Mohon Roy who raise her voice against and make people aware about the major social evil related to women is sati Partha where a widow was forced to burnt alive on the cremation of her husband and this practice the society thinks that god gives and as it is mentioned in Hindu scriptures but with the time people take use of this single incident for their profits, families forced their daughter in law to sit with their husband and forced them to burnt alive so that they don't avail any right on husband's property after his demise (Butalia,1984).

This practice is just a cruel violence against women and Raja ram stood against this issue and works hard to eradicated this problem from Indian society for the women's well -being next issues in his list for the upliftment of women in society under feminist movements were child marriage in which small kids get tie into the relationship of marriage in that age where they don't even know the true meaning of marriage and then certain violence happen to the child bride of that marriage and other practice got initiated by Raja ram was widow

remarriage in which he claimed that the women who become widow at early stages they have a proper right to start their life again and which gives the new segment to women role in society after that in the colonial era (Amaljith,2021).

Where Whole Indian fights against the Britisher to make their Bharat free many women come forward and take participation in free India movement and to motivate these women to steps out of their houses and the person behind this motivation was mahatma Gandhi who induce women to participate in freedom movement and after this many own societies emerges who solely handled by women named were All India Women's Conference which was closely tied with INA(Indian national congress) under the leadership of Gandhi ji and the other organization named National federation of Indian women, not these organization worked for women rights in every field and also raise their voice to open the way for women participation in political field equally to men , their right to education so that they enhance their thinking level , before this in the history many other women come forward to make their way in complex society and opens the gate for feminism like Savitri bai Phule who initiate the first ever girls school for the primary education from girls in Indian , Pandita Arambai who raise her voice against the caste issue in India and also supports inter-caste marriage by marrying the person from another caste and in the list next name was Tarabai Shinde known for her writing material based on feminism like writeup on "*Stri Purush Tulna*".

This names were from before independence or during the independence field but if we talk about the feminism after the independence the first name come into the mind was Indira Gandhi the iron lady of India a first women prime minister who runs Indian solely according to her progressive thinking and skills and this progressive thinking can be justified when she turns the radio table for just information tool to entertaining tool after the success of radio Ceylon she understood the power of media and how this media can effectively impact on our society in certain factors and if media creates a connection with common public it leaves a great impression on society and there is no doubt media proves itself as a helpful tool which not just entertain the common public but helps the democracy to eradicate the social issues of the country to run smoothly and if we talk about the relationship between media and feminism we must find a suitable connection especially in relation to our cinemas.

As we already lean the importance of cinema in India and how this medium is impactful and how this media not just a source of entertainment the public but also this medium raises many questions about the wrong social practices in India and on the same place if we talk

about feminism then the different phases of feminism shown in Indian movies very precisely which tells the realistic situation of feminism with the times like a very first movie comes into the mind which set the wrong example of feminism and introduces the term of pseudo-feminism

in India that is “*Ghar Ho To Ais*” a classic Indian comedy movie which show the women role in different zone in which own women shows as statue of sacrifice and patience who always kept in calm situation after facing all the odds done to her by her in-laws and that bahu is recommended to be good but after a time another character visit in movie that was Meenakshi Seshadri played the second bahu which is independent and raise her voice against all the odds and also gains her dignity helps her sister in law to get her dignity back by teaching lesson to in-laws this movie focused on a very high social issues but public takes it in wrong basis and claiming that the women which is educated , financially independent always break the society and family too as she don’t respect her elders and she don’t know the family values which create a biggest hurdle for women in that era which wants to maintain their career and family together (Butalia,1984).

Also, with this the feminist movement associated with wrong thoughts that this movement breaks the Indian values and prevails the fake feminism in the country. Another movie which was so popular at that time named to be mother India which showcase the strongness of women that how she solely handles her whole family and maintain her respect form the greedy Sahukar cum villain of that year but this movie also gives a dual approach where one side a perfect Indian women showcase that by taking all the problems on her shoulder when her husband left her in a vulnerable state she managed her life own but on the other hand when she kills her son because he also did the same wrong thing to other girl in the film just to teach lesson to Sahukar here a perfect Indian mother role breaks how a mother herself murdered her own son how she just to do rightful in society how she break smoother relation and where these movies considered as the biggest example of feminism where a women stood against all odds in society without a male support in that way their movie question onscreen about certain parameter too.

In that time women shown in sacrificial role or symbol of love , peace and harmony or just shown in glamorous role to satisfy male gaze like Zeenat Aman in “*Don*” and “*Satyam Shivam Sundram*” by Raj Kapoor this movie has a clear cut story idea where a women face lot of trouble in her married life because of her half burnt face besides this he stood stand in relation with purity and patience but this movie was quite famous for the scenes that were

over glamoured and sexualize in relation to that time only to satisfy the male gaze and that how a women oriented film shifts into a stereotypical film which shows the heroine character in a Abla way where her life decisions taken by men only or her whole life was impacted by the male steps.

No doubt in that time many films were made which show the women power and strongest women character ever which gives a strong competition to male character and also give power to feministic movements where women is not shown in Abla character and not lowering the men to gain her success but she raise her voice against society whether they were of any gender like "*Khoon Bhari Maang*" where Rekha played a character who was cheated by her husband his girlfriend just to get her property she seem to shown as Abla in film who takes help of any men and then two men fights and then she gets her property and children back but this movie is just something else in which Rekha herself with her courage and mind power she wins the whole battel and shows how a women just to save her dignity and her kids back can do nay thing, crosses any limit and is equal to men in all field and said that by lowering the men is not just a main topic but real feminism wants men and women on same plate with same abilities with same opportunities (Butalia,1984).

Also another famous movie named "*Guide*" and the main female protagonist was Rosie played by Waheeda Rahman who left her husband because of his unsupportive nature and she makes a hurdle between her passion and then start her relationship with whom she wanted to be but leave him also because of same behavior this movie shows a women who has her own say and whole thinking without strangle in societal relation she didn't break her own choice and preferences and that's a perfect example of feminism where she didn't lower any male but she move ahead to follow her passion first (Linda,2017).

After that mixed approach where women in double role and in double identity which shows the progressive side of women but also shows the glamorous avatar of women just to satisfy the male gaze and their attention like in "*Seeta and Geeta*" and "*Sadma*" too where Sridevi played the character of mentally unstable girl after she faces an accident in the movie and after that the male protagonist takes care of her and in their relation there is no smell of toxicity but besides this the movies shows the pure relation between two main protagonist but in this movies beyond a beautiful and innocent love story an item dance added unnecessarily which is not even match with the story line and this song of silk Smita added in the movie just to attract the viewer whole especially the male ones like her because of her seductive roles on

screen (Linda,2017).

Now after this approach women again shown in statue of love, symbol of peace and attractive but in subtle manner like Sridevi in “*Chandni*” and “*Lamhe*” no doubt in these both movie progressive side of women shown which leaves a greater impact on Indian woman that if their dignity is on stake they have a right to fight against all the odds in the society and also set an example in “*Lamhe*” when Sridevi marries with a man who was the friend of her mother her she breaks all the moral rules in society like to whom a lady should marry. After this many movie built who sets a society stereotypes but also place the little feministic movements like in movies like “*Darr*” and “*Dushman*” where in “*Darr*” Juhi played role of girl that was tortured by mentally unstable boy who was madly in love with her and force her to bring into the relationship but with thee courage and confidence she faces all the torture and then fight against that person and also in movie like” *Dushman*” Kajol stand against the person who rape and killed her sister brutally (Linda,2017). Form this we can say that our Indian cinema has mixed tendency to showcase the feminism movement in their storyline because of the fear of breaking society set stereotypes but although their all fears they make their work successful and ring so many roles who inspires other women to step ahead and make their movie strong.

If we talk about the character show in film are more feministic and also they need a applause for not creating a web of pseudo-feminism they show that how a true and real feminist women have a right to take her own life decision without any support an fear and also by taking their choice first not meant theta they are eager to break the family and society moral system like in “*Queen*” Kangana Ranaut played role of girl whose marriage cancelled day before the ceremony despite of portray herself a crybaby on screen she just take a bold move and reach Paris which was her dream destination and here she discover herself that she has immense power and she is not dependent on any other to do anything without nay fear and she is not the puppet in the hand of male society here she didn’t harm any male dignity but get back her lost dignity.

Also, in film like “*Raazi*” where alia played the role of spy who save her own nation by doing spying in Pakistan and she prove her competency in the male world that a women can save the whole nation with her mantal and physical strangeness also in “*Mardani*” and “*Jai Gangajal*” Rani Mukherjee and Priyanka Chopra played the role of super strong police copes who breaks all thee society evils in order to serve their duty first and these shows the power of women on screen .Also the films which are biopic of many Indian women like Mary

Kom in “*Mary Kom*” and Siana Nehwal in “*Siana*” which shows the real women on screen that how they are not less than man by continuing their mother hood, their family life they can have the power to excel in outer worlds.

Also, in movie named “*Gangu bai Kathia wadi*” and “*Double XL*” breaks all the societal set stigmas like in *Gangu bai Kathia wadi* a story of sex worker shows that with her courage she changes her life of shame into life of dignity in this male world (Dinurriyah,2024). Also in “*Double XL*” Huma and Sonakshi breaks all the set standards of beautification that a beautiful girl only considered when she is thin, long hair, long height and fair skin tone with this factors a girl considered to be complete and can attain all success in her personal life and professional life but in this movie the both female protagonist shown in plus size and attain all their success like Huma makes her career as a cricket commentator as earlier this profession is plate of girls who matches with society set standards which brings the new face of feminism that with color every size and every different appearance women should be treated in same and no discrimination done to them according to their physique in getting equal rights and opportunities and this shows the case of true intersectionality feminism (Amaljith,2021).

Also in on movie “*Dil Bole Hadippa*” Rani Mukherjee played a role of girl who loves cricket but not allow to play cricket because of her gender her she raise a question that why a sport is restricted to her because of her gender only her abilities are vanished and only her gender stops her to go ahead and in end she proves herself as a female cricketers same we can see in the movie “*Sabash Mithu*” where Mitali raj not gains the respect as equal to Male Indian cricket team but with her courage and hard work she proves that cricket is the game of blue men only but it’s the game of both the genders (Sharma,2024).

As our Indian system is the combination of all these gender surprisingly in many films male character make the way of feminism like in movie named “*Dil Dhadkne Do*” when one man said that he allows her wife to do work as he was not restricted person like the earlier males do in past times but one male questions him that why he think he has a power to give rights to her wife as she is an individual and independent she don’t need a men permission to pursue her life according to her own wish and in this movie one thing also mention that it is not necessary that a man only becomes the heir of his ancestral property, in respect to this woman can also become the future of family business if she is more capable enough.

Like in this movie the main female protagonist step into the family business to showcase her ability in male world like that there are some movie which portrays the work module

under feminism that women can do any kind of job or business no one in society restricts her by saying that she is from a different gender and she can't go into that career and that approach shown in movie named "*Chatri Wali*" and "*Jan hit Mein Jari*" where the core story is same that both the women in films work in condom making industry and also tries to make people aware that the work they are doing is not wrong and this business is not only men's business also with this an important social message dictates in film "*Chhatri Wali*" about importance of giving sex education at school level so at starting of their education they understand that men and women are equal in every field and there is no shame if a woman is making her career in condom business. Also, in the recent movie named "*Rocky Rani Ki Prem Kahani*" where Rani signifies in a true feminist role but with this Ranveer Singh also teaches the real meaning of feminism and show that feminism does not mean lowering the men but encourages women and men to get equal in terms of everything.

In a movie he was shown in character who shops the lingerie with her mother-in-law at starting he feels embarrassment but later on he understands that it is normal and also performs classical dance kathak on big stage and shuts the mouth of every one who thinks that kathak is only female dance. In this true meaning of feminism shown where the women stay strong and men also support her decisions and they both come along to run their successful life. Also, in feminism people think that only women comes or we talk about women but it is wrong because in this every gender treats equal irrespective of any color, race and sex and also men and women have an equal say in feminist movement and this showcase in movie named "*Badhaai Ho*" where the story of two lesbian girls show who make official their relationship in front of whole world without any fear and also maintains the society relation of wife and mother too.

In whole our Indian cinema immensely successful in showing the concept of feminism which is different from pseudo-feminism, concept of intersectionality feminism in which women raise voice against discrimination done at their work places due to their color, caste and class which leaves the a greater impact on society and also help to make public aware about these social taboos which strangled the society in their stereotypical hands which ultimately restricts the development of society in whole Presently many movies are made on women life or the mixed approach life which signifies the true face of feminism to the world and helps the viewers to understand the difference between real feminism and pseudo-feminism (Sharma,2024).

### 3.6.1 Feminism In Indian OTT Series

Feminism and media in India have a strong relationship from long way back and this will justify and prove in the area of entertainment industry very well that how Indian cinema picks up the issue of feminism so vastly and did a lot of work to enhance this movement in India especially to combat the fake term of feminism that is pseudo feminism (Bhise & Bhise,2024). Now with entertainment media is noted kind of media which is considered to be new age media also work in this matter with full support no doubt in adapting the new age media or social media we Indian are considered as laggards as we are late enough to adapt new things and by taking sudden shift from traditional media to new media is quite difficult for us but once we adapt we welcome this type of media with our open hearts and now this form of media is so much popular among the users whether we talk about the social media platforms like Facebook twitter, Instagram, Threads and WhatsApp or we talk about digitalized version of entertainment media that is Over The Top platforms both type of this new age media now become the superpower in whole media world which not only tries new ways to public but also shares the work module of other medium too (Dey,2024).

Now if we talk about the feminism and tehri connection no one beat it that for the progress of feminism in the world in third wave of feminism the major role or key player behind was social media who popularizes the concept in whole and by theses platforms people get more aware and influenced more. In our India also we watch feminism concept in movies but majority of audience get confused the feminism real meaning with pseudo-feminism which portrays the opposite meaning of real feminism that by lowering a men women can achieve their goals and that's why Indian movie which discuss bout feminism always lands into confusion but social media wipe all the clouds of confusion on feminism when #Mee Too movement runs on social media handles all over world and also in India it get popularizes when a very famous actress Tanushree Dutta raise her voice against the sexual violence she faced by the another famous actor Nana Patekar during the film and here the concept of feminism gone rises up and also the true meaning of feminism comes that men and women are equal in every field and the women should not be discriminated in any division because of their gender and sexuality and also has a right raise her voice against all the violence whether they are physical or mental she face from this society (Subramaniam,2024).

After this social media activism, comes into the picture which is known for their uniqueness of that content they deliver they change the whole portrait of every character in entertainment world whether we talk about male characters, female ones and LGBTQ ones this platform

encourage the director and writer and actors to experiment in their plot and also induce them to give equal treatment to their character like we seen the male characters in emotional scene that a male character has a different kind of emotions and they also feel pain not physical y but mentally also and they are not build of iron which denies the concept of “*Mard ko Dard Nahi Hota*” a stereotype related to men set in Indian cinema that male characters only shown in strong and action based character whose main aim in life to save their heroines an society too and fights with villains and here the stereotype related to women shown that they are only meant to be save d by male character also thy shown in characters of Abba which has no individual voice against any violence, also shown as symbol of love, affection and care in any matter and they only cares about their family and they don’t have their personal choice (Sebastian,2024).

And if a women wants to choose her career first or wants to make a balance between her professional and personal life she is bad in viewers view and also describes a feminist who breaks the family because of her choices and here we show that how a fake feminism prevails in our Indian market , no doubt this factor not seen in all movies from past and in present era also many other director work to create a difference between fake and real feminism but their number is low (Bhise & Bhise,2024). But in the case OTT it changes the whole picture with whole frame as when they change the male stereotype, they also change the women stereotype by showcasing them in more realistic, practical and progressive character which is not just a fantasy based story line they depict the reality of today’s modern women that in this present time women has a right to make a balance between her professional life and her personal life and if a women chooses her career first she is not bad women and also a women has a right to do any kind of work irrespective of their gender and sexuality which shows the true characteristics of feminism like in Webseries named “*Aarya*” Sushmita plays the role of simple lady whose life surrounds around her family but when there is need she raise herself as the boss lady in mafia world and also with her intelligence she becomes the queen of underworld in order to save her and her family form society her a true feminist character shows that women handle s any role whether a family role or a professional role and if we talk about profession it means any profession not only simple profession a lady can handle any kind of job with her strong metal skills in the world of physical strong men (Sebastian,2024).

Now if we talk about the physical strong persona there are some webseries made which shows the women character in action sequence which breaks the thought that women can’t do action shots without body double like in “*The Family men 2*” Samantha Ruth Prabhu

played the character of Raji a militant who fights against Indian army and system just to take revenge from them (Bhise & Bhise,2024). She shown bold, witty, compassionate and strong mental and physical character which can fight with any men easily and also have a proper skill to run the weapons here shows that women can depict in such character very easily and also show the real side of women who faced violence in war but instead of weeping on the misdeeds they face, they in return stand out and fights against them (Dey,2024).

Also, presently OTT is successful in hitting the most traditional rule of society that is patriarchal society as our India is known for their patriarchy system where a family is govern and run by male figures and every decision if that family taken by male character only and the lady in family has no say in any decision and no voice to raise against. Though our Indian society is not patriarchy society from starting in fact our society is consisted to be matriarchy but with the time women role changes and now they Impressed in many factors but OTT helps to director to write that character which brings down or lessen the overpowering of patriarchal rule as now they restrict the women choices and their freedom to access anything which women likes but male society not.

In the web seir like panchayat where Neena Gupta played the role on uneducated dummy sarpanch whose husband runs whole village but at the end of series she tries to break and free herself and also the other women from the hold of patriarchy system by getting her sarpanch position back, take her decision own without any influence and raise voice against system in order to get justice which shows the true and real side of rural feminism in India (Subramaniam,2024). Also in the other webseries named “*Scam 1992*” the main protagonist named Sucheta Dalal played by Shreya Dhanwanti who characterize the role of that women which is consider as the foremost business journalist who opt finance reporting instead of other reporting which is considered as the plate of men’s only, also in the series she shown in a strongest character and with full courage and confidence she unveils the biggest financial scam and help the Police to arrest the real culprit that was Harshad Mehta.

In the series her character shown with utmost mind strongness and also there is no sense of fear in her work as with her courage she forced the culprit to let down here some people say that this Webseries shown the pseudo feminism that by lowering a famous man she gets her success but in true state she just fights for justice and she didn’t see in opposite main culprit of which gender she did her work without any fear and with full confidence (Dey,2024). In fact, this is the perfect example of feminism where the main female enters into the men set

world, also teach her are with the help of male subordinate and work fearlessly against the crimes and did justice to her journalism without any sense of terror that she got a fight with a powerful man of the society (Bhise & Bhise,2024). Also, in other Webseries named “*Arnayak*” and “*Delhi Crime*” an international Emmy award winning show in this both shows the main female protagonist played the role of competent women police officers played by Raveena Tandon and Shefali shah who crosses all limits for the sake of justice only, they both show in confident, powerful with mental and physical ability both, independent, strong and calm behavior to tackle the issues in cases she tries to solve and then finally get the justice.

This shows that no profession stops the courage of women if she wants, she fights like a kali and along with this she has an affection and love like Parvati which depict in one woman you find two zones but this don’t say which one is bad or which one is good because both the aspects are necessary for smooth running of society. in same case of the women if a woman is calm there should no assumption that say that women should calm in violence-based situation when there is need to raise voice, she must do that without the interference of other gender and this shows the true face of feminism that a woman is not lower in society she has an immense ability to do everything but the choice off doing thing must be her own.

Also OTT don’t fails to showcase the women in different profession like business, finance and underworld but on profession where in real life women stays strong the biggest example of Indira Gandhi the first ever women prime minister who wins the whole country with her own intelligence an also handle the diplomatic situation with her rational behavior swam in OTT there are many webseries which show that how women set in a political background and excel in that field an become the supreme power like in Webseries named “*Maharani*” in which the main female protagonist played the character of uneducated women who only cares about her family but stan herself as the chief meister of state one day and there she showcase the double superpower of women that how she care her family and with that she tackle the famous dirty politics of India very diligently and also for the justice when it is needed she stand against her own relationship her also she don’t lower any male in society to gain undue success but she worked for society and their justice and proves that if a women knows to forget she also knows to fight and wins the whole battle alone (Subramaniam,2024).

Also, in another webseries with political background named city of dreams s which breaks the another set rules that politics war happened between the brother of family like shown in

earlier movie “*Raajneeti*” and women are treated like a toy of advantage in politic but here this Webseries show the fights between brother and sister to take the ministry chair just for the sake of truth and honesty here the main female protagonist come forward and says that she can’t step back and also she don’t faces nay discrimination because of ger gender she has a full ability than other male person to run the whole government solely and here shows the real power of feminism shown where women are not restricted an discrimination to gain anything because of their gender only if they haven an ability they must take into the account and has a full right to show case their skills in front of everyone.

With the feministic power in OTT, it also reveals another segment which always lacks in different medium and that topic is LGBTQ but in OTT these topics shown in very sincere behavior and also showcase that they have a same right a dignity under feministic movement like in made in heaven, mismatched where LGBTQ character shows and an important part of story not a mere tool of comedy like shows earlier in other medium content and also how a beautiful relationship between this community by showcasing the lesbian characters in Webseries named The marries women the where the female don’t set in type cast role but her sexuality shown in very aesthetic manner without showcasing their over sexual scenes (Dey,2024).After all these examples we must say that OTT show the immense power of women in every field on screen with full creativity, it not only breaks the other medium set role to showcase the women but also establish a perfect base for smooth functioning of feminism in India and also helps and make peopleware to understand the concept of feminism and makes a difference between real feminism and the pseudo-feminism which is totally false in every aspect.

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

#### **4.1 Research Methodology**

The main aim of this study is analyzing the representation of women in Indian OTT series as OTT platforms are considered as the new age media forms and this platform prove to be a media platforms that give advantage to both parties in this platform whether we talk about makers and users and in the same way it is believe that it also give advantage to performer also specially in the case of women performer to show their real talent on screen, whose real character is always missing on screen and this actors are only used as an object of beautification on silver screen just to attract male gaze. And now to find out how women represented in OTT platforms in relation to time and space that given to women actors in Indian OTT series, also in the storyline what kind of portrayal shown like positive, negative and also find the women representation through feministic analysis.

For this to find out the objectives of research the methodology uses here is simple Content Analysis under qualitative approach. And for analysis 3 Web series are selected from different OTT platforms from 3 years including 2020,2021,2022 as before 2020 Web series are not selected as before 2020 OTT platforms are not so popular in India. Both Web series and OTT platforms get immense popularity at corona times where all the industry are forced to shut down but only media industry flourishes because of this new age media format that is called to be OTT platforms. From all these selected years 3 webseries are selected from each year and these selected from IMDB (Internet Movie Data base) is an online data base of information about movies, TV shows, podcasts, home videos, video games, and streaming content and in this Cast, production crew, and personal biographies, plot summaries, trivia, ratings, and fan and critical reviews are all included in it. And here from each year 1<sup>st</sup> webseries is selected in top 10 Indian webseries list of that particular year and this database is prepared according to ratings given by various audiences on this platform to the particular content so this database directly tells the direct perception of audiences.

Also, the main reason behind using IMDB rating database is this that through this we get webseries which is not women oriented instead of this all these webseries used for research is totally male oriented but in all webseries the women character which is selected for study

is also, equally important to the male protagonist. As, we want to know the true representation of women in Indian OTT series and for this if we choose female oriented webseries the study must be biased because in our review of literature I studied that the webseries which are women oriented are more women focused given more time or we can say that all time and space given to women roles only so it is analysed that if we choose only female oriented series our study is not reliable and valid. So, to make it more reliable and valid I choose IMDB rating as my Sample selection Stratum in stratified sampling where I get my webseries without any biasness and this will enhance my research in fair and true way.

#### 4.2 Following Are the Webseries Selected as Sample

**Table 1: Webseries Selected for Analysis**

| Sr. No | YEAR | WEBSERIES NAME | RATING (10) | EPISODES | SEASON | CHARACTER NAME | ACTRESS NAME        |
|--------|------|----------------|-------------|----------|--------|----------------|---------------------|
| 1      | 2020 | SCAM-1992      | 9.3/10      | 10       | 1      | Sucheta Dalal  | Shreya Dhanwanthary |
| 2      | 2021 | ASPIRANTS      | 9.2/10      | 5        | 1      | Dharia         | Namita Dubey        |
| 3      | 2022 | PANCHAYAT      | 8.9/10      | 16       | 2      | Manju Devi     | Neena Gupta         |

From the above table it is shown that there are 3 web series chosen from consecutive years and in 2020 and 2021 webseries's season 1 is selected for study but for year 2022 2 seasons of this particular webseries are selected for study and the reason behind is that the selection criterion for choosing the web series is 1<sup>st</sup> webseries in TOP 10 of IMDB rating list of particular year and in year 2022 the top webseries named is Panchayat season 2 whose earlier season is launched in year 2020, but in that year SCAM 1992 hit the rating list. Now for year 2022 when this webseries is selected it is the continuation of first season with same characters playing by same actors with same plot with different twist and turns in story line and it's not another season with different characters and plot. So, for the proper and biasness free study I choose both season of 3<sup>rd</sup> webseries and study differently through different coding sheets.

Now the 2<sup>nd</sup> and 3<sup>rd</sup> webseries come with more season during my study but I don't choose them for my study or add in my sampling because there are two reasons firstly sample is selected at the starting of my study and the year selection done and the next seasons which are not included in study released on further years and we have selected some set of years and the reason behind is the popularity of OTT platforms enhances in year of 2020. Now the second reason is that webseries segment it is prevailed that every year their new season comes if the story is not end at first so if I choose all the seasons, it's really hard to study all and it's a never-ending process so I choose 3 consecutive years and choose 3 webseries according to IMDB rating and the seasons which come in these years only become the part of my study.

And now for analysis for this research content analysis method is used under which Qualitative approach is followed, a generally content analysis contains different types like discourse analysis meant for examining spoken, written, or signed language to determine how it creates meaning and connects to its social context, another one is textual analysis that entails analyzing oral, written, or visual communications to determine their themes, meanings, and messages and last narrative analysis is a method for analyzing the narratives that people provide about their experiences and inspirations. It is predicated on the notion that people use stories which are frequently woven into other stories to make sense of their lives. And if talk about this research the objectives are just to find time, space, her portrayal, her representation through feministic point of view, there is no need to put any kind of above-mentioned analysis as in this no language determination, no text determination used in content of series and no narration of content maker is needed.

So here simple content analysis with qualitative approach is used to analyze the character under various segments like for 1<sup>st</sup> objective the time line of selected women character is noted manually and analyzed its space and time, after that for 2<sup>nd</sup> objective different kind of Character display traits are made which show the portrayal of women in Indian OTT series and for 3<sup>rd</sup> objective Feministic traits are selected through which Women characters are analyzed through feministic definitions and all 3 Web series which are selected are analyzed under some operational definitions which are made for finding the objective of study. And these operational definitions are meant to that codes and traits which show the true representation of women in Indian OTT series and these codes are made by reviewing various research papers and articles and through these definitions are made under which each

character is analyzed thoroughly. Now from each series only one major character is selected because all the characters are really tough to study so in that case for proper analysis without any confusion only one female character choose that are considered as main female protagonist as per their screen presence as compare to other women in the series of the particular Webseries which will be study for to obtain objectives. And now if we talk about how we get result of objective no 1 so time is manually studied and for 2 and 3 through coding sheets to find the objective of study so it decided that if the character gains equal or more than 50 % in all traits related to expected outcomes which is set by researcher to prove the character knitted in positive role, it is believed that her character is shown in positive role otherwise not and this same approach followed in feministic analysis too as if the % is 50 or above then it is to believed that selected women characters show the true colours of feminism otherwise it shows the traits of Pseudo feminism.

#### **4.3 Following are the Operational Definitions are Used for Analysis and their Explanation**

**Table2: Character Display Traits**

| <b>CHARACTER DISPLAYTRAITS</b>                  | <b>CODE</b> |
|-------------------------------------------------|-------------|
| Protagonist's Known Person                      | A           |
| Higher Educational Qualification                | B           |
| Economic Independent                            | C           |
| Breaks Stereotypical Roles Regarding Profession | D           |
| Strong and Independent                          | E           |
| Far-sightedness and Mind Progressiveness        | F           |
| Respectful Dialogue Delivery                    | G           |
| Does Drink and Smoke                            | H           |
| Not Hesitate to Interact with Men               | I           |

|                              |   |
|------------------------------|---|
| Appears in Revealing Clothes | J |
| Framed in Sensuous Way       | K |

- **Protagonist's known person**

Through this operational definition it means whether the selected women character for study is known to the main protagonist of the selected Webseries.

### **Higher educational qualification**

By this it means the selected women is highly educated enough or not.

- **Economic independent**

By this it means whether the women Character is self-independent in economy sector or not or in simple words we can say that whether the women is financial capable to handle her expenses or not.

- **Breaks stereotype regarding profession**

It means whether selected character breaks the set stereotype related to profession that set by other media platforms like they do only certain jobs and they don't do some set of jobs and that jobs are meant for the male of society.

- **Strong and Independent**

It means that the selected women character is independent and strong while taking decisions related to professional and personal sectors.

- **Far sightedness and mind progressiveness**

It means that if the selected character has an ability to think about the opportunities that will come in future and also this action will benefit or not. It also states that whether the women are progressive in mind or not or in simple words it means that whether she thinks and take decisions according to new era or just follow traditional and old school thoughts.

- **Respectful dialogue delivery**

It means that whether the selected character has a respectful and sweet tone while delivering dialogue whether to known person or unknown person.

- **Does drink and smoke**

It generally means whether the selected person drinks and smoke while acting in webseries. Now it is not believed that if she drinks, she is wrong her background and reason behind drinking and smoking check and if she drinks but not in a bad way or just showing the culture of society than this trait is considered to be positive trait.

- **Not hesitate to interact with men**

It means that whether the selected character feels hesitate to interact with the male characters of the series.

- **Appears in revealing clothes**

It means whether the selected characters appear in revealing clothes to attract the male gaze.

- **Framed in sensuous way**

It means that whether the selected character appears in sensuous way or in simple words it means whether these women characters use their physical appearance to get their work done fastly.

**Table3: Feministic Analysis Traits**

| <b>FEMINISTIC ANALYSIS TRAITS</b>   | <b>CODE</b> |
|-------------------------------------|-------------|
| Empowerment Independency            | L           |
| Opportunities and Rights Assessment | M           |
| Intersectionality Level             | N           |
| Pseudo-Feminism Level               | O           |

- **Empowerment independency**

It means that whether the selected women character is empowered in all sector like in professional front she is empowered enough and also, she is independent enough while taking professional decisions or not.

- **Opportunities and rights assessment**

It means the selected women character gets equal opportunities and rights as compared to other gender and also, she is not discriminated at any sector because of her gender.

- **Intersectionality level**

It means whether the selected women face or support the intersectionality level in feminism terms. In simple words it means whether the person feel discriminated due to caste, class and creed and this type of level also signifies the racial discrimination too.

- **Pseudo feminism level**

It means whether the women character shows the true colors of feminism or just show the fake feminism that is called to be pseudo feminism that other media platforms show like if a women want to excel in her life, she has to lowers other gender. Besides this true feminism means that all genders are equal and get equal rights in every field.

## CHAPTER 5

### OVERVIEW OF WEBSERIES

#### 5.1 Scam 1992

##### Overview

- It is an Indian Hindi -language biographical financial thriller series on SONY LIV directed by HANSAL MEHTA, with Jai Mehta serving as the co-director.
- It is based on 1992 Indian stock market scam committed by many brokers but by popularly stock trader Harshad Mehta and this series is known as a book adaption of the book *The Scam: Who Won, Who Lost, Who Got Away* written by renowned business journalist Sucheta Dalal and Debashish basu in 1992.
- The screen plays and dialogues were written by Sumit Purohit, Saurabh Dey, Vaibhav Vishal and Karan Vyas.
- The star cast of Webseries include Pratik Gandhi the main protagonist who played the character of Harshad Mehta and Shreya Dhanwanthary the other main protagonist who played the role of Sucheta Dalal with other Hemant Kher (Harshad's brother), Anjali Barot (Harshad's wife) with others in prominent role.
- *Scam 1992* was premiered on Sony LIV on 9 October 2020. The series eventually received praise from the performances of the cast members, writing and the major technical aspects. It became the most viewed web series on the streaming platform and also comes 1<sup>st</sup> in top 10 IMDB list of 2020 with 9.3 /10 rating.
- The original score of *Scam 1992*, was composed by Achint Thakkar. The theme music of the film received a rave response from the listeners, which was followed by the composer who uploaded the theme song through his official YouTube channel.
- The series also features tracks from the folk band Kabir Cafe naming '*Do Din Ki Zindagi Hai, Do Din Ka Mela*', which is a composition based on the poem of 15th century saint Kabirdas, and a song from their 2016 album '*Panchrang*', '*Matkar Maya Ko Ahankar*' which is played by the ending scenes of the last episode.
- This series complete in 10 episodes and in one season only.

## Episode 1 (49:38)

The story starts with the era of early 90s where sucheta gives an introduction of the changing trends and current economic situation at that time of India and also introduces the Bombay stock exchange and indirectly talk about the famous economic scam of that time about which whole webseries revolves which topsy turvy the whole economic situation of India and the story commences when a person named Sharad billari from the PR department of SBI comes to TOI office to leak the news about SCAM and here he meets RK Laxman the creator of common man and he then introduces him to business editor of TOI Kiran ajgaonkar and but when Kiran unable to understand the matter of fact he sent him to sucheta Dalal who he thinks expert in that field which Sharad is talking about it and her that character of sucheta Dalal introduces where she looks very confident and shard enters her office when she had a meeting with her juniors and then Sharad tells her that SBI had a very big amount missing in their books and that amount costed to be 500 crore and then he reveals the name of Harshad Mehta who was all behind this Scam.

Here in further episode the story starts of biggest Scam with the name of Big Bull and name of harshad Mehta comes that in 1992 he was the most advanced tax payer and earlier he belongs to a middle-class family who reaches at the level of success sin very short time. With the running of episode the character of Harshad Mehta reveals that he was very good at cricket and everyone thinks he surely have a great future in cricket world but due to his father's failure in business he indulges in many parttime work to support hie family like working as a clerk, sell plastic, cement and diamonds too but all this kind of work not matched with his high dreams and in search of his dreams he also marries to his love of his life Jyoti and also his house can be seen in further episode where Harshad's whole family lives in a very small home.

To understand their financial condition Harshad's brother advised him to shift to another house as that house was not suitable for all the persons but harshad denies and says that if he shifts he take everyone and for this they have to start something fresh and then he tells about his friend Jignesh to Ashwin who earn very well in share market in just few days but Ashwin said it's too risky but harshad somehow convince him to enter in this world by reciting a dialogue "*Risk Hai toh Ishq Hai*" which will definitely change their future and then harshad on next day visits Amba Lal a famous stock broker to become a jobber in his company but Amba Lal denies and says he can't do it but due to Harshad's memory skills he got impress and hire him and then next day Bhushan Bhatt meet him an experienced jobber

in Amba Lal's firm and tells him about the Bombay Stock Exchange known as Dalal street and tries him to understand about bull and bear situation of market by tells him about Manu Mundra known as black cobra who was the head of Bear Group and Pranav Seth who was the member of Bull group.

On the first day of Harshad 's job he made some mistakes because of some confusion in which he got scolded by Amba Lal but Bhushan say he made mistakes but he also made profits that's' why amba don't fire him and after that in one year of job he becomes the best jobber in whole BSE and new chapter of harshad 's mind game begins when he starts the process of insider trading in his work when he befriend with Dr. Saab the father of all trade unions to get inside news of Premiere autos and after that he got immense profits and then he leaves his old job and decides to start his own broking unit and gives this information to his family which firstly shocks everyone.

But later approved by everyone and for this they invest their all money in Alwar Pharma with the help of Pranav Seth who earlier denies to invest in Harshad's ideas but later on convinced by his confidence and with this their family progress also shown that how Ashwin marriage take place, they moved to new house. But due to his misfortune market crashes down Harshad's 10 lacs stuck in market and they got immense losses. Everyone thinks Harshad's innings stop but it's just a start and episode again come in present where sucheta ask for billari who left office after leaking the Scam of 1992.

### **Episode:2 (54:21)**

The episode starts in 1982 where harshad 's family life takes downward turn after they get losses in market crash down and to support the family 's financial condition Ashwin's wife joins parlor's job and then reveals that Ashwin got a job offer from Sri Lanka, on the other hand Shantilal father of harshad and Ashwin ask about their losses and ask how much money were left to pay to Suresh shah and to settle down the losses he gives gold and flat papers to Suresh shah who stops harshad trading account. But Suresh accepts gold but not accepts flat papers.

After this Shantilal and harshad share some moment and in that time harshad calms Shantilal and said that don't take any tension and on that same night his father died and after this sudden demise Ashwin also tells him about his Sri Lanka's job offer but harshad said he needs

His support and after that with Harshad's tip about a share gives immense profit to another jobber and there Harshad's mind strikes out and he started a consultancy firm and for this both brothers meet a CA to get investment for their firm and with that investment they open a firm name Grow more and meet different people to offer clientship in their firm and for this they also join hands with Pranav Seth and on the other hand Sucheta's screen appearance comes where she gives her first interview to Fortune magazine to go into the field of BSE reporting and here the introduction of Sucheta's character reveals where her confidence shown when she is asked by interviewer that why she joins this job which gives less pay to her as compared to her previous job.

To answer their question, she says if she gets a chance to become the first female financial reporter and there, she gets that job and meets Debasish Basu who introduces her to BSE. After that in further episode Indira Gandhi's death is declared and Rajiv Gandhi becomes the new PM of India and to listen this Manu Mundra decided to crash the market but his move turns down when Harshad believes in new PM news and invests highly in Indrol and after when Indrol prices go up Manu Mundra gets huge losses.

But in 1986 due to government budget decision Manu Mundra gets a chance to hit the image of Harshad and this news leaks to Harshad by some reporter but to tackle this situation and make his position more stronger in market he clears all advances to his client's 14 days prior and also gives this news to Jignesh to print Harshad's clean step in his newspaper who earlier leaks Manu's plan in front of Jignesh but Harshad said if this news comes tomorrow it's of no use and then he orders Bhushan to go to café, chaiwallah and spread this news to everyone in Dalal street by offering free chai to all jobbers and person present in market. And after this finance world gives new name to Harshad as Amitabh Bachchan of market and new slogan prevails in market that "*Mehta Na Raj M, market Maja ma*". And his reputation reaches to new heights and bull gang plan demolishes very harshly.

### **Episode:3 (53:06)**

After opening consultancy firms and lot of clients for investment in this episode he then wants to move his steps towards bigger whales and to startup he visits UTI meet Pherwani to get investments from him but to listen his business proposal he rejected his offer and after that rejection he meets Ajay Kedia another famous market man who originally from Kolkata in a party with Pranav but this meeting now sweetens their relation and their sourness can be seen

in future episodes and after that harshad met KS Tyagi for collaboration with Citi bank to enter in money market. But at every step harshad got rejection but now the fate changes when he join hands with Grindlays to make stronger cartel than Citi bank and after that in making strongness SBI also joins hands with harshad mehta and here the startup of scam starts when with the help of bank funds he enter in share market again and this time he has no shortage of fund because harshad uses bank utmost funds which were originally meant for bank transaction but not following rule s harshad use bank funds for their personal use to earn profits from them in BSE.

But in 1990s RBI comes in face when country facing economic crisis to check the irregularities in various bank transaction and for checking RBI officials have a check on Unites bank of India, Bank of Baroda, Canara bank, bank of India and Indian bank and had an informal check on Citi bank. on the other hand, sucheta gets a lead about RBI order on TOI financial page but his financial editor denies her facts and figures. On the other hand harshad enters some Public sector units too in his investment web like Oil and Natural gas corporation, coal India, NHPC, IRFC, NTPC to invest in bank PMS instead of Investing in securities and after these huge investments BSE whole shifts towards Bull run.

Onn that day Rajiv Gandhi killed but his death does not give any effect on share market as now harshad becomes the lord of whole BSE and became Bachchan of BSE and whole share market runs according to the mood of Big bull of market and after that he also declared as the poster boy of each and every financial magazine of country because his magic makes the whole market in a money earning world. In further episode it has been shown that to make his name around in whole he purchased Lexus and also enters in Indian politics too to gain utmost power and utmost money in the country.

#### **Episode:4 (55:16)**

The episode starts where sucheta meets with a source and discuss that when government changes everything changes but there is no change in market in return her source tell that this was happened because of harshad as now he was considered as the pandit of market and some people wants him to become finance minister of India because in his rule money flows in market blind-lessly but no one knows where this money comes from , also he tells that harshad don't take any fund from terrorist group and not from political group as he had a direct contact with Delhi government. To listen up all this sucheta gets frustrated and she said she only wants to write a story on market not on harshad mehta in return his source tells her he explained this

to whole because money market runs according to Harshad's idea and also UCO bank gives 50 crore clean credit to harshad without any collateral and after listening this she says that she wants solid evidence against him this time to leak Harshad's illegal modus operandi.

On the other hand, harshad meets with Polo owner and convince them to invest according to his tips and tricks and again with his convincing power he convinces the Polo as harshad promises to get their shares prices on high level. After that sucheta discuss the lead with Debasish and tries to find something unique and also connects with SEBI to discuss about Harshad's illegal steps in share market but nothing reaches to success level. On the other hand, to remove bears in market harshad he takes 499 crores from SBI earlier but now the person who give that money now he demands SGL against him so that books were clear but harshad says that he will gives BR to him very soon.

After that RBI discuss that some banks still don't follow the RBI guidelines and her SBI transaction irregularities come into face and RBI chief said that they can't start open investigation but they tell this situation directly to SBI chairman. After that on the other hand sucheta discuss her failed Sebi meeting with her source and said how meeting was so disappointed and in further episode Ashwin warns harshad about misdeeds in market but harshad carelessly said he handles everything and after that he hires an advertising company to create his image in front of whole country like he did earlier to get his reputation safe and his negative publicity approach creates a magic in market as market crosses 2000 points and he becomes the greatest advance tax payer bigger than Dhirubhai Ambani.

After this sucheta finds a new lead against harshad when he finds that Mazda is a closed industry and harshad fake its image in front of investors and print an article to expose harshad and this induces harshad to meet sucheta firstly and invites for her dinner said he build whole nation and wants a full support from her too and from her support she can join his firm and he can give profit too. But sucheta rejected his offer and leaves dinner in between. after that harshad gets a tip from his informer Jignesh that income tax department comes to his office and house for raid and then harshad securely remove all the evidences this time and thinks no one can reach to his collar at any cost.

### **Episode: 5 (52:59)**

Show starts when harshad watch his locked office which locked by IT department and then DD comes to take his bite of him on the budget of 1992 and in return he gave his reaction outside SBI building

that government must need to listen the need of market and liberalization is just a start as India will flourish soon in future and advise whole world to invest in India and also on the other hand Sensex crosses 3000 and RBI chief advised institutions to sell shares to gain profit and also cool the market. In that conference some person from SEBI discussed the Big Bull matter to RBI governor as SEBI don't have any power to regulate Big Bull.

After that another person from market advised him to talk IT office that raid harshad office and after a conversation with IT officer RBI governor ordered his officials to check on SBI accounts and to check his source of funds. After this checking procedure RBI officials get Mehta's SBI A/c and find some loophole in his transactions. After this checking Sita Raman demands 500 cr from harshad mehta as there can be a checking in SBI books very soon, after listening this harshad said he will give some amount but clear the 500-crore matter as soon as possible and by following his order he cleared the books by forging the accounts.

After whole scenarios Pranav advises harshad to have a meeting with RBI governor and share his ideas with him but here the first time Harshad's convincing power failed as RBI governor denies his all ideas and shown that he was not impressed at all with Harshad's working pattern. After that in normal checking SBI officials found that 574 crores were missing in their books because of Sita Raman who earlier make changes in books as per harshad 's order and also check the matter of fact with PNB to who they think their money goes out but from them they get to know in reality the transaction between two banks never happened it only just missing out from books.

And after that on the advice of SBI chairman they talk to harshad to resolve the matter and in return harshad demand some time and assure them to he will give all money back. after that on the advice of Pranav harshad get ready to sell his holding to Tyagi but deal don't go well after that he called swami ji asked for help and her he again get contacted with Pherwani and this time UTI gives money to harshad and after that harshad gives all money back to SBI , but to made a bad reputation of harshad kedia and Tyagi makes a plan and contact to billari and here the story reveals that how billari reaches to TOI office and then contact to sucheta for leaking up the news about harshad scam done to SBI

## **Episode 6 (42:46)**

In this episode kedia group meets to Manu Mundra Group and ask them to not open market and stretch the strike as possible as so that news of harshad gets leak down and after that

market got crashes down as investors loose trust on him and there he gets loses and Manu Mundra agrees to his plan. After this billari and sucheta 's meeting again shown in episode and then afterward story begins when sucheta after getting the news talks to Debasish about the matter and she ask him to go to SBI to meet Billari again and also talks to her source and here she understand the whole concept about Harshad's scam and after understanding and listening all this matter sucheta declare harshad is not creating a mistake in reality he makes a biggest scam of era and anow she will take this scam out at any cost.

On the other hand, Debasish goes to SBI and ask for billari but he don't find billari but got some information about Harshad's regular visit to SBI and this was happening because harshad takes a big amount from SBI also here he meets Sitaraman mistakenly but Sitaraman confidently tries to save harshad and he said he was totally innocent in this matter. After the meeting with source sucheta with eagerness writes a story to break harshad scam in front of whole country but his city editor Desai and editor of TOI Dilip ask her if she has any valid evidence to support her story and if she has not she firstly get the proof and after listening she calls SBI chairman and ask about Harshad's scam but he denies all the fact and she got frustrated but in some time she get a call from SBI official and confirms the news and after that sucheta writes news confidently and waiting for next day to print but she got disappointed when she finds out the city editor removes harshad name on her news and on the place of harshad 's name he write big bull just to play safe and episode ends with showing that newspaper reaches to different households and harshad gets various calls from different person after reading the news print in TOI

### **Episode 7 (42:51)**

The episode starts when Harshad's wife shares her fear to harshad about the news of Scam but harshad consoles her and said don't need to worry. And after that harshad accepts in a seminar that he takes money from SBI but he returns all the money to bank and newspaper only prints half news and that's how they manipulate their readers and he also claims that these Newspaper write wrong against him because he is the one who breaks the monopoly of all the foreign banks and he will continue his type of work to give profit to his nation and after this Rajdeep confronts sucheta that why she writes this story as it's of no use because harshad selflessly claims that she takes money form SBI.

After that RBI governor on the other hand discuss Sucheta's news with his team mates and order them to do rough audit in all banks and Debasish also ask sucheta to slow down and calm down in harshad 's matter but sucheta in anger leave Debasish alone. After this market open and it open in down pace and Ashwin told harshad now how he gives money back to Pherwani as market not open according to their expectations and government also gives order to RBI to check on Harshad's matter to listen up Pherwani calls harshad and ask him to return money or BR from Grindlays as now RBI sets an enquiry commission to handle this matter. On the other hand, sucheta ask her source to find out where harshad gets money to return to SBI as she now wants a proper name this time.

Also, after that harshad tries to convince Grindlays to issue BR to NHB so that he can return money to Pherwani but they reject his offer. After that sucheta got some file from harshad's office and it can be seen that in both place RBI and sucheta works separately to find out harshad whole scam as this not only ends up to SBI only and after this RBI finds out in their preliminary enquiry that this Scam near about 5000 crore and RBI governor calls finance minister to discuss this matter. On the other hand, another newspaper prints this news of harshad 's scam but only reports 2000 crore scam and to listen up this finance minister advise RBI governor to close his mouth in front of media and if needs give diplomatic answer to them.

After that it can be seen that in press conference Sucheta's question directly attacks on RBI governor and government but RBI governor said nothing to her and just convey diplomatic answer to her, after that Debasish told sucheta that RBI formed a committee to unveil the scam and it's headed by RBI Deputy governor R Janki Raman and also investigation now given to CBI officials. After that Pherwani called RBI Chief that it's a simple deal between mehta and NHB and no need of CBI investigation but he doesn't listen his clarification and after that he calls Das Chief of CBI and ask their honest support and ask him to appoint best officer for that case in return Das says that they don't handle this type of financial case so they also need help and he also appoint best officer Madhvan who previously handle Bay force scam.

## **Episode 8 (56:59)**

The episode starts showing that how Pherwani ask BR from harshad and allows time to harshad because of his own selfish reasons that are a seat in parliament, also on the other side

CBI chief gives RBI governor contact to Madhavan and ask if he needs any help, he can contact him and on the other side sucheta meet to Subramaniam with basu and her they meet RBI governor with the help of Subramaniam and here RBI governor told sucheta he don't directly confront Pherwani because of Government pressure that's why he extends external pressure from newspaper and show some evidence which clears the directly relationship between Pherwani and harshad.

After that Pherwani calls harshad and tells that CBI ordered him to appear in front of committer and harshad says to stay calm. After that TOI prints news against Pherwani and his involvement in harshad SBI's scam and Pherwani resigns from his post and RBI said that they investigate this matter in fully after this Madhvan ask questions the Pherwani in a very angry way just to break Pherwani on the other hand on the advice of Pranav harshad meets with Tyagi and kedia to sell his holdings but deal does not go well and on the other hand Madhavan assure CBI chief that very soon we got evidence against harshad as Pherwani will speak very soon and also visit SBI office to check the books and here he know about Sita Raman mischief but Sitaraman don't say anything and said he can't do this alone without the permission of his seniors.

Also, Ashwin on the other side warns harshad that if Pherwani spill the beans they indulge in a great mess and after that Pherwani's suicide news comes and shocks everyone and to listen this news sucheta also gets into a deep shock as she thinks that Pherwani died because of her writings. after this Janki Raman report published and CBI chief order Madhavan to investigate SBI officials and capture the collar of Big Bull. After that Madhavan raids harshad house and arrest both the brother on the basis of Janki Raman 's report and also sucheta got this news and she visits to Harshad's house to get the whole information about this matter in whole from his family mates but as expected Jyoti Harshad's wife talks ruthlessly to sucheta and said that she only writes about her husband not about another things happen in this country which creates problem in growth of country.

On the other hand, Madhavan interrogates harshad and ask him about to reveal the whole information and sends him to jail until he tells the truth and leave Ashwin on bail. After that Bhushan informed Ashwin about the custodian appointed by court to attack all their assets till the case solved and on the other hand Madhavan warns harshad that to them if he gets immunity from political prosecution and in return sucheta talks to Kiran about Ram there are near about 31 cases against him if one solved other catch him if CBI leave him ED will catch him and to see up harshad condition Tyagi and kedia celebrates but kedia says that if

CBI catches harshad they will catch them also very soon. Also, on the other hand harshad calls swami ji from jail and gives open threat to him that if he stands behind the bars, he will surely spill out the Delhi connection very soon and after this no one will save the PM of India also.

### **Episode 9 (58:04)**

In the starting of episode harshad recorded a video for safer side in which he tell his side truth behind the scam as he fears that his side got missing under the power ship of big power people, in this he also reveals that he gives full support to Delhi in the form of financial funds ad in 1991 he gives many funds to winning parties and also mention the name of PM to whom he gives funds to party to win elections. In that video he also shares his fears that CBI will destroy him as he deeply known the hidden secrets of Delhi government. In another scene Bhushan Bhatt arrested by CBI a confronted by Madhavan on certain question related to harshad matter and in return he says that Delhi is in the pocket of harshad and also reveals the PM connection with harshad.

After listening this CBI chief said that we can't interfere in the matters of 7 race course road and advise him to stay slow in this matter. After this Bhushan and Ashwin met with harshad to get sign on assets and here harshad ask about swami ji whereabouts and said that convey his message to him that he can't keep his mouth shut for so many days. On the other hand, CBI chief meets swami and tells him that Madhavan wants to interrogate PM as per Bhushan Bhatt revelation. After this swami orders CBI Chief to only reveal Harshad's name and sav PM 's name and also orders him to check on sucheta as she is getting so much in this matter.

After this when sucheta with basu on car to have a meeting with RBI governor get to know that someone stalks them. on the other hand, Madhavan confront CBI chief actions as he doesn't like that his man power who should work on harshad matter are now following sucheta Dalal and after that both of them indulge in argument related to PM involvement and then chief fires Madhavan from case as he insists chief to interrogate PM in this matter. After that CBI chief self-interrogates the case and takes harshad in his custody. On the other hand, Ashwin with fears called sucheta and request her to write about harshad condition in CBI custody as he thinks they will harm him but in anger sucheta reject his request.

After this some days harshad gets bail in court but ED arrest him and investigate on certain matters on the order of swami but soon they have to leave harshad as they don't get enough evidence against him after just giving warning to him to not to say anything about prime

minister. After that in 1992 he visited Delhi to meet GPC to help in scam related matters but before this a person from Pm office meets him and request him to not say anything about PM but he said he only stop if all the allegation on him removed totally.

In GPC meeting he said to all members in meeting that it's not a share market scam it's a Citi bank scam who plays a giant monster in money market and for dominating the market they use system loopholes and also gives an option to them to help in this matter by blaming Citi bank and also mention the name of sucheta Dalal who firstly disclose all the facts related to this matter and offer his help if he gets relief from all charges. After that GPC called Tyagi from Citi bank to interrogate on allegation that are given by Harshad but Tyagi says that they are part of this country and from many years they give immense profits to this country and also claims that their books are totally clean and Citi bank performs all transaction legally and has no hand in harshad Mehta's scam.

On the other hand, RBI chief told sucheta and basu that CBI stalks them and he can't meet them regularly and advised to go to Delhi and meet some person who give certain recorded to them which are so helpful in this matter. After that both off them visit Delhi and there they meet a person who was member of GPC and give some records to them and then they check all the records find that harshad scam is just a part of system loopholes and everyone using this loophole according to their own needs. After that an officer from Citi bank meet Tyagi and said that he is promoted to New York and this matter handle by them and to listen up this matter Tyagi becomes happy and kedia confronts him that how he can leave him alone in this matter and leave to New York and Tyagi said it's just a matter of business. After that CBI chief again comes to Harshad's house to raid his house on the orders of Swamiji and said that harshad has a connection with narcotics and warns him if he finds any connection harshad will never free from jail bars.

After that harshad record his video which is shown at the starting of episode. After that harshad hire a lawyer named Ram Jethmalani and in further episode it can show that CBI again summon harshad but this time harshad confidently gives answer to them and he said he don't remember anything and his lawyer write a notice to CBI that that his client gives only details Jethmalani letter. After that same officer from Pm house meets to harshad and wants to negotiate with him but he said he will only stop this matter if in written they assure that he becomes free from all cases but he denies. After at the end of episode it is Ashwin that how

Ram Jethmalani with harshad and Ashwin arranges a press conference and claim that harshad gives 1 crore to PV Narsimha Rao to win the election in the country and episode ends as everyone shock because of this revelation.

### **Episode 10 (1:00:40)**

The episode starts with the showcasing scenes of press conference that was organized by ram Jethmalani to reveal the name of prime minister in front of whole country I order to save his client that was none other than harshad mehta. After that in shortage of funds there is no case built against PM and also narcotics case not made for harshad but yes, he now banned from share market and after this Sensex goes to lowest point and now people believe Harshad mehta is a liar after they get immense losses in share market.

After all this sucheta meets harshad in his house to know his POV on all allegations he faced and also sucheta ask that how he get his trust back by public as now public face so much loss and now they don't trust him, in return he said he always promise no one make losses because of him but yes, he accepted some people make losses he will market to high points but he can't do anything alone. On the other hand, Ram Jethmalani settle down everything and makes a immunity for harshad that is settlement commission in which harshad can come out of mess if he surrenders all his asset but CBI don't want to lose harshad so they file a new chargesheet on him and said settlement immunity doesn't work this time.

After that again scene of sucheta and harshad happens where harshad claims that everything is done to him and his family purposefully and also ask her source name who helps her to find market irregularities but sucheta denies his request and after that harshad also said that when she writes book on him she gives first copy to him for proofreading and after that basu checks the facts and figure of Sucheta's book and after that sucheta and Debasish marriage take place and there happy scenes shown in episode. On the other side Harshad's all assets auctioned and after that in new government formation his star again rises as he got relief from many cases and then he discusses his 5 years back story with Pranav and said his time gone and now he is no more Amitabh Bachchan of market but Pranav says that time gone but experience not so this harshad gets new idea to write a column in sucheta 's newspaper and he calls sucheta to inform her about his new idea but sucheta in frustration cut his call.

After that Harshad's media manager informs him that TOI has some issue with their column but one Hindi newspaper accepts to print his column and after that harshad again start trading and gain rises the price of shares but when Bhushan warns him, he said now he don't made

any mistake he play safe and this time he don't rise share price by grow more he rise price in the name of any other company called Damyanti group and sucheta finds the connection between Damyanti group and grow more and tells this to SEBI on the advice of Debasish and also on the other hand Ashwin finds out there friend Bhushan makes wrong in their business and both brother confront harshad but Bhushan arrogantly fights with them and then he gives statement to CBI that harshad again makes fraud and also he don't attach whole assets.

After that CBI again arrested harshad and this time without nay mistake he goes to in jail and this time it is shown that harshad mentally breaks down totally as this time he thinks that he has no reputation left after that harshad console by Ashwin but after Ashwin left his health goes into bad condition and with no medical help he died because of heart attack and this news spread everywhere his whole family reaches to hospital and breaks down to see harshad dead and on the other side sucheta after listening the death news she recall all her meeting with harshad and his words specially that now he understands that how money makes poison and now he don't want to give this poison to his son. In the end her voice over comes that government make many steps to avoid scam but none off the rules are of use as scam continues to happen after harshad scam and in 2006 sucheta got Padma Shri for her excellence in journalism and show ends with real Harshad Mehta's photos.

## 5.2 Aspirants

### Overview

- Produced by The Viral Fever (TVF), it is a coming-of-age online series in Hindi that was written by Deepesh Sumitra Jagdish, directed by Apoorv Singh Karki, and developed by Arunabh Kumar and Shreyansh Pandey.
- The tale centers on three friends, Abhilash, Guri, and SK, as they study for the UPSC exam in Rajinder Nagar, Delhi. It stars Naveen Kasturia, Shivankit Parihar, Abhilash Thapliyal, Namita Dubey, and Sunny Hinduja.
- On April 7, 2021, the series went live, with five episodes debuting on TVF's YouTube channel and TVF Play. On May 8, 2021, the season finale was broadcast.
- Deepesh Sumitra Jagdish, Avinash Chouhan, and Hussain Haidry wrote the series' eleven songs, which were composed by Rohit Sharma, Tushar Mallek, and Nilotpall Bora
- . Originally from TVF's 2018 series "*Yeh Meri family*," the song "*Dhaaga*" was utilized again in the new season. With a 9.2/10 rating, it ranks first in the top 10 IMDb lists of 2021 and became the most watched web series on the streaming service. The series was finished in just one season and five episodes.

### Episode 1 (46:16)

The episode starts when Abhilash now DM officer aware public about Plastic bottles and how to throw these bottles. On the other hand, SK sir tells to his UPSC students that country growth take place from tow level one from lower level like farmers, workers and other from IAS, IPS, IRS and ask questions from them that why they become IAS officer now. And then he says that Patience, perseverance and dedication are the 3 elements to become UPSC aspirants and after this he tries to motivate his students with his motivational talks and also discuss about the LBSNAA that it is mecca of UPSC students.

And after his negative positive motivational speech some students criticize him and make fun of his blue light on his bike after that SK meet his old friend Guri both of them discuss their work, SK ask Guri about NGO work and Guri ask about teaching profession and after that they talk about Abhilash and Guri tells he don't want to talk about him as he don't care about him. After that story takes a past turn in October 2012 where Abhilash tells SK that he want to change his subject to crack UPSC this time after that they both meet Prema Rijiju another UPSC aspirants whose all family professionally are in the line of IAS but he don't have any interest in UPSC and after that Abhilash introduces as tripod by sk to Prema that

Guri, SK and Abhilash are 3 best friends in college and after feeling in a confusing stage he leaves and at home he complains to his landlord that he can't stay in that room because of high TV noise but his landlord say if he wants to live in his house, he has to listen the noise of tv.

After again in present Guri gives his marriage news to sk and sk in happy mood say Abhilash will also come but guri denies of his presence and then in again Abhilash invited in Guri's room for have some drinks and food and there they also discuss the subject preference of Abhilash but their talks come to an end and abhi reaches his house where he firstly have a chance to meet his flat mate Sandeep Bhayia who was known for his hard work in UPSC and everyone damn sure that he will crack the exam at any cost and when Abhilash ask for hi guidance he said start coaching and don't demand any guidance.

After this he meets with his friend but his confusion of changing subject remain same as everyone gives new approaches to him to not to change subject but at night Sandeep ask why Abhilash want to become IAS and firstly he has to know the real reason behind his dreams and after that he said subject is like a relationship and relationship only succeeds if he has interest in that so choose that subject in which he has a lot of interest and then he decides to take up history and also inform this about SK. In present day SK is so happy about Guri 's marriage and also made a WhatsApp group in which his friends were added, to seeing this guri become angry that why he creates such a group on the other hand Abhilash left the group without messaging him.

## **Episode 2 (39:00)**

The episode starts when SK teaches UPSC aspirants on Unacademy App and then get ready for coaching classes and on the other hand Guri ask Sk that why he is looking sad and then Sk replied he can't resist that how Abhilash left the group and say that if he comes to marriage then he also convinced him to come at his coaching classes as now he achieves great position professionally. To listen up this Guri gets anger and say how he becomes so selfish and no think about others. In past abhi joins coaching center by applying advice of Sandeep but due to listen up professor non-motivational talks he decides to leave the coaching center and also visit office and demands for his fees return but manager denies this fact and then he lied to that manager about his mother's health issue that she got Alzheimer and now it's impossible for him to study in this coaching center and on this side dharya comes the

another main character in series and she supports him and discuss some rules regarding getting fees back and to listen up this manager agrees to return the fees and here Abhilash finds a sweet connection with dharya.

After this Guri tells abhi to make a fake medical proof of his mother and in this matter, Sandeep can help you a lot but abhi denies that Sandeep can't help him as he is too moralistic in nature. After this in present Abhi called Guri and congratulate for his marriage and assure him that he will surely come to his marriage and ask whether he still angry on him and Guri said no. And then they fixed a plan to meet at night as they all 3 are in Delhi. After in past 3 of them visit Pragati to make fake medical proof but she scolds them and teach them real meaning behind the job Of IAS and IPS and then SK told abhi attend the live lecture of IAS officer as they learn a lot from this session and then SK said it's of no use but later on attends session where he finds dharya there and with her he gets motivated with IAS speech and after that he takes his decision back of leaving the coaching center and everyone leaves in happy stage and Abhi also gets happy after seeing dharya gain.

In present time some of the students make fun of Sk that if he can't pass his exam how he can teach them of same exam but sk smiles to listen up and in present guri informs Sk that abhi called him and on the other side Guri gives a shocking news to SK that he is going to marry Dharya and this will shock Sk

### **Episode 3 (45:31)**

The episode starts when 3 of them discuss news and also abhi give negative comments on women violence in India and also degraded the Indian culture to listen up this Pragati debates with him on Indian rich culture and guri solve their fight and also said that abhi also thinks everything in negative approach and after this in present time Sk and guri reaches to restaurant to had a meeting with abhi as they decided earlier and here sk Tries to relax Guri that not to worry about Abhi reaction on his marriage with Dharya as now he understands maturely and now he move on with relationship with dharya. And after that in past when abhi gives answers in coaching center but all these answers are in negative approach and after analyzing this his teacher scolds him that why he always thinks negative in every matter and advised him to think positive to handle the situation as in IAS job negativity has no place and after that abhi discuss this matter with Sk and guri and said if the situation is negative so how he can become positive to handle the situation as this is just a matter of fakeness to stay

positive in negative situation, in this phase abhi also indulges in fight with Walia on Tv volume issue.

Also, in present Abhi comes to meet Sk and Guri to have a dinner with them. in past again Abhi in anger mood goes to library and tries to study but can't and here he met dharya who accidentally breaks his glasses and offer him to repair and also got new glasses for him. After that abhi and dharya visit tea stall and here she asks that is he revise and pre- paper and offers him to join her in solving test papers with her and after that they both regularly solve paper and check each other papers and during this paper solving time it has been shown that how Abhi attaches to Dharya and her positive approach also comes in Abhi nature and now he become more positive in his answers and also positive in other fields too.

In present abhi meets up with Sk and guri and ask them to forget about past matters and also show her happiness of Guri 's marriage but after this Guri reveals that he is going to marry with dharya and here a silence comes. In past Guri make fun of abhi that how Dharya gifted him a pair of glasses and also in that zone abhi sees that Walia's wife met with an accident due to potholes in road outside their home, but this time to become negative about India's bad condition like he earlier argued with Walia he follows positive approach and file a complaint against Potholes in PWD and demands repair for them and also gifts fruits to Walia as his wife met with accident.

On the other hand on daily basis Abhi's marks get better as now he become more positive in every scenario and regularly checks the PWD emails and gifts fruits to Walia and also request to meet his wife and Walia accepts his request and here his wife told him that that she didn't fell in washroom she feel because of potholes in road and also abhi discussed that why they both live in Japan as their son lives there but they both told him that they don't like that country as they don't feel any attachment over there and also they love this country too much after listening up this he said not to worry as he is always there for them and if they need anything he will help them. in return Walia's wife scolded Walia and orders him to solve Tv problem of Abhi as he gets so much problem with this.

After that abhi delightedly discussed all incident with dharya and tells him that how Walia laziness of not shifting Tv creates a huge mess for him but now with positivity this problem also solves and also in present abhi said that he had no feelings for dharya as who remembers the old Rajinder Nagar relation and also take his spectacle case out on which dharya 's name imprints which are gifted by dharya to abhi and to seeing up this guri got tensed and he feels

that Abhi didn't move on from that relation. Also in past abhi hires some workmen to repair potholes and Sk ask why he is doing this as this is not his job, in return abhi tells that UPSC training don't start from LBSNAA it starts from that day when we start preparing for UPSC and also said now he becomes totally different as now he applies positive approach in every field and also said that he understands that why he want to becomes IAS as by becoming IAS he can bring change and after listening all the conversation between tripod Sandeep also thinks that if he can bring change in Abhi and then he surely become IAS.

#### **Episode 4 (48:59)**

The episode starts when abhi sees in his dream that he and dharya don't succeed in exams but still he happy because he is with dharya and he tells dharya that he watches a dream but she says if she is present in his dream that dream will definitely be good one. In present zone Guri shares his feelings of doubt-ness related to Abhi's love for dharya as he still has same spectacle case that was gifted by her to him but SK said don't think too much as Abhi is so miser that's why he didn't buy new one. And also, on the other side Abhi left the restraint after apaying whole bill without informing Guri and Abhi. Again, in past Sk fainted because of Anxiety as his father ask for Plan B if didn't clear exam and this time Abhi also got tensed because he also don't have any Plan B if he didn't clear UPSC and also Guri tells abhi that Pragati clears PCS and now she ignores him.

On the other hand, Dharya talks to her home about her home visiting and after this abhi told his problem about joining of company again as his leave period is now going to over and ask Dharya's plan B and in return, she says she will definitely work in some NGO Work as UPSC don't decide about her dreams to do some social work in society. After this abhi ask leave from his boss but he denies his request. In present guri gets into fight with SK because Abhi left the dinner in between without informing them and also said that his doubt is correct as abhi still has feelings for Dharya. After this in past Abhi ask Sandeep about his Plan B in return he said he don't have Plan B and discuss his families believe on him.

And after that abhi meets with Dharya and discuss about his dream that how he is happy after failing in exam and also informs her he resigns from his job and now don't have Plan b and if he passes the exam, he will have to leave her so they must break their relationship as old Rajendra Nagar relationship don't succeed in future. In return Dharya heartbroken leaves, him and after that in present guri reaches Abhi house and ask why he leaves dinner in between and fights with him. In return abhi says how he can be happy as his friend marrying to his girlfriend, to listen up this Guri said that he is just faking all the positivity as he is still

having negative eye to see everything and leave him. Again, in past everyone prepares for exams and result day out where Abhi don't clear exam and also Sandeep again this time don't clear exam but opposite to this dharya clear her exam with flying colors and Guri and Sk consoles abhi.

### **Episode 5 (39:09)**

The episode starts where abhi scolds one of his officers for creating corruption in electricity bills to the consumer and orders him to clear this mess. In present time Guri tries to console Abhi but in return abhi fights with guri and say harsh words to him about his disability relating to his hearing and then both leave the tea stall and with other one Dharya also sees their fight and after their fight SK reaches to same spot and ask about Guri and Abhi and everyone tells the whole incident to him and after this abhi goes to his room and pack bags and then guri ask why he reveal his secret to everyone and again they indulge into fight.

In present Abhi called SK and ask about his well-being and after this he said in past and present, he leaves because of guri, is he has any value in his life as abhi both the times don't care about him. After this he request that tripod needs all 3 not one or two but in return Abhi said he can't come to marriage and they both cut the call. After that in past both abhi and Sandeep leave their rooms and then after this SK finds out that Abhi left the city. In present abhi meet Sandeep again as now he also becomes Assistant Labor commissioner and abhi feels delighted to meet him and then they had a conversation about each other's lives and in their conversation, Sandeep also discusses the importance of relations in their life, he said now he achieve everything in their lives but they don't have any one who feels proud on them.

Also, he said that abhi can't justify his mistakes in the veil of his circumstances as he knows about what was happened between Dharya and him. And after a talk he leaves him and then on next day Abhi goes to Guri and Dharya 's marriage and there he also throws that spectacle case in dustbin showing that now after so many years he actually moves on from old Rajendra Nagar relationship and feels delighted to meet with SK, Guri and dharya. Again, in past abhi rejoins his company but stays unhappy and to notice that his boss offers him a vacation but he denies, also, in few seconds he feels delighted when he got to informed that government announced that now UPSC attempts increased from 4 to 6. And after listening this abhi leaves company again and visit to Walia house to demand the room's keys and this will show that abhi gain his lost confidence to clear UPSC and he finally return to old Rajendra Nagar.

### **5.3 Panchayat (Season 1)**

#### **Overview**

- The Viral Fever produced the Hindi-language Indian television series Panchayat for Amazon Prime Video. Jitendra Kumar, Raghubir Yadav, Neena Gupta, Sanvikaa, Chandan Roy, Durgesh Kumar, Ashok Pathak, Faisal Malik, and Sunita Rajwar are among the cast members of the Chandan Kumar-scripted series, which was directed by Deepak Kumar Mishra. It follows the lives of an engineering graduate who, because there are no better employment possibilities, works as a Panchayat secretary in the isolated fictional village of Phulera, Uttar Pradesh.
- The series was filmed in the village of Mahodiya in the district of Sehore, Madhya Pradesh, at a real panchayat office.
- Amitabh Singh and Amit Kulkarni handled the series' cinematography and editing, while Anurag Saikia composed the soundtrack and score.
- On April 3, 2020, Panchayat made its debut on Amazon Prime Video.
- With the exception of Best Actress, the series took home every nomination in the Comedy Series category at the inaugural Filmfare OTT Awards presentation. Despite not winning, the series was nominated for Best Original Story, Screenplay, and Dialogues for Chandan Kumar.
- With an 8.9/10 rating, it ranks first in the top 10 IMDB lists of 2022 and became the most watched web series on the streaming service.
- There are only two seasons and sixteen episodes in this series.

#### **Episode 1 (35:16)**

The episode starts when Abhishek travels in a bus to reach Phulera village where he has been posted as Panchayat secretary and in his eagerness to reach that place, he asks conductor about how much time left to reach Phulera and in return conductor said he will inform when his destination comes. And then whole episode shifted to past where Abhishek discuss his friend about his village job and his friend tries to motivate him by saying that he get an adventurous job and now he become the Panchayat Secretary and now he will make roads, fix pumps and solve problem of villagers and doing minimalistic job is much satisfying than not doing any type of job and after this in present Abhishek reach Phulera and then he take his all stuffs goes to panchayat office and on the other hand Two persons waiting for him outside the office and among one named Prahalad and other one named Vikas and eats the sweets which they bring to offer Abhishek as a welcoming gift for him.

And after that Abhishek reaches office where he introduced to Vikas his secretary and Prahlad Pandey as Up-Pradhan of Panchayat office. After that when Abhishek wants to open the office but Prahlad tells him the keys are with Pradhan ji and there Abhishek finds that the real pradhan of village is manju devi but she just acted as Dummy Pradhan and on her place his husband Brij Bhushan act as Pradhan named as Pradhan Pati and then brij Bhushan arrives but somehow he misplaced keys while roaming around village and after that Pradhan, vikas and Abhishek roams around whole village in search of keys but they don't find the office keys and then Pradhan orders vikas to bring key maker from Phakuli bazar which is too far from office, to listen up this Abhishek said we can break the lock but Pradhan denies and then Prahalad tells him that this lock belongs to manju devi 's maternal house so they can't break it and after that vikas goes to Phakuli bazar to bring key maker.

After that manju devi calls brij and inquires him about the lost keys and also scolds him for losing keys and denies to give permission to break the lock of office. On the other hand, abhi roams in village to purchase some food for him and reaches to his office where vikas comes to office with broken bike and informs him that he can't bring key maker as he has some family issues after hearing this Abhi in anger order vikas to tell all this matter to Pradhan. After this Pradhan convinces his wife to break the lock but she rejected his suggestion but later on accepts the suggestion when brij say if he can't break the office lock so they must reside abhi in their house. After this brij invited Abhi for dinner and there he first meet manju devi and after having dinner they goes to break lock but instead of breaking lock the door got broke down and after that Abhishek calls his friend and tells his whole miserable situation to listen up this his friend suggested to prepare for CAT exam so that he got admission in IIM and after that he get job in MNC like him and also tells him that he will courier all course material

## **Episode 2 (32:56)**

The episode starts when Vikas reaches at office and then discuss the fact that how Abhishek don't like job and in return he also motivates him to crack CAT exam but in return he says How he study as there is no light ion night and then vikas told him about panchayat meeting on solar lights an suggested him to put one light outside office and after that their meeting get started when Pradhan says 10 lights will placed outside the homes of all ward member,

1 light for Pradhan house , 1 for Prahalad's house and remaining 13<sup>th</sup> light had no place , to listen up this vikas ask abhi to say something about 13<sup>th</sup> light but before any conversation from abhi side one ward member suggested to put that light near Bhoota-pedh as this will give more fame in village and after that vikas tells the story of Bhoota-pedh to abhi and after that abhi tries to find the reality of Bhoota-pedh as he doesn't believe that there is something scary regarding that tree.

After that both vikas and abhi had a meeting with all the villagers who face scariest things near that tree and in end he comes to find out that a village teacher made wrong story as he was drunk that day and in order to hide his drunken state in front of villager he made fake story and then abhi takes him to Pradhan house where he recite whole story and after listening up this manju devi scolded that teacher and discussed him that because of his fake story two time he slips down from Pradhan's bike and then she tries to beat him but other one save that teacher and asks him to go out.

After that all decided to solve Bhoota-pedh mystery in front of villagers and abhi gives an idea to Pradhan that he should stay under that tree for 3 nights and this will give immense publicity to his image for next election and then vikas told now 13<sup>th</sup> light will be placed where so in return it will be placed outside their home but vikas told it will look not good and if they place that light outside Panchayat office it will look good. Everyone likes his idea and all the light put on their decided place and 13<sup>th</sup> light placed outside Abhi's office and in end of episode it is seen that after light cut Abhi studies outside his office under solar light and on the other hand Pradhan and Prahlad stays under Bhoota-pedh as per Abhi's suggestion.

### **Episode 3 (30:11)**

The episode starts when vikas and abhi gets a cushion chair for abhi as the old plastic one is not good for seating and in between they meet pradhan and Up pradhan but one of the village people Parmeshwar say that this new chair has wheels and pradhan ji chair doesn't have and to listen this taunt pradhan gets upset on the other hand abhi checks the chair comfort by sitting on it. On the other hand, the same village person Parmeshwar go to pradhan house to meet him and ask help that tomorrow for her daughter marriage he needs school for the residence for groom's relative and also want panchayat house and wants Sachiv ji treats his daughters would be husband nicely.

After this Pradhan ask Sachiv Abhi to take care of groom in his office but in upset mood he denies his request and in return Parmeshwar said to Pradhan that he lost his power as Sachiv denies his order in front of everyone and this happen because of the chair with wheels Abhi order for himself and now he understands bigger in position than Pradhan ji, to listen this Pradhan gets furious and make arrangements in Panchayat Office for groom without Abhi's approval and after that Vikas made Abhi left to Phulera to save him Parmeshwar new order and after Vikas's suggestion Abhi takes his books along to study but Parmeshwar told Abhi to get 15 liter ghee box for wedding and ask some light men to fix some wedding light at Panchayat office as groom resides there. After that Pradhan ask to Prahlad do you think because of that special chair Abhi got for himself brings changes in Abhi's attitude towards him than in return Prahlad said he don't need to worry as Abhi always shows respect to him and if he also wants a same chair, he can bring for him but Pradhan denies.

On the wedding day Prahlad, Pradhan, Vikas, Parmeshwar greets groom and ask Abhi to bring snacks for groom and that time Abhi left alone with groom and his friends in Panchayat office. In office one of the groom's friends ask snacks from Abhi who is on urgent call and said to wait for a while and after this that person along with other feel disrespect and then to get back their respect groom demands Abhi to put chair outside Panchayat as he wants to have snack outside the office and also orders rudely to bring food packs for them.

After that Abhi brings chair and food packets for them, after that his friends want to remove cover from chair and Abhi denies this as he thinks that this approach might put chair into bad condition and in anger, he used some slang words which create a mess between him and them and then groom calls all the village men to handle this situation and take action against Abhi. After that Pradhan comes to solve this matter and to handle this, he said that Abhi is too straight forward some time and to listen this groom says some disrespectful words to Abhi and demands his chair in order to gain his respect back and if this condition is fulfilled than he will marry Parmeshwar's daughter and to listen this Prahlad and Pradhan gets happy and then Prahlad consoles Abhi and Pradhan give that chair to groom as a gift from villagers. On the next day Pradhan gets new chair with Prahlad and this chair look same as previous chair and Vikas inform this incidence to Abhi in a humorous way.

#### **Episode 4 (24:43)**

This episode starts when Abhi talks to his mother about the breakfast he has and then Abhi gets a call from an officer who ask him that the work related the slogan is done or not and says if he

don't do it today, he takes disciplinary action against him and Abhi said he will do it today at any cost. And then Vikas, Pradhan, Prahlad and Abhi sees all the slogans work on village walls and in between Abhi says he want to get Milk and Pradhan offers milk as he also sells milk and then Prahlad question one slogan and then Abhi tells that this is BDO order to write like in this way.

As Prahlad gets worried to see this but in return Abhi and Pradhan tells that not to worry about this matter as no one reads these slogans. After that manju devi scolds brij for offering free milk to Abhi and in return brij said he charges cost for milk he offers to Abhi. On the other hand, Abhi send slogan photo to BDO officer but one of the villagers read that slogan and feels disheartened and question the slogan and ordered Abhi to remove that slogan and then that villager calls other villager and make all village against Pradhan and they decide that they will not give vote to Pradhan this time. And after that Abhi git tensed to listen this and meets to pradhan and then he tells vikas to remove these slogans from walls but Abhi denies that this slogan orders are come from BDO office and if they remove these slogans, it may happen that Abhi losses his job. After that Pradhan gets a call from Gajendra who also discuss about slogans and then Pradhan also tells to Abhi to request in front of BDO about this matter. After that Abhi and Vikas go to BDO office and take LAUKI along with them to gift BDO officer.

But in return BDO tells that this matter is serious as DM madam is so concern about growing generation and it is good to get slogans back on walls if he wants to save his job. After that Abhi tries to convince Pradhan to get slogans back otherwise DM take strict action against both of them but Brij not convinced and return to home. Then at home manju devi said pradhan to get slogans back but in return pradhan said if he does this manju surely losses the election, after listening this she said this it's not just a matter of votes but a matter of all women health who resides in village as many women get into so much trouble after delivering 2 babies and these slogans are really fruitful to all villager as this will create lot of awareness among all the villagers.

Also, she said she has no fear of doing so because it's really important for villagers and if he fears so write her name under the slogan and then she handles all the matter own self. After listening this Brij accept manju suggestion, on the other hand Abhi called his friend ask his advice about this mess and in return his friend ask him to check panchayat HR policies

and, in that time, Pradhan called abhi to organize ward meeting next morning to discuss the matter of fact. In the meeting they discuss that if the slogan named “Do Bache Meethi Kheer Warna Bawaseer” removed it creates a big problem as DM madam is too serious about this and if they don’t remove villagers create problem.

To listen up this Pradhan said this is his responsibility as he doesn’t remove the slogans and now it’s their duty to bring awareness among the village people and in that way Vikas, Prahlad and Abhi also support Brij and said they are also in supporting of not removing the slogans from village walls. Also to convince the ward members regarding slogans abhi gives the example of warning on the cigarette box and also said this is the same warning related to population on walls. Also, on the other hand BDO office conveys that Bawaseer slogan is not mandatory as one of the village people gets angry on this slogan and tries to fire up the Panchayat office and abhi said to Pradhan to take orders back but Pradhan denies and also Pradhan demands 750 Rs for milk he provided in a humorous way.

### **Episode 5 (33:11)**

The episode starts when abhi takes study material from PC and cooks’ food for himself and also watch his friend’s post on social media who are enjoying a party and in frustration Abhi also gets Alcohol and post a picture too on social media. But again, he deletes that picture because of background as it’s just a panchayat office not a happening place and drink that beer bottle. On the next day he finds that someone stole the panchayat office when he is in intoxicated state and inform about robbery to Brij.

After that Brij who involved in a conversation with manju leave the conversation in between and leave to the office with Prahlad and in office abhi tells the situation and in return Pradhan scolds Abhi for his carelessness and said disrespectful words to Abhi and in order to handle the situation Prahlad takes abhi to police station to file a complaint of robbery of computer and there Abhi told all the situation to Police men, after that abhi inform Prahlad that he is going to find new room as Pradhan scolds him but in return Prahlad says that there is no need to find room as Pradhan forgets about this matter and in 6 months they got new computer, also on the other hand manju told brij to forgive abhi and forget this matter as he also did various mistakes when he is young and intoxicated stage.

After that police person comes to panchayat office and interrogates the crime scene and also suspects that Abhi might stole and sold the computer to anyone in market as he has new iron in his room, he is preparing for CAT so because of paper he might need money and then he told Pradhan and Prahlad that he suspects Abhi for robbery and also ask Abhi why he drink on same day and in return he said he drinks because he is in bad mood as he is following same monotonous routine.

After that police person ask permission from brij to arrest abhi and ask after beating he reveal truth but Pradhan denies his request as he believes on him. After that brij calls vikas to search that abhi eat something or not, after that manju devi cooks' food for all. After that All 4 vikas, Abhi, Brij and Prahlad party outside the Panchayat office and then they take vows to celebrate their friendship goals. And also, Abhi said to pradhan he purchases a new monitor for office but Pradhan denies and in next morning abhi finds out some one gives his monitor back with a note that the thief thinks that it was a TV that's why he steels it but when he finds out this is not TV set, he now returns it

### **Episode 6 (23:10)**

The episode starts abhi visit to photo studio to get some passport size photo for his CAT exam and outside the shop vikas indulge into a fight as some person sit on Abhi's bike and vikas told him to move from bike as it's on a single stand but in return the persons start a fight and abhi also indulges in it. Both the person warns him that tomorrow when the get comes to get photo then they show the true colours to them. After that abhi got tensed and vikas tries to call pradhan so that he can handle this matter wisely but Abhi denies as he said he handle the situation in his own way.

After that on next morning abhi goes to photography shop at different time but didn't get the photo as the owner of photo studio tells Abhi indulge into the fight with Bablu and Dablu who belongs to his own village so Abhi fights with them he also becomes the enemy for whole village. After that Abhi told vikas to bring a white sheet he himself clicks a photo, in return vikas told abhi to tell all this matter to pradhan but abhi denies after this both goons again calls him and insist him to come at Phakuli bazar at 3:00 pm to sort out whole matter. And this time in anger abhi also accept their demand and told all these matters to pradhan

where he told he will handle all this matter but after that Prahlad says that he can't handle it alone and all of 3 supports abhi and get their rifle and go to same destination to answer the goons in a full swag. After that when abhi reaches the destination, he finds that Prahlad and Pradhan not come yet and he calls them then he got to know that their bike got punctured.

After that Bablu and Dablu demands abhi and vikas to remove their clothes and dance naked otherwise they beat them with belt but on the meantime Pradhan and Prahlad comes to rescue them and when they show their rifle to them both goons stop because of fear and then abhi take the rifle and beats them with rifle and in anger he said that he don't want to indulge in any fight but they don't understand that bike is on single stand and if they sit on that they might get hurt and to prove his wording he mimic the same situation in front of goons and in order of explaining he fell down from his own bike and after that in the end of episode he goes to photo studio to get photo and the owner also treats him respectfully as now he thinks that Abhi is more powerful than Bablu and Dablu and finally Abhi fills his exam form.

### **Episode 7 (30:11)**

The episode starts when vikas give tea to abhi and pradhan ji while they are doing office work and in between pradhan talks about that for her daughter's marriage he is ready to give 20 lacs dowry as his daughter educational qualification is just BA and in return vikas ask abhi how much dowry he want to get when he married. In a very humorous way brij said who will give dowry to a guy whose salary is just 20,000 per month so interrupting the conversation abhi said when he cleared hi exam and got job of 1,50,000 pm then in that time also he will not take bribe and this surprises the brij and on the mean time a person comes to office to apply birth certificate for their child where that person told to write Atmaram as his child name but vikas said it's a very old school and ask abhi for a new name and then abhi give a new name Aarav which is also the name of Akshay Kumar which makes happy the villager.

After that brij goes to home tensely and ask if a boy is from good family and don't demand dowry and then why shouldn't they marry their daughter to that person and in return manju ask the boy's name and then brij talks about abhi but manju refuses his proposal as she said if abhi cleared exam than his salary increases otherwise not and she will not marry her daughter in just a confusion state. After that abhi is preparing for his exam but the same couple come and create as fight scene in office as they fight on the name deciding approach to solve

this abhi gives a form to both and said to solve this matter own selves. After that at night brij comes to office and ask question to abhi to just interrogate that abhi will clear his exam or not and he also ask why he is not solving all the problems, is he is not capable enough and if he is so solving a tough question in a given time and after that abhi solve that problem which hardens the believe of brij that abhi will clear his exam with shining colors.

After that pradhan gets the call from that couple house and along with manju and abhi they go to that couple house to solve their matter and their abhi said to give a pet name to their child in that way both names get considered which decided by both husband and wife and pradhan praises for abhi in front of manju but manju not convince to get marry her daughter to abhi. After two weeks when Abhi's exam not going well brij along with manju and Rinki goes to meet the groom which was selected by him and in mean time the couple come again to office as their child's name mistyped and vikas told them not to disturb abhi as his exam not gone well and he will look into this matter and solve the issue of their certificate.

### **Episode 8 (35:45)**

The episode starts when abhi sadly watch office walls and to console him vikas told abhi to let's do a party but abhi denies in anger mode also when vikas motivates him by saying he should not sit idly he should study hard to get cleared next time abhi angrily orders him to make preparation for 26<sup>th</sup> January celebration. And vikas said sorry and starts doing making arrangements for celebration than pradhan order vikas to put one more poster to that place where his face visible to all the villagers and in mean time abhi ask vikas is manju devi hoist flag in return he said pradhan ji hoist that flag but abhi said officially manju devi should hoist flag and goes to manju devi's house to get her signatures on some papers.

And there he asks why she is not hoisting the flag than manju told it's Pradhan's duty but abhi said in neighboring village a women sarpanch is hoisting flag and also comes to office to look into official matter and abhi recites same dialogue to manju devi who questions her capabilities like manju said to abhi when he didn't clear his exam. After that a person comes to her house and ask for pradhan ji but when she said she is real pradhan but person denies of this fact which make manju more furious. After that when brij ask manju about his kurta look and said she also buy new sari then in angrily state manju said why she needs sari as she is not hoisting flag but brij tells how she hoist flag as she is not even know about national anthem but manju devi said that she will learn and she ask Abhi's help to learn the anthem

and abhi help her to recite it properly also give an audio file to manju so that she learns it properly. After that brij gift saree to manju but manju put saree in box again and said she will not hoist flag as she not learns anthem properly and she will see hoisting ceremony on Tv. On next day whole panchayat office gets decorated and abhi ask brij that manju devi should come to office whether she is hoisting flag or not and in meantime, DM sees the poster of Pradhan who is going to hoist flag and makes a surprise visit to office and scolds brij and ask why manju devi is missing in mean time she said she will take disciplinary action against Manju, Brij and Abhi. But in that time by interrupting DM madam manju said she is late and ask for her apology and then their DM ask who is going to hoist flag then manju devi said as she is pradhan she definitely hoists flag and everyone get shocked and brij get tensed as he thinks she don't learn anthem properly and if she does any mistake what DM will take action against them. But by proving wrong manju hoist flag properly and sings the national anthem wisely which makes DM along with other happy.

And DM advice to brij that it is his duty to help manju as Pradhan Pati but not to take whole Pradhan's work. After that in a confidence state manju said she will look into all official matter and learns everything properly and till next 26 she will see a new manju devi and this also inspire abhi to study hard again for his exam and informs his decision to friend and also said that now she likes the village environment and village person so much and, in this year, he will definitely work hard to get cleared in CAT exam. After that he goes to water tank as in starting vikas told him that village looks more beautiful from water tank and there she finds someone who also enjoys the beauty of village and there Rinki character revealed and then they both talk to each other and now it is clearly seen that now Abhi also finds village more beautiful as now he meets Rinki.

## 5.4 Panchayat(Season 2)

### Episode 1 (38:31)

The episode starts when Prahlad and vikas travelling to panchayat office and finds Abhi but Abhi is not present there and then they locate abhi who is coming from water tank and then both of them ask abhi why he should go to tank and then abhi narrates whole story of meeting rinki over there and also now when he feels idle, he goes to tank and drink tea over there as he finds peace over there. After listening this vikas thinks something is fishy between rinki and abhi and he also told this to Prahalad but he said not to worry about that. But when Abhi ask for Rinki's marriage vikas said it is fixed and he also advice to not to go on tank as they knew Rinki is Pradhan's daughter and their alliance can't be fixed.

On the meantime Abhi got called from Parmeshwar and then abhi ask why always soil sold to Parmeshwar only in return he told he makes bricks so that's why soil directly sold to Parmeshwar, also abhi said technically soil should be sold out through tender only. And on the other hand, Manju wants to see pond making but brij ask why she want to join in sightseeing for pond, in return manju said she is pradhan and she tries to learn office work after the last meeting with DM. Brij told manju if any work important for her then he will convey that work and she don't need to look into all matter. But manju said she will go and if he denies she will get angry and then complaint about him to DM madam and reminds his last meeting with DM madam.

After that Abhi ask the soil matter in front of brij and along with vikas, Pradhan, brij ask Abhi to fil soil rates for Parmeshwar as they didn't because he is very close to them, after that abhi gives the idea that manju devi should negotiate soil rate and in front of manju Parmeshwar can't say anything. After that Parmeshwar feel disheartened as this time manju talks about soil rate and he understands that this is Pradhan and abhi's plan to make losses for him and this create a rift scene between manju and Parmeshwar.

After that Pradhan told abhi to fix rate of soil with Parmeshwar and here a small argument between Abhi and Pradhan and then Prahlad and vikas take abhi to a dance show where they can meet Parmeshwar, and there they find the dance show got flopped as Parmeshwar find that the girl who is dancing is a boy in real and in all that mess that boy gets hurt and to help

him he is waiting over there. Abhi also fixes the rate of soil with Parmeshwar and after that 4 of them in a furious way abhi said why should he make relation as he is in this village for one year and after listening this vikas and Prahlad feels reliefs as they think there is no alliance between Abhi and Rinki.

## **Episode 2 (35:33)**

The episode starts when a couple in a village fall due to potholes in road and they talk bad about both manju and brij and goes to panchayat office to complaint about potholes where Abhi and vikas collects old newspaper for sold out and the couple complaints about potholes and they said pradhan promise to make road and if this time road will not make he will do petrol suicide and after listening this he said he will look into this matter and after that he ask vikas that is pradhan promises or not.

After that Abhi visit Brij house and discuss this matter and pradhan said not to worry and road will not make as they don't have fund in return he told to contact to MLA, after that abhi conveyed Bhushan that road will make but he will not commit the date, after that Bhushan warns him and make allegations of bribe on him as he said pradhan gives Lauki as a bribe to him that's why he get silent in all matter whether the matter related to Parmeshwar's land and or about village road. After listening this Abhi got tensed and after this abhi ask vikas to go to Manju's house for thumb print on paper but vikas denies his order as he goes to somewhere with his wife, on the other hand brij sat happily with his wife and rinki and discuss about Rinki's marriage but brij told him just wait for perspective groom, after listening this manju devi got furious and goes to temple and Abhi calls brij and ask for Manju's thumbprint then brij invites him but abhi denies his invite.

After this abhi goes to temple and wait outside the temple and to sees this Bhushan taunts abhi that he is just a servant of pradhan not the employee of government. After that manju invites abhi for dinner but to witness Bhushan he denies her invite, then manju ask brij that is there any rift between abhi and him but brij denies and decide to meet abhi and then brij ask abhi why he is not coming for food he said he is busy right now as he has to study hard and also, he has to go BDO office and promise he will come to him after visiting BDO office and after listening this Brij got happier.

After that abhi decide to go Brij's house for Rinki's birthday celebration and takes cake for her also he carries Lauki to return back to Brij as he don't like the comment of Bhushan, after visiting brij house he sat far from everyone and then vikas sees Lauki in his bag and ask why should he carry Lauki in his bag and after instigation abhi told whole story related to Bhushan and then all 3 of them told abhi that Bhushan is not a good guy as he same did to previous Sachiv and brij told abhi that he and other villagers knows how honest he is and he has not to worry about Bhushan's words and consoles him. After listening him Abhi relaxed enjoyed the party and when he comes outside the brij house again Bhushan comes and taunts but this time Bhushan show his anger and said he is not care about him and warns him not to interfere in his life and also said if next time his wife will become Pradhan, he will perform his duties in a same way like he performs in Manju devi's time period.

### **Episode 3 (31:21)**

The episode starts when Prahlad some come from his army job and play games with vikas and pradhan and then abhi called vikas for some work and ask worker to carry toilet seats to village person house and then abhi also join them in the meantime Binod inquire about his toilet seat then abhi said worker gone to other place so he himself come along with his seat and ask him to wait but by mistake vikas break the seat and when abhi informs Binod about seat and then Bhushan gets a chance to brainwash binod against Pradhan and abhi.

On the other hand, manju feels delighted as she witnesses that rinki talks to Malkopur guy who is selected by her for Rinki's marriage but in true sense Rinki don't like groom as he tries to change her language and accent too. On the other hand, because of Bhushan convincing power Binod complaints about not having toilets in village in DM office, after that a team called abhi and informs him that they are going to come for inspection and then abhi along with Pradhan, vikas and Prahlad decides that Binod should far away from team as he tries to show bad image of Panchayat officials in front of DM office team.

On the other hand, Manju ask rinki about Malkopur guy in return rinki said she finds something fishy as the guy always stays happy and that's why she is not comfortable with him and manju said besides this thing if she feels the guy is good then in reply rinki said yes. After that abhi announced in temple speaker that their village is free from open defecation and if from tomorrow anyone go toilet in farm or any other open place instead of toilets then that person will be charged 500 Rs fine.

But during the team inspection Binod eagerly tries to defecate in open so that Abhi and Pradhan gets into trouble but Prahlad and vikas tries to console binod and request him to stop his nonsense activity and protects the respect of their village but Binod denies fact and to convince him they did a surprising promise to Binod. On the other hand, team tells that if they find anything fishy there might be strict action against whole Panchayat officials and abhi said they don't find anything as he imposed fine on the person who breaks the law and ultimately team backs to their office without finding any wrong activity. And in the end, it is revealed that the promise made by Prahlad and vikas to Binod is that he and his family use Brij's house toilet till a proper toilet seat fix in his house.

#### **Episode 4 (35:57)**

The episode starts when abhi and vikas waiting for a driver who is appointed to announce alcohol free village and not drink alcohol as it is harm for health under “Nasha Mukti Abhiyan” and then when driver come he is totally in toxicated state and abhi questions how he announce awareness slogans as he himself drink lot of alcohol but driver says he is habitual enough and he will do his work properly and to listen up vikas and abhi believes on him and after that when the driver ready to go for announcements he met with an small incident and because of this he go in unconscious state and then abhi takes driver at his office and the driver again goes to sleep and then vikas told abhi to inform about driver but abhi said he can't as Pradhan goes to meet Malkopur guy with family and then brij reaches the restaurant and wait for groom's family.

On the other side abhi called Prahlad and ask him how to get driver in conscious state again then he told that make him bath. In restaurant brij feel tired by waiting for groom's family and then when he calls them it is revealed that they reach wrong place and when he tells them to come at their place, they said brij should come to their place and this conversation and confusion lead to rift between both parties and manju also got furious on pradhan. Other side Bhushan blow horn in front of office so that abhi make jeep aside which is not even Locate between Bhushan route but to irritate Abhi he blows horn continuously and to satisfy vikas and abhi relocate jeep.

On the other hand, manju tells brij to visit groom's restaurant but he said he will not as this is not just a matter of changing place now it's a matter of his respect but he said if she wants to meet him, she can call them and then manju called them and informs them they just wait

for half an hour and she said she also cares for his respect and in the office abhi made food for driver and then driver eats and told his love story and ask for abhi salary and then driver told how her Girlfriend left her because of low income and abhi feels sad as his income is also low. In restaurant manju wait for groom's family but they didn't come and manju furiously tells brij to pay the bill.

On the other hand, abhi make driver comfortable and message in his WhatsApp group that he wants to meet all of them and wants to do a get together with them and by reading all 4 comes to office and they sat outside the office and drinks beer and eat food which brij ordered for groom's family and he takes that food to their party and in between vikas informs Pradhan and Prahlad about driver's conversation with Abhi and all 3 of them consoles abhi and said everything happens for good and then driver comes and said what is good in this his accident so abhi said because of him they all meet and enjoy together, then driver felt sorry and go back and in end all 4 of them again enjoy their togetherness.

### **Episode 5 (28:25)**

The episode starts when all 3 of them call and instruct vikas about the CCTV settlement and after successful installation brij talks about fast manju do for his long life and in home manju got furious on rinki and brij as they eating in hiding zone and ask why they eat food in that place and in return they are doing so that manju don't feel bad and hungry. In the office a person comes to office and said he wants to check CCTV as his goat get lost and both vikas and abhi look into CCTV to find out the goat. On the other hand, manju goes to mandir and by mistakenly she wears the slippers of Bhushan's wife and Bhushan and his wife go to office to check CCTV to relocate his wife's slippers.

In the brij house manju talks to brij about rinki's marriage and in mean time rinki gets call from Rajeev the Malkopur guy and scolds him and warns him to not to call again otherwise she will take strict action against him. In office the couple finds that manju replaced the Bhushan's wife slippers and they create a scene over there and said they will file a robbery case against her. After that abhi discuss whole matter in brij house and manju said she will give slipper back but Prahlad said he will not understand also Abhi said he can delete footage but vikas told not to do so than abhi with vikas goes to the backyard of Bhushan's house their he threw slippers in their house but by mistakenly abhi threw slippers on Bhushan's

wife head which make the couple more furious and reach panchayat office and there he told them he will file a FIR against them but abhi meanwhile delete the footage and Bhushan ask help from villager who watch CCTV to find his lost goat but that person also denies his request as abhi warns him.

On the meantime brij gets a phone that Bhushan's wife and manju devi indulge into a physical fight and then they all go to stop them and abhi informs them that he deletes footage and then the couple got furious and Bhushan's wife told abhi when she will win elections then she will take action against all 4 of them and leave the place in anger state. After that manju told brij to make road for next election winning and the villager who comes to office to find his lost goat he found his goat and said he will surely give vote to them only. And after that brij said for next elections, he will definitely do something to win the seat.

### **Episode 6 (34:54)**

The episode starts when pradhan and prahlad goes to MLA office to get funds for the road and manju said she will also accompany him but brij denies as he thinks that manju devi may fight with MLA like she fights with Parmeshwar earlier then in return manju warns brij to come back only with road funds as she wants to give answer to Bhushan's wife and then both of them along with vikas goes to MLA office and in MLA office brij ask funds for road and also gift Lauki to him but in return he said what he will get in return of fund then brij said all the votes of phulera goes to MLA but in return Vidhayak how he assures as village people don't like him, then MLA ordered them to participate in protest at the railway track and on the other hand rinki visits to abhi to talk about Rajeev's matter as he still calls her and then abhi solves her matter as he calls Rajeev and warns him to not to irritate rinki in future by mimicking the police officer.

On the other hand, all 3 of them participate in protest and got arrested by police men and when they don't come home manju called abhi to find them and then abhi got to know about their arrest and release them. Then all 3 of them ask how abhi got to know about their whereabouts then he told he got to know about them from Vidhayak's gatemen and then 4 of them again visit MLA's home but at home MLA got furious on their release as he said he makes a plan to release them to brighten his political career and also disrespect abhi in front of all and then he said Brij should organize a rally in village where he promotes his work and party

in front of village and in home manju devi told brij that abhi should not mind MLA's words and tells him to organize 72 hrs Akhand Path to collect all villagers at one place to fulfil MLA's wish. On the other hand, rinki calls abhi to console him but he cuts the call and then rinki message him to not to think too much and then abhi feels good and relaxed and both of them eat their food at their own places.

### **Episode 7 (34:31)**

The episode starts when vikas and prahlad stop bus conductor at bus stop to collect fund for Akhand path in Phulera and then Abhi's friend Sid come to meet him and abhi gets so happy to see him. On the other hand, on manju and rinki's suggestion brij agrees to pay 20,000 Rs instead of 10,000 Rs for donation and then brij said manju now learn diplomatic techniques properly and praises her. On the other hand, abhi goes to brij house for getting extra bedding for Sid. Manju and Rinki feel delighted to see how Sid takes pictures along with buffalo. Meanwhile vikas and prahlad arrange a beer party for all 5. There brij told them about that how manju advise him to call Vidhayak and inform about Akhand path and then abhi got tensed after listening this and abhi said why we go down and he indulge into the argument with brij and in anger abhi said brij never takes stand for him and also ask him that he is not even fulfil the duties of friend and leave the party in between. And after that Prahlad and vikas tries to console Abhi at office and then manju ask why abhi is overreacting and rinki said abhi might get disheartened and brij also get angry upon manju that why she worries about smaller things. In the office abhi and sid find a snake and then he calls prahlad and then prahlad calls pradhan and all of them tries to find snake but they don't find it and because of this sid gets sacred and then pradhan offers them to stay at their house for one night and then both of them agrees.

After that abhi told to Brij that he can call Vidhayak and then both of them goes to sleep but again the electricity goes and then rinki come to abhi and light the lamp and there abhi and rinki did a small conversation and then sid smiles and feel happy as they both look good together and after that he advises abhi to focus on his studies so he clears his exam this time.

### **Episode 8 (45:32)**

The episode starts when there is a preparation in full swing for the Path and vikas demands fund from a villager but he said his son already gives and also why he gives fund again then brij say in a family everyone give fund like in Prahalad's family both Prahlad and his son

gives fund and then Prahlad called his son Rahul to send fund for path and he said he will transfer in evening and after that brij called vikas to arrange ward member meeting and told them that he paid 20,000 Rs as donation and then Bhushan get to know that brij don't ask fund from him and the couple thinks because they don't want to invite them that's why brij don't ask fund.

In a meeting manju sat on pradhan chair and she told abhi to tell the members that they pay 20,000 Rs for fund and in return Bhushan announces that for the sake of Path he will offer free tenting service for 3 days for path as a contribution from his side. After that abhi decide to leave for home in the name of study but the real reason is he don't want to attend MLA promotion and there he meets rinki and her friend all of 3 sat together and to see rinki's wish for abhi to attend path, her friend tries to convince her but abhi denies their request.

On the other hand, brij along with prahlad and vikas goes to MLA house to invite him in path and give jackfruit as a gift to him. Vidhayak told them if abhi will not present that time he will come in return brij said abhi is not present at path as he is leaving for home, after that MLA agrees to come over path and said rude words about abhi but vikas and Prahlad stops him and then MLA again said rude words to both of them and then brij stops him and said rude words to MLA and then MLA throw them out and then all 3 goes to abhi and tells that they give answers to MLA about abhi's insult and to listen up this abhi got slightly happy and he console Pradhan's anger. And after that brij said he will book 1 class ticket for abhi but after 3 days and he will have to attend path and all 4 them enjoy the night with beer bottles and Sid also join them in video call.

And on the meantime Prahlad gets a call about his son martyr in a war and then prahlad broke down properly. After this whole village collect to give last pray to Rahul and console prahlad for his unbearable loss. And because of reporters reporting in village MLA gets to know about incident and to highlight his political image he goes to village but here manju devi with other ladies stop him in middle of route and told him to go back. And after that MLA feel insult and he said to his assistant that this happens only because of abhi and then he orders him to transfer abhi and appoint new Sachiv. After MLA leave the place the cremation ceremony takes place and prahlad goes into isolation mode. And to console him all 3 of them visit to Prahlad's house and takes him to panchayat office and gives food to him and then prahlad go into tears and said he is now full alone and now his family is over and then all 3 of them consoles and the episode end here.

## **CHAPTER 6**

### **DATA ANALYSIS AND FINDINGS**

#### **6.1 Operational Definitions for Analysis**

The operational definitions which are made for analysis of data which are collected from webseries are divided into two parts in which the character portrayal of selected women character analyzed under various codes which are considered as the positive display traits of women. Another part is feministic analysis in which selected women form webseries are analyzed on different feminism traits through which it tells that women shown in webseries are showing true color of feminism or showing the pseudo feminism.

- 1) Characterdisplay traits:
- 2) Feministic analysis

**Table4: Character Display Traits**

| <b>Sr. No</b> | <b>Character Display Traits</b>                 | <b>CODE</b> |
|---------------|-------------------------------------------------|-------------|
| 1             | Protagonist's Known Person                      | A           |
| 2             | Higher Educational Qualification                | B           |
| 3             | Economic Independent                            | C           |
| 4             | Breaks Stereotypical Roles Regarding Profession | D           |
| 5             | Strong and Independent                          | E           |
| 6             | Far-sightedness and Mind Progressiveness        | F           |
| 7             | Respectful Dialogue Delivery                    | G           |
| 8             | Does Drink and Smoke                            | H           |
| 9             | Not Hesitate to Interact with Men               | I           |
| 10            | Appears in Revealing Clothes                    | J           |
| 11            | Framed in Sensuous Way                          | K           |

**Table 5: Feministic Analysis Traits**

| <b>Sr. No</b> | <b>Feministic Analysis Traits</b>   | <b>CODE</b> |
|---------------|-------------------------------------|-------------|
| 1             | Empowerment Independency            | L           |
| 2             | Opportunities and Rights Assessment | M           |
| 3             | Intersectionality Level             | N           |
| 4             | Pseudo-Feminism Level               | O           |

## 6.2 DataAnalysis & Findings

### SCAM1992

#### A) DataAnalysis ofSuchetaDalalinScam 1992

It describes the 3 coding sheets which analyze the character of Sucheta Dalal which is selected from the first webseries SCAM 1992 which justifies all the 3 objectives and research question of study which fulfils the main aim of this research.

#### Codingsheet A.1: Character Display traits in Sucheta Dalal (Shreya Dhanwantri)

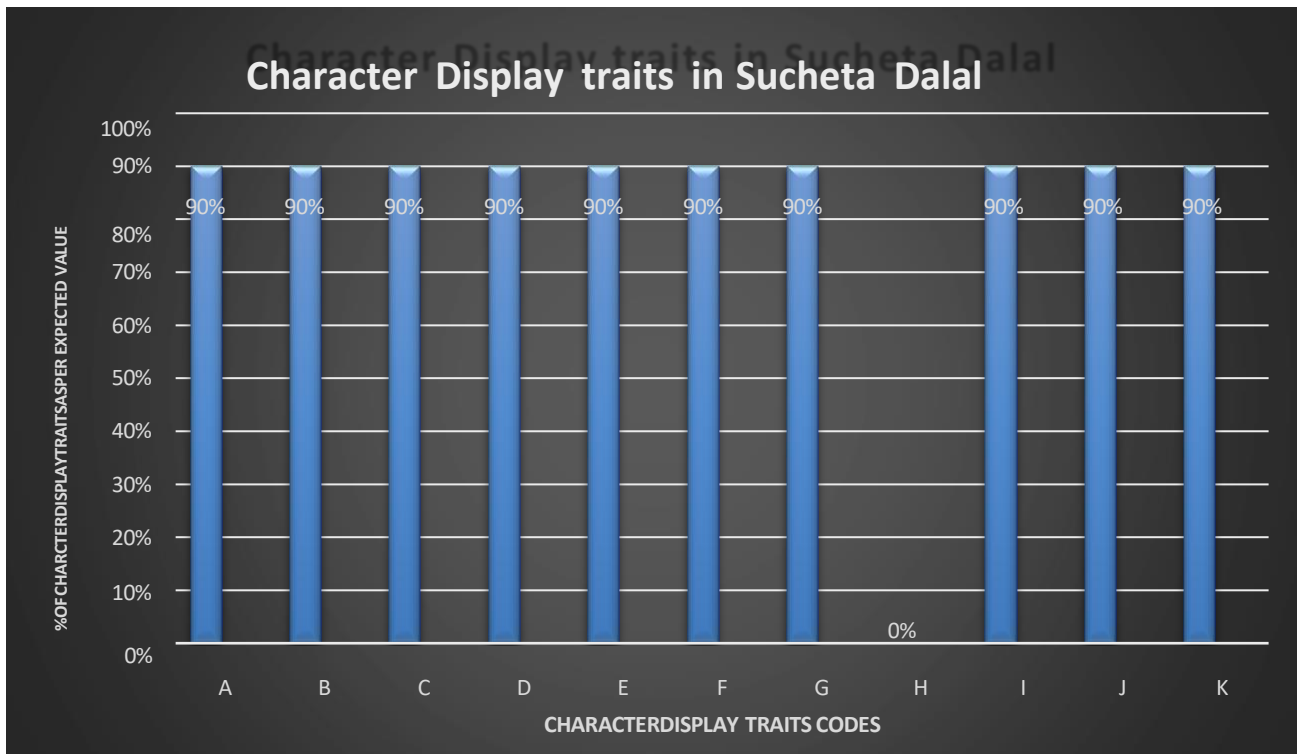
#### Portrayal Of Women In Scam 1992

| NAME OF SERIES | YEAR OF RELEASE | GENRE                                        | IMDB RATING |
|----------------|-----------------|----------------------------------------------|-------------|
| SCAM 1992      | 2020            | Thriller<br>(crime and financial, biography) | 9.3/10      |

| <u>Episode No.</u>      | <u>Duration</u> | A | B | C | D | E | F | G | H | I | J | K |
|-------------------------|-----------------|---|---|---|---|---|---|---|---|---|---|---|
| <u>Answers expected</u> |                 | Y | Y | Y | Y | Y | Y | Y | N | Y | N | N |
| 1                       | 49:38           | Y | Y | Y | Y | Y | Y | Y | Y | Y | N | N |

|    |                               |     |     |     |     |     |     |     |     |     |     |     |
|----|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2  | 54:21                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 3  | 53:06                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 4  | 55:16                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 5  | 52:59                         | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| 6  | 42:46                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 7  | 42:51                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 8  | 56:59                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 9  | 58:04                         | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
| 10 | 1:00:40                       | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | N   |
|    | Total of Y's                  | 9   | 9   | 9   | 9   | 9   | 9   | 9   | 9   | 9   | 0   | 0   |
|    | Total of N's                  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 9   | 9   |
|    | % of character display traits | 90% | 90% | 90% | 90% | 90% | 90% | 90% | 0%  | 90% | 90% | 90% |

**Chart A.1.1: Character Display traits in Sucheta Dalal (Shreya Dhanwantri)**

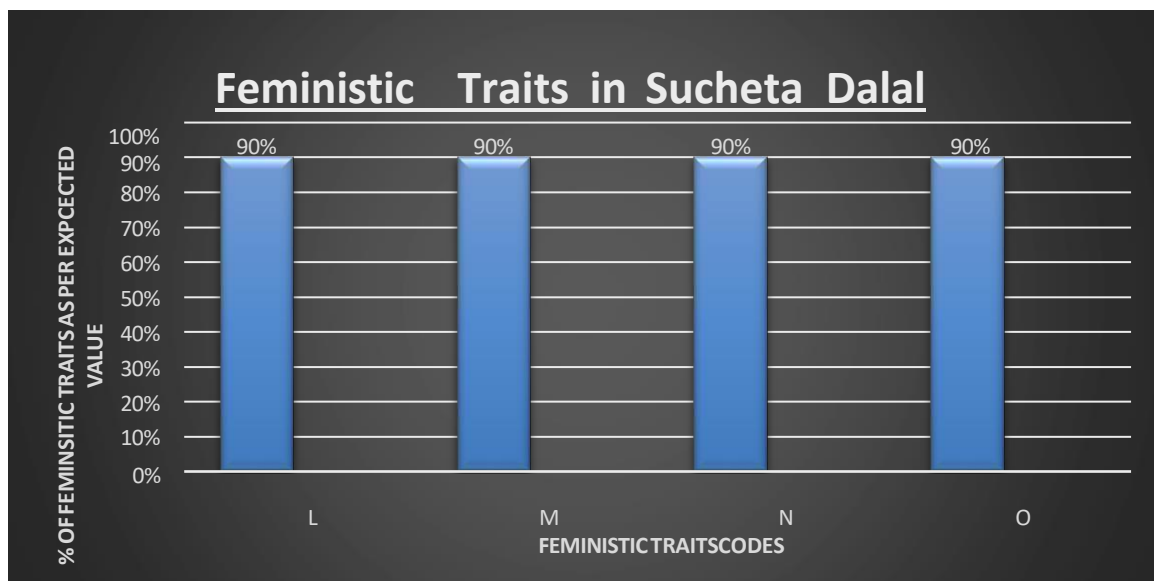


**Codingsheet A 2: Feministic Traits in Sucheta Dalal (Shreya Dhanwantri)**

| Episode No.             | Duration | L   | M   | N   | O   |
|-------------------------|----------|-----|-----|-----|-----|
| <u>Answers expected</u> |          | Y   | Y   | N   | N   |
| 1                       | 49:38    | Y   | Y   | N   | N   |
| 2                       | 54:21    | Y   | Y   | N   | N   |
| 3                       | 53:06    | Y   | Y   | N   | N   |
| 4                       | 55:16    | Y   | Y   | N   | N   |
| 5                       | 52:59    | N/A | N/A | N/A | N/A |
| 6                       | 42:46    | Y   | Y   | N   | N   |
| 7                       | 42:51    | Y   | Y   | N   | N   |

|    |                       |     |     |     |     |
|----|-----------------------|-----|-----|-----|-----|
| 8  | 56:59                 | Y   | Y   | N   | N   |
| 9  | 58:04                 | Y   | Y   | N   | N   |
| 10 | 1:00:40               | Y   | Y   | N   | N   |
|    | Total of Y's          | 9   | 9   | 0   | 0   |
|    | Total of N's          | 0   | 0   | 9   | 9   |
|    | %of Feministic Traits | 90% | 90% | 90% | 90% |

**Chart A.1.2: Feministic Traits in Sucheta Dalal (Shreya Dhanwantri)**



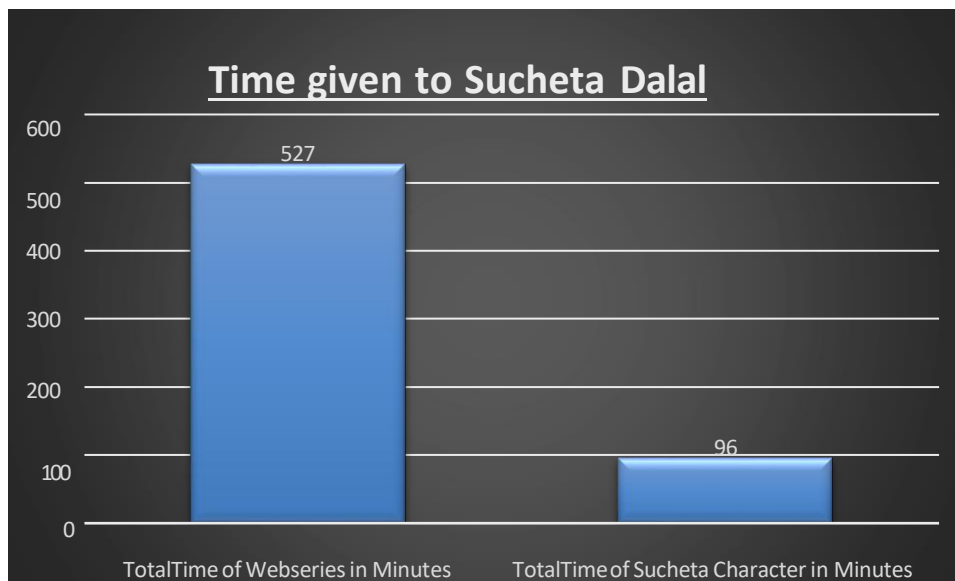
**Coding sheet A.3: Time given to Sucheta Dalal (Shreya Dhanwantri) per episode:**

**Total time of Series 9 Hrs (527 Minutes)**

| Episode No | Time Allotted  |
|------------|----------------|
| 1          | 4 min 230 sec  |
| 2          | 2 min 186 sec  |
| 3          | 1 min 377 sec  |
| 4          | 11 min 252 sec |

|                          |                        |
|--------------------------|------------------------|
| 5                        | No Role                |
| 6                        | 18 min 284 sec         |
| 7                        | 3 min 414 sec          |
| 8                        | 3 min 283 sec          |
| 9                        | 2 min 181 sec          |
| 10                       | 9 min 386 sec          |
| Total Time of Character  | 96 Minutes<br>(18.25%) |
| Total time of Web series | 526 Minutes            |

**Chart A.1.3: Time given to Sucheta Dalal (Shreya Dhanwantri) per episode:**



### **Findings OfAll Coding Sheets:**

The above 3 coding sheets shows the content analysis of webseries named SCAM 1992 which chosen for this research study in which one female character is chosen for the research that is considered to be main female protagonist as after studying the whole webseries it has been find out that among all other women who played several characters in chosen webseries have less screen space and in fact some have just observing scenes even they are not getting any dialogue in the series so after analysis only one character is chosen for our research that is named to be Sucheta Dalal played by Shreya Dhanwantri In the webseries she played

the character of a young, sharp, witty with a strong mind who is a financial journalist by profession who works in Times of India and who was also known as the first financial journalist shown in series who gain so much popularity after she reveals the biggest Scam ever done by Harshad Mehta in 1992 with the SBI bank and this scam proves to be major Scam ever which shocks the whole nation as in this scam major political parties stuck and the ruling party of that year involved too which ultimately forces RBI to take major steps which ultimately changes the whole nation financial scenario.

Shreya characterization shows her too much confident in her work that by facing all the criticism from her seniors on her initial stage reporting on Harshad's evil task in share business market in which she claims that he manipulate the stock prices to gain the profits in the name of giving profits to his brokers with the help of insider trading, when in the series sucheta gets a lead on it and write story on Harshad Mehta's Stock market manipulation her seniors changes her article by changing Harshad's name to Big Bull of stock market and but after all the hurdles she acted as a fearless women who fights against whole system by taking her life in risk at various instances but ultimately she succeeded in revealing the biggest financial SCAM ever done in 90s era by Harshad Mehta to SBI bank and he was known as one of the famous stock broker of 90s era in front of whole country.

In the webseries it is shown that Harshad is not popular because he is a successful stock broker of that era but in reality, he got popularity because of his business path that how from a small jobber job he became the face of biggest industries of that time like POLO which was considered as the key player in big business houses. Now if we talk about story then the whole webseries are revolved around two major character one is Harshad Mehta whose Character played by Pratik Gandhi who is the main male protagonist who did the biggest SCAM ever and another character Sucheta Dalal played by Shreya Dhanwantri who acted as the female protagonist who unveils Harshad's SCAM. In front of whole country. Now in the webseries where a biggest SCAM story unveils by Hansal Mehta through his cinematic expressions and on the other hand Sucheta Dalal played by Shreya Dhanwantri character showcase the power of women on real life who with her strong will, her intuition and her high wittiness dethrone the king of Bombay Stock Exchange who also known as Amitabh Bachchan of BSE. And through this webseries Sucheta Dalal character tells that how strongly representation of women reel life specially in Indian OTT series as now here questions arises why only OTT chosen for analysis of representation of women so the answer is OTT is the new media format after digitalization of traditional media formats and it has been studied in review of literature in traditional formats gender roles are very precise and

fixed in nature specifically related to women characterization on screen as if we talk about on screen representation women are subject as a tool of sacrifice, object of beautification and a means of male gaze as in our Indian industry there are most of films are made in which females are casted to get a tint of beauty and aesthetic on screen and to attain the male gaze means a look and utmost eye of male or female beauty so that their content gets enough popularity.

Now male gaze firstly coined by Laurey Mauve who also give the meaning of female gaze like in both types of gazes both genders attract to other gender through their bodily beautifications and specifications and this gaze not to be considered as positive because in this gaze mostly lust arrives not love. But this gaze scenario totally changes by OTT platform as in this platform more than reel life, real life shown in a better way and through this the scenario female representation totally changes, now the modern Indian women shown in content who is not just a tool of beautification or a mere sex doll in film who used as a football between hero and villain group. Presently they show the reality of Indian women's daily issues, their way of balancing professional and personal front, their own desires, choices related to relations are shown which reveal the real heart of Indian women in front of all.

To understand better representation of women in Indian OTT series the above character sucheta Dalal from first chosen webseries SCAM 1992 properly analyzed through different operational definitions which depicts her characterization in webseries that whether they are showing male gaze, typecasted again as a doll in film or they have some strong and meaningful approach in series and all these operational definitions are made after a thorough study of review of literature where we find or which tells that on what factors and parameters we can study the characterization of women in OTT platforms which give the answer of our research specially as OTT creates an exceptional history in the world of entertainment industry and media industry specifically as this proves itself as a new age media which not only give rise and boon to media industry in corona time but also gives advantage to distributors in terms of distribution, to makers to make film according to their own choices and without fear of censorship, freedom to audience to watch any kind of content at any time at any place and also give immense support to characters to work in reality based plot specifically in women narration on screen.

From above coding sheet 1 and 2 it is shown in webseries SCAM 1992 Sucheta Dalal character analyzed under 15 different kind of operational definitions which are defined by

studying through review of literature and gender characterization specifications and their feature in which all operational definitions are divided into two categories as to study the second two objective of study in which one is study the characterization and portrayal of selected women from the selected webseries which tells their character representation on screen and for the study of another objective that is analyzing the selected women form selected webseries on feminism front that whether they showcase the true and bright colors of feminism or they just again showcase the pseudo feminism content like the earlier traditional platforms showcases.

Now the 15 operational definitions are comprising of 11 character display traits including Protagonist's Known Person, Higher Educational Qualification, Economic Independent, Breaks Stereotypical Roles Regarding Profession, Strong and Independent, Far-sightedness and Mind Progressiveness, Respectful Dialogue Delivery, Does Drink and Smoke, Not Hesitate to Interact with Men , Appears in Revealing Clothes and Framed in Sensuous Way and another 4 feministic analysis operational definitions includes Empowerment Independency, Opportunities and Rights Assessment, Intersectionality Level and Pseudo-Feminism Level which tells the researcher that whether the selected women character shows the pseudo feminism level in their character or they teach the true meaning of feminism through their acting on screen.

Now if we talk about the analysis from the data collected from the very first webseries so we have to study the coding sheets first and from the above coding sheet 1 which is divided into 11 operational definitions of character display traits and the data in it which is collected after watching the whole episodes from webseries SCAM 1992 for the first operational definition after studying and logging the sucheta character in 10 episodes it is clearly defined that Sucheta Dalal character is very well known to the main protagonist of the story named Harshad Mehta as from the starting of series as her voice over tells about the Harshad's life cycle and also tells that how Bombay is in the 90's era and how harshad from a chawl reaches to Bungalow and touches the heights of sky by becoming big bull now in the middle of total episodes it is clearly defined when there are some instances where meeting encounters between Harshad and Sucheta are shown where Sucheta and Harshad indulges into meeting and discuss various things related on Harshad's SCAM and also there are some conversations are happened where Sucheta disregard Harshad's offer of staying silent on his scam but ultimately scam revealed definitely by Sucheta Dalal.

Now if we talk about the second operational definition whether rshe is educated or not so from

webseries it is shown and clearly defined that she is well educated as she is journalist by profession in Times of India and work as financial journalist and analyst under whom a team of professional journalist works which shows that she is professional capable and not dependent on anyone for fulfilling her wants and desires, this shows that how much she is economically independent because she earns her livelihood by own self. With the education there is an immense kind of confidence shown in her character like when she got to know about Harshad's scam from her informer she writes her report for unveiling him at that point everyone stops her by saying she has not enough information, might be her informer misleads her, why she wants to stuck in this big hustle, even she gets the life threats too not from Harshad but from the person who are involved into this scam. Besides all these warnings she has a strong gut feeling and stood up on her decisions and ultimately, she reveals the biggest scam of her life which not give her immense popularity but also it gives a right direction to whole country's financial system that is not too much strong before this scam happened in reality and this ultimately brings a lot of changes in whole country's growth.

Also, her Character breaks all the set stereotypes of profession related to women in 90s era where journalism is not a common cup of tea for women of that era, but here sucheta not only joins the journalism but also she work and emerges as the financial editor of newspaper which is impossible to think at that time for Indian ladies and this shows that how her character portrayed in a very strong and independent dimensions as in various sections of series she is shown in very confident trait as she takes very strong decisions regarding revealing of Harshad's scam independently and she not even think about her security and not about her professional career. But here she takes her decision very wisely and precisely. Also if we again talking about breaking stereotypes it is to seen in episodes that when she wants to get job in journalism the panel members ask why she wants to join as a financial journalist as it is not easy for female to enter in journalism and especially in the field of finance then in reply she always want to do something new in life and she had such a passion to learn something new and fresh and she feels happy to get challenges in life so that's why she wants to join journalism as profession and especially the field of finance.

Now if we talk about her third trait with the Sucheta's Character it is clearly defined that she also has Far-sightedness and mind progressiveness traits in her nature as when her informer told her about Harshad's scam, she doesn't want to indulge herself but later on she understands the future perspective of this news and work diligently on that news which reveal the biggest SCAM of that era in front of whole country. Here her far sightedness and

power of smelling good news she reaches to biggest scam which question the whole financial and political system of country. Not questioning but also it forces RBI and SEBI to bring certain rules and regulations for all the bank so that in future there is less risk of having this type of Scam which tarnish the image of whole country. Also, her far sightedness not only just shown in smelling Harshad's Scam but also, she has an instinct that with the Harshad's unlawfully practices no doubt he spokes biggest lies to country but also only because of him BSE gets a new face to how to work in action.

Also, from coding sheet 1 it is shown that Sucheta's character also has a mind progressiveness as she chooses financial editor job in that time when women only work in safe places like teaching job or they prefer to be housewife but Sucheta's character works in men's world and create her own personality with her own hard-work and eagerness to do something new and learn something exceptional which is not common and which makes her character itself unique. Also, her mind progressiveness shown in other episodes like when she goes to meet Harshad in a restaurant, he gives an advice to accept bribe to shut her mouth and silent in her report but she don't accept it all because she says this practice is against her work ethics and her moral ethics too and she don't want to indulge herself into this foolish thing. This shows that at the time when big officials are not afraid to take bribe and break their work and moral ethics, she resists on them and follows the path of truth only without thinking the consequences that whether she gets a reward or gets a huge punishment for her mere report.

After that her character also shown in that trait where Sucheta drink and smoke in her office and with her husband too but this trait not shown in a negative zone or we can say that it is not shown that if she drinks or smokes, she is bad or her character is not good, instead of this it is shown that if she drinks and smoke, she is a respectful woman too in society, like in traditional media formats it is been always shows that if a women drinks and smoke she must be a vamp of the story or she disrespect the image of Indian women. But here in Sucheta's character it has been shown that if she drinks and smoke it doesn't harm any image but here, she brings a subtle dignity to her character and shows the real Indian modern women who work like men, earn like men and fulfil her wishes like a man. And here after smoking and drinking there is no single instance shown in any episode which depict that she is in intoxication state and disrespect other after consuming it but it is shown in episodes that she has an immense control on her nature she drinks like a true gentleman. So, from above analysis it is shown that no doubt she is drinks and smokes and that doesn't match with the expected answer but that doesn't mean that her character is not positive because

here after drinking and smoking she changes the set narratives related to this trait that if a woman consumes it she might be a vamp of story

It is also shown that in accordance to show modernity in her character her role not framed in sensuous way in any way like not used her physical appearance for her professional identity boost up or used her sensuous role in searching the truth behind SCAM of Harshad. Like in other media formats it is to be shown that if a women wants to get information regarding any incident she must use her bodily advancements by wearing revealing clothes which attract the male gaze and to stuck in it the male protagonist tells the confidential information and truth to that lady but here it is shown that she wears a simple salwar suit, knee length kurta, her outer appearance consist of minimal makeup, short hair and little bit accessory which gives a surety that she is not trying to attract any male member to get information. At some place she wears saree but this attire also in a very normal and delicate way where there is no revealing of her any body part like if we talk about in contemporary era now Saree is considered as the most sexist attire which is to believed that it shows the true beauty of Indian lady by revealing blouses and no pallu saree look. But in webseries Sucheta's character written in a very neat zone not by her nature but in her looks and appearance also.

Also, she delivers dialogue in very respectful manner which somehow missing in films because it is to be belief that if a woman is modern, she disrespects everyone and speak in bad language and also if she is modern, she must reveal her body in a sensuous way to attract male gaze. Like if we talk about even OTT, this platforms even faces lot of criticism because of hateful speech representation by the actors who act in film and series or the director who writes their character and in the name of showing true and reality of society they show that how today modern people use different types of slangs and abusive words in between their conversations and tries to prove that this is very common practice that everyone follows. But in Sucheta's character it is nowhere shown that in the name of reality though it's a biopic there is no even a single place where she uses any kind of abusive words to anyone even, she is into angry or frustrated mood. She handles every situation very calmly and patiently.

Also, Sucheta's character also shows that she is not even hesitant to talk to male characters as she is journalist by profession and that time only males are prominent by professionally in every sector so it's her role to work with men and even, she investigates a biggest truth that is SCAM done by a strong male character in front of whole society. With that it is not true modern women is a perfect combination of beauty with brains who not only achieve her desired goals but also maintains her personal life in a good manner and if she is modern

in nature she is respectful in nature which is true in nature in reality and also their body is not meant for male gaze as their body is their own choice and their main aim is not to attract men but their main aim is to build a strong example in front of everyone which breaks different kind of stereotypes related to their portrayal on screen which is totally opposite to reality. Now from above coding sheet 1 the objective no 2 of study is found and cleared the different character display traits of Sucheta and also it is revealed that her Character portrays in a positive role not in any negative role or in any villainous role as her character fulfils the 90% in all mentioned character display traits as compared to expected answers made by researcher after deep study of her character.

It is also revealed that new gender traits are emerged in society which ultimately breaks all the stereotypical set narratives of society which are made by group of persons and frame the who traditional media content according to them and only with the help of OTT it is easier to get to know the difference between the real and fake reel where because of own personal benefits makers changes the whole narration of one gender that is specifically called to be female and also demands that what kind of women they show on screen that must be followed by the real Indian ladies that they should sacrifice their comforts, beliefs and their own choices in order to make everyone happier and in order to make happier if they are getting sad so there is no bad thing in it but due to OTT all these misconceptions comes in front and everyone gets to know about the real face of Indian women who actively participate in everything whether we talks about in any family decision, professional choices and she has an immense power more than men to get a perfect balance between their professional and personal front.

Now if we talk 2<sup>nd</sup> coding sheet which talks about the representation of Sucheta's character in a Web series through feministic analysis means whether her character shows the true colour of feminism means when all the genders are equally treated in every field whether we talk about professionally or in social matter or it shows the pseudo feminism trait which means where if one gender excel in society in every field that gender must lower the other genders here equality not matters a lot. Like in older traditional media forms if women need to achieve something high in society, she must lower the male gender than in that case she makes her own name in front of society. And the main aim behind this making of coding sheet no 2 is to find out whether Sucheta's character is showing true feminism or not and this aim is proved through four operational definitions which are based on feministic traits specially.

Like if we talk about the first operational definition empowerment independency so her character shows that she is economically independent and shows the true image of women

empowerment because she independently joins journalism in that time in which it is impossible to think also, she works independently and progress in her profession without lowering any other person whether the person belongs to any gender. Like in starting of episodes it is shown that when she becomes the new entrant in Financial journalism line she gets the help from Debashish who introduces her to BSE here it is shown than she very politely follows his suggestions and take it on a serious bases and understands everything in fact if the character portrayed in older films so it can be shown that if she get herself into this field independently then she becomes rude to Debashish or not listening his suggestions. But in series full reality shown that how she showing her work ethics diligently that by following other especially a man her feminism not in bad hands or she doesn't disrespect the flame of true feminism by avoiding Pseudo Feminism in true sense.

Now if we talk 2<sup>nd</sup> trait that is called to be opportunities and rights assessment so here it is shown that her character gets equal opportunities and rights as compared to other employees like firstly she gain her journalism job because of her ability though she has no experience in it but because of her wittiness and confidence she gets the job and not because of her gender she faces any casting couch and bodily benefits to get a job here she finds it easily to get herself indulge into this career , then in various sections of series and on various paths it is found that she also get her promotions and progress in her professional career as from a reporter she becomes the junior financial journalist and then becomes the senior one and this only happens because she has equal rights and freedom to do her work according to her own choice and no one questions her of getting the news at right time or how she getting the promotions in early years and it is also found that because of her gender she is not taken back from her any assignment in fact when his senior officials denies to print news against Harshad Mehta she directly call the owner of newspaper and here with her confidence she gets an positive wave to print the news against him despite the fact she faces so many hurdles whether it is big or small from her officials but ultimately because of his wittiness she reveals the biggest SCAM ever in India and creates her own history.

After that if we talk about 3<sup>rd</sup> segment that is named to be intersectionality level. Now by the intersectionality feminism which is coined by firstly by Crenshaw Kimbrel in third wave of feminism is the other trait of feminism where difference is not created between different genders but difference is created among the same gender and this is because of their colour, caste, creed and this thing is mostly prevailed in eastern society but in our India it is not shown related to colour and creed but in older media forms the caste difference is commonly shown between the female characters that if one female is belong to lower cast she faces lot

of discrimination by the other females who belongs to upper caste like in older films it is shown that in same well both cast females not take water or use that water even for drinking purpose now in this webseries so if we talk about her character and study Sucheta's character from the lens of intersectionality feminism it is shown that there is no point of intersectionality feminism found in her role in any section of webseries as her character face no difference related to her caste , colour and creed specially and also it is clearly found that even her character not show any kind of intersectionality traits to others women in series

Lastly the 4<sup>th</sup> trait of coding sheet no 2 is pseudo feminism level so it is shown from all the above 3 mentioned traits that Sucheta is independent enough to solve her matter by own and she is not showing any trait of pseudo feminism which tells that of she wants to excel she has to lower another gender. Like if we talk about pseudo feminism it is to believed that a women can raise her voice if she surpasses other genders but because of OTT this reality also comes that in true meaning feminism means equal treatment given to all genders and Like if we talk about Sucheta's characterization it has been revealed that she reveals the biggest SCAM that is done by a male because she wants to make her name in society and this can only be done by lowering and defaming him so it is wrong as it is clearly shown that she revealed this SCAM because of her journalistic duty and its values not because of making her own fame. So, from above coding sheet no 2 the objective no 3 of this study found and cleared that women in this webseries show the true colours of feminism throughout the role she played and she don't support any trait of Pseudo feminism as her character fulfils the 90% in all above-mentioned feministic traits with the expected outcomes that are set by researcher after study the pattern of her role in series.

Now form coding sheet no 3 the time and space given to Sucheta's character is shown in total webseries is out of total time of webseries is mentioned which fulfils the main aim of objective no 1 which is to find out the time and space given to women in Indian OTT series. So, the total time given to sucheta is 96 minutes in whole webseries covered 10 episodes in total time of webseries is 9 hrs which is just 18.21% of total webseries. No doubt Sucheta's role time duration is not even equal to the timeline of the webseries but here more than time and duration it is also important and significant in nature that what kind of role she has given to in webseries to perform and what kind of space she is given in the series and now in this selected webseries the time frame given to female characters are less as this webseries is not female oriented. As from the IMDB rating in 2020 the top most webseries is come as SCAM 1992 and with this only this webseries chosen for analysis. With this it is also depicts that if a researcher takes the female oriented webseries then the research may get biased as

in that webseries female is considered as the main protagonist of the story

Besides this is a male oriented series and this series depicts the story of that male person only who is known as the main protagonist of story but beyond all this Sucheta not only gets high amount of timeline in a male oriented series and but her strong character which gives a proper answer to all set stereotypes related to women in older media forms where women is just used for male gaze nothing else. And here the women are not just casted to attract male gaze but a confident female shows who is professionally, mentally and socially strong in each field. So, from above coding sheet no 3 the objective no 1 of this study is totally found as we get the exact time and space given to women in this particular webseries which is very less in numeric units.

## ASPIRANTS

### B) Data Analysis of Dharya in Aspirants

It describes the 3 coding sheets which analyze the character of Dharya which is selected from the first webseries Aspirants which justifies all the 3 objectives and research question of study which fulfils the main aim of this research.

#### Coding sheet B.1: Character Display traits in Dharya (Namita Dubey)

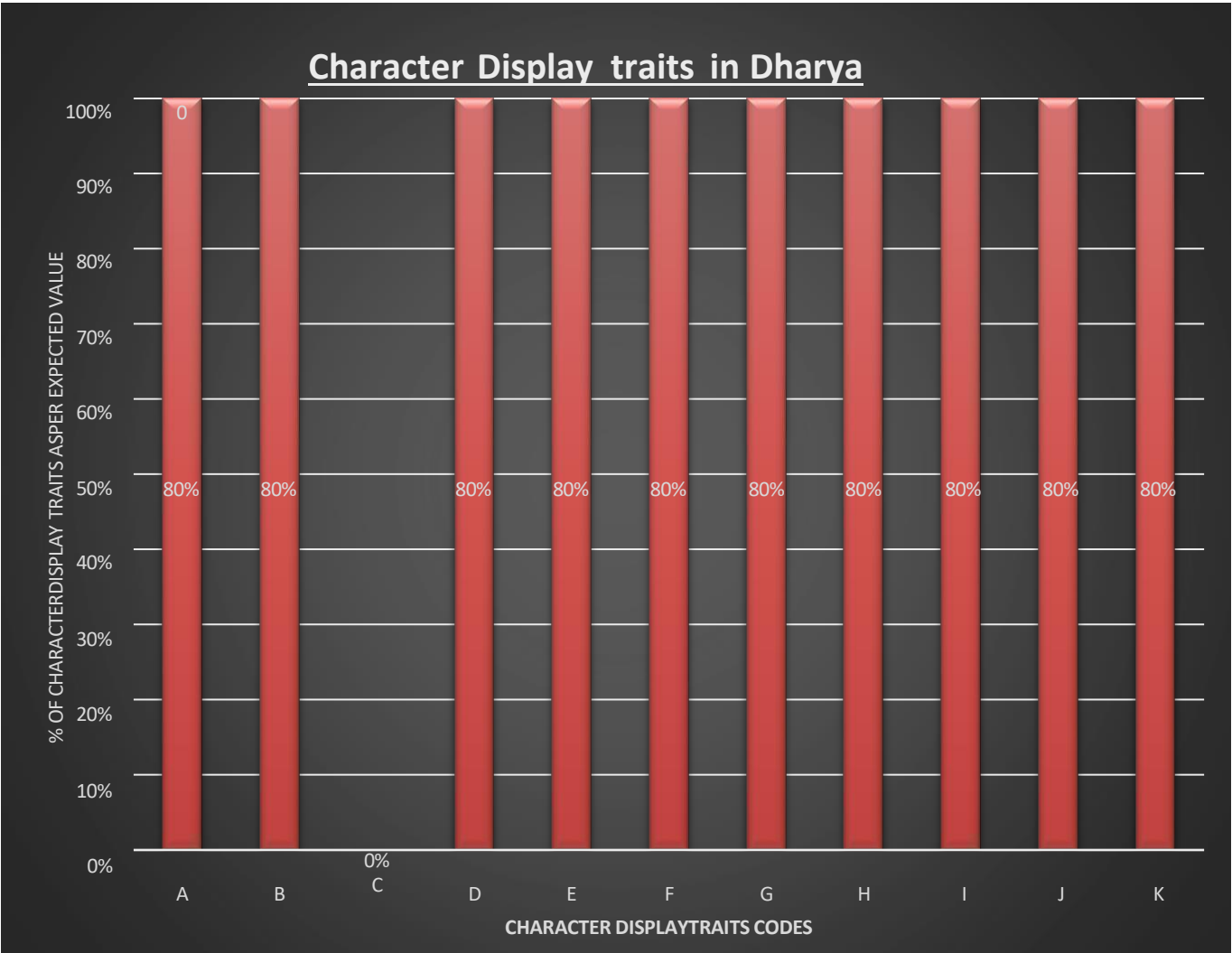
##### Portrayal of Women in Aspirants

| NAME OF SERIES | YEAR OF RELEASE | GENRE                | IMDB RATING |
|----------------|-----------------|----------------------|-------------|
| Aspirants      | 2021            | Coming of Age, Drama | 9.2/10      |

| <u>Episode No.</u>      | <u>Duration</u> | A   | B   | C   | D   | E   | F   | G   | H   | I   | J   | K   |
|-------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <u>Answers expected</u> |                 | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 1                       | 46:16           | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| 2                       | 39:00           | Y   | Y   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 3                       | 45:31           | Y   | Y   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 4                       | 48:59           | Y   | Y   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 5                       | 38:12           | Y   | Y   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
|                         | Total of Y's    | 4   | 4   | 0   | 4   | 4   | 4   | 4   | 0   | 4   | 0   | 0   |

|  |                               |     |     |    |     |     |     |     |     |     |     |     |
|--|-------------------------------|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|
|  | Total of N's                  | 0   | 0   | 4  | 0   | 0   | 0   | 0   | 4   | 0   | 4   | 4   |
|  | % of Character Display traits | 80% | 80% | 0% | 80% | 80% | 80% | 80% | 80% | 80% | 80% | 80% |

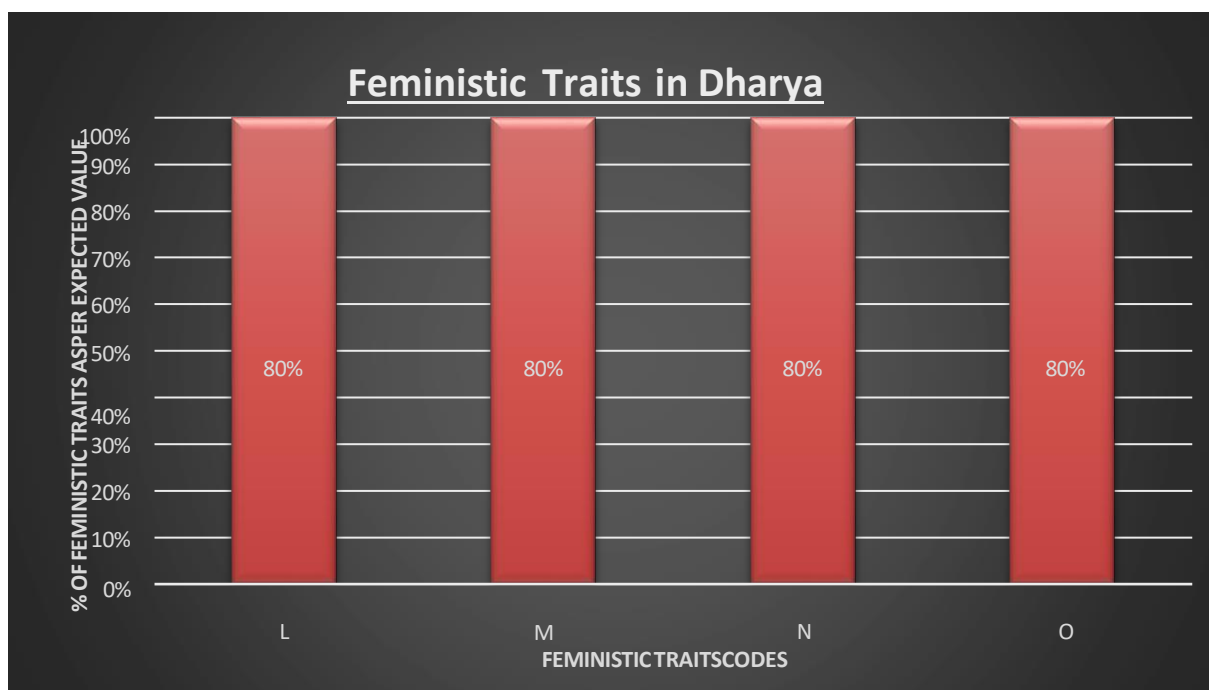
**ChartB.1.1: Character Display traits in Dharya (Namita Dubey)**



### Coding sheet B.2: Feministic Traits in Dharya (Namita Dubey)

| <u>Episode No.</u>      | <u>Duration</u>       | L   | M   | N   | O   |
|-------------------------|-----------------------|-----|-----|-----|-----|
| <u>Answers expected</u> |                       | Y   | Y   | N   | N   |
| 1                       | 46:16                 | N/A | N/A | N/A | N/A |
| 2                       | 39:00                 | Y   | Y   | N   | N   |
| 3                       | 45:31                 | Y   | Y   | N   | N   |
| 4                       | 48:59                 | Y   | Y   | N   | N   |
| 5                       | 38:12                 | Y   | Y   | N   | N   |
|                         | Total of Y's          | 4   | 4   | 0   | 0   |
|                         | Total of N's          | 0   | 0   | 4   | 4   |
|                         | %of Feministic Traits | 80% | 80% | 80% | 80% |

**Chart B.1.2: Feministic Traits in Dharya (Namita Dube**

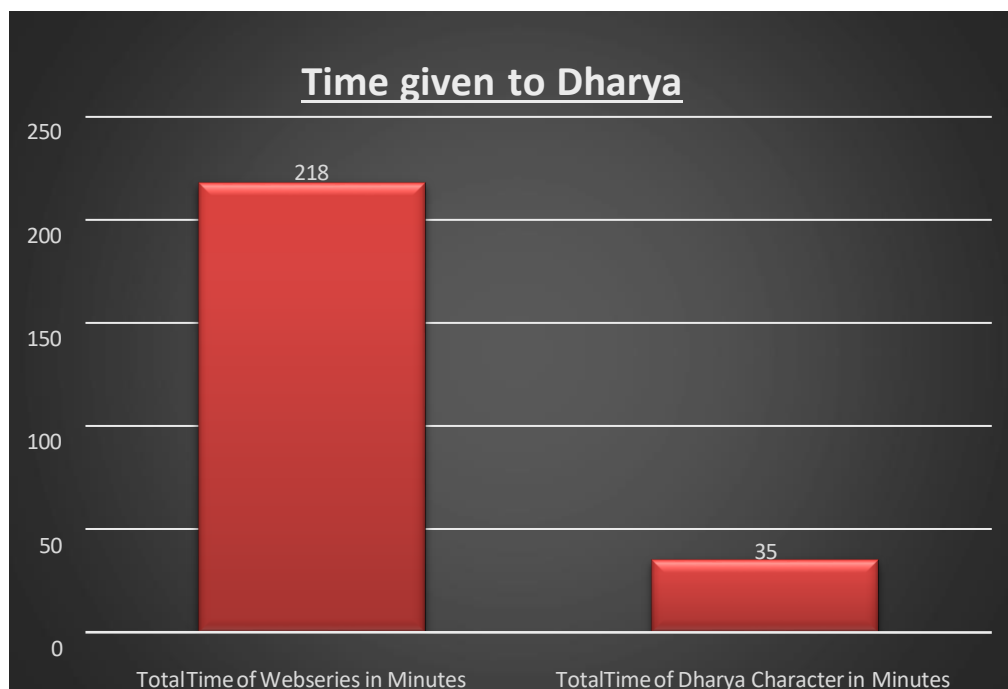


**Coding sheet B.3: Time given to Dharya (Namita Dubey) per episode:**

**Total time of Series 4hrs (218 minutes)**

| Episode No              | Time Allotted          |
|-------------------------|------------------------|
| 1                       | No Role                |
| 2                       | 4 min                  |
| 3                       | 11 min 240 sec         |
| 4                       | 10 min 224 sec         |
| 5                       | 1 min 48 sec           |
| Total Time of Character | 35 Minutes<br>(16.05%) |
| Total Time of Webseries | 218 Minutes            |

**Chart B.1.3: Time given to Dharya (Namita Dubey) per episode:**



## Findings Of All Coding Sheets:

The above 3 coding sheets shows the content analysis of webseries named Aspirants which is chosen as the second webseries for this study in which one female character is chosen that is named to be Dharya played by Namita Dubey. No doubt there were other female characters too in the study but somehow, they are totally sidelined in the webseries and they are just considered as the background artist. It is also mentioned in the limitation of the study that it is really impossible to study the all-female characters of the webseries as these webseries are not female oriented so it is not important that female give more time in webseries and also if we talk about all the female in webseries from all these the main protagonist is chosen for study who has important time and space in webseries and that female character named to be Dharya.

The main female protagonist chosen for the study from the second webseries is Dharya played by the actress named Namita Dubey who played a young UPSC aspirant by profession which is also her current educational qualification who is coming from a middle-class family background, no doubt her family details are not mentioned in the webseries but it is revealed that she is not from a luxurious background. Now if we talk about her nature so she is a sweet spoken sensible, intelligent and simple college girl who likes simple living life style with lots of optimistic thoughts as if we talk about his optimistic nature so it is revealed in the webseries that when the main male protagonist ask her about her second option if she is not clears UPSC then without single waiting she just tells that if she not cleared her UPSC then she will join a NGO because her ultimate goal is to just give good things backs to society and he always wants to do social welfare now it can be done from any path whether it is from white collar job or from a simple living job so this plot of webseries shows that how positive her character is written .

she was too confident and courageous in her work who make changes in the thinking pattern from negative to positive with her sweet attitude and optimistic approach like when the main male protagonist cribs about his daily problem especially his house owner, at that time dharya very precisely make him understand that cribbing about some problem and issue is not just a solution but finding as way out to cope up with that issue is the main solution and after that he gets a solution by helping his owner in bad times and this will help him to build a strong and graceful relation between them. Now this webseries also helps to understand the pattern of representation of women in Indian OTT series as this webseries is chosen as the second webseries for the study and this webseries chosen from the selected years for the study that is 2021 year.

Now if we talk about how we choose this webseries so from the IMDB database this webseries get 1<sup>st</sup> rank according to the audience rating and this webseries ultimately fulfils the main aim of study through various operational definitions which are made because for analysis of above mentioned 3 coding sheets in table no 2.

Form above coding sheet 1 and 2 it is shown in webseries Aspirants Dharya character analyzed on 15 operational definition comprising of 11 character display traits including Protagonist's Known Person, Higher Educational Qualification, Economic Independent, Breaks Stereotypical Roles Regarding Profession, Strong and Independent, Far-sightedness and Mind Progressiveness, Respectful Dialogue Delivery, Does Drink and Smoke, Not Hesitate to Interact with Men , Appears in Revealing Clothes and Framed in Sensuous Way and 4 feministic analysis including Empowerment Independency, Opportunities and Rights Assessment, Intersectionality Level and Pseudo-Feminism Level which helps the researcher to find out whether the selected women character show the true colour of feminism or showing the traits of fake feminism like in the earlier traditional media platforms showcase that in which the main meaning of feminism is just upliftment of one gender that is female without thinking of other gender and this is ultimately a blind lie on which everyone believes but in reality feminism says that all genders are equal enough in every way and each gender should get equal rights and assessment in every situation and there should no discrimination done to them because of their gender and their ability only counts for reward.

Now from coding sheet 1 which tells the operational definitions related to Character display traits which helps the researchers to find out that whether the selected women in this webseries for the study shown in positive character or shown in negative role or at what kind of new narration given to the character of the women in Indian OTT series specially which are the main objective of our research to find out. Now if we talk about the first trait it is that if dharya is protagonist known person so it is clearly defined that yes, she is very well known to Abhi the main male character of the story as they both study together at same batch and in same coaching they are preparing for same exam so this connects them very strongly and after that they comes to a relationship which is very well known to other as well including the friends of Abhi and till the end of episodes where Guri and Dharya wedding take place it is revealed that whether both Abhi and dharya are not in touch with many years but still they are known to each other.

After that if we talk about that is dharya is highly educated and economically independent so answer to this trait is also yes as in starting of episodes as she is an UPSC aspirants and preparing for civil jobs which means she is highly educative and knowledgeable and if we

talk about her economic independence then in the starting of webseries she is just a student who comes Old Rajendra Nagar to study and preparing for her exam so at that time she is dependent enough on her family for fulfilling her economical needs and in the end of episodes it is not clear whether she is economically independent as she is not cleared UPSC yet and no doing any job so it clear that she is not economical independent.

Now from the above coding sheet and study of this particular webseries it is clear that Dharya is very strong, independent and confident in her nature as she takes her decision very diligently without any confusion whether taking UPSC as her future, whether make relationship with abhi or whether breaking up with Abhi when she feels disrespected in that relationship. And also, she independently handles all her situation related to professionally to personally without taking the help of any other person. So let's start with the confusion related to UPSC then it is clear that she is not confuse at all while choosing this path as her career approach and when abhi ask her if she will not cleared UPSC then what she will do so very confidently she tells that in that approach she will go for a job in NGO because her only main purpose is to give good things back to society and her sole purpose is societal welfare so if she gets no from UPSC then she go for another approach without any hesitation this shows that she is too way clear in her thoughts and very precisely confident in her nature.

Now if we talk about another traits which says whether Dharya is far sightedness and has a progressive mind set up so this is also proved in some sections of society like when abhi ask her if she not cleared her exam what she will do she precisely tells her plan that if she not cleared her exam she will make her career in NGO in which she will something do good for society as her main goal is to societal welfare especially in drug eradication feels as she thinks that drug is the main menace in the society which creates hurdles for societal growth because this not stops a person's family life but ultimately disturbs the societal circle as she is also a part of society which shows her futuristic approach and also this shows her progressive mind too as she is not stuck into one element and don't want to weep on her failures but she knows well to how to get out of the worst situation and make the conditions favorable enough also with this she knows that she has to live her life in fullest and for this if needed she can change her path way too and also she proves that sometime excel in something doesn't give the full happiness but instead of this sometime peace and happiness in work is to be needed.

Nextly if we talk about another trait which is considered to be whether she breaks stereotypical role or not in the society so after analyzing the episodes it is clearly defined that Dharya Character fully breaks the set stereotypical concepts in her own way like firstly

she goes to study UPSC and become UPSC aspirants, also proves that UPSC is not a cup of tea of boys only but it can be a place for young girls aspirants, also in the middle of webseries it is proves that she is game changer and breaks the set narratives when she does breakup with Abhi when she feels disrespected in the relationship as abhi Insults her and wants to stay away from her as he thinks that the relationship with Dharya creates a hurdle between his success of clearing UPSC and when dharya knows about this situation she feels betrayed here the possibility comes that she might cover up hr feeling and stay with abhi like earlier traditional media formats shown that women should not think about their problems and issue and for the welfare of their well beings they should go for sacrificial approach but here dharya character shows that if a women feels betrayal in their relationship than she has a right to move on and step outside from that relationship this shows that how Dharya character breaks set narratives.

After that for the next traits under dharya character is full analyzed so that we can understand what kind of representation women shown in Indian OTT series so under operational definition it is clearly defined that dharya characters knitted in that way that her character is very sweet, sensible and intelligent she changes the negative attitude or seeing negative in every work of abhi with her positivity like while studying when abhi always write negative things in his answers she motivates him to think and solve the problems through positive approach and in all episodes, she always delivers dialogue in a very respectful manner and this approach can be highly seen in that place also where she breaks the relationship with Abhi after she feels betrayal in their relationship she calmly handles this situation and said abhi that she does not want into this relationship very sweetly and sensibly here she doesn't use any kind of slangs or abusive words in anger here shows how her dialogue delivery is pretty soft in every kind of situation whether in happy mode or whether in angry mode.

Now talking further that in next trait analysis under character display traits is that is the chosen character is indulge in drinking and smoking then after analysis of all the episodes it is shown that her character does not show that she is drinking and smoking in any of the episodes so it is indicated that though she is not letting herself in drinking and smoking but that does not support that this negative and positive trait because in this her character is totally positive and now she does not support this trait according to coding sheet the expected answer is no so it matches with expected answer that is chosen by researcher so it is clearly defined that her character is totally positive in nature

Nextly if we talk about other trait which is whether the chosen character is hesitant to talk

with men or fear to interact with them so after analysis it is clearly defined that dharya is too much confident and don't feel hesitant to talk to or interact to men and this shows in the starting of episodes where she starts the conversation with abhi by own self when he is arguing with clerk to return his fees as he want to leave that tuition because he is not satisfied there and with this she also interact with Abhi's friend without any hesitation and shyness like earlier in older movies it is shown that if the girl is sweet and sensible in her speech tone she must be shy in interaction and particular with male gender and this approach which is wrong in real life but besides this this trait signifies the beautification of a perfect Indian girl which is a set stereotype set by some of the makers which is totally wrong and also OTT shows the realism on screen so this trait is missing in Dharya's character.

After that if we talk about that is dharya character whether appeared in revealing clothes or framed in sensuous way so in each episodes it is cleared form coding sheet dharya's character not knitted in sensuous way or appeared in revealing clothes or she is not using her physical appearance to attract someone or to excel in her career, instead of this she appeared in a very decent simple college girl going look in which if we talk about her outer appearance it is very simple like mixed Indo western attire in which she wears jeans, tops, short Kurti etc. and if we talk about her facial appearance so here it is find out that she doesn't carry too much makeup only subtle make up is allowed and secondly if talk about accessories she carry so we can find out that she has a minimalistic accessories and there is nothing over in her outer appearance and she wears a character whose main aim is to focus only in her studies so with analysis all this above traits it is cleared that Dharya's character portrayed in positive role as in maximum character display traits she is getting 80% in total as compared to expected outcome set by researcher.

Now from coding sheet no 2 it is to be find out that whether Dharya's character show the true colours of feminism or just show the traits of pseudo feminism like the other older media formats shown earlier for this if we talk about whether dharya has empowerment independency so answer is yes because firstly she is an UPSC aspirant there she dependent on her family for her financial needs but her plans shows the true picture of women empowerment as she wants to independently runs her own life according to her own choice in professional front and with that she also wants to fulfils her dream of doing something great in her life by doing societal welfare and at the starting of webseries it is shown that she is very clear in her thoughts that she has to do something nice for society no matter at what sector she joins whether NGO or UPSC and now if we talk about personal front it is revealed that she choose her respect first and relationship last and this proves when she breaks her relationship with abhi when she feels disheartened and disrespected in that relationship, here

also, she breaks the set narratives of feminism that a woman if wants to become higher they must insult the other gender here she with very gracefully breaks her relationship with abhi and very calmy move on this shows how empowerment independency clears her mental thought and give her a unique strength to choose her decision wisely and stay rigid on decisions.

Now for the another trait of feministic analysis if we talk about whether dharya's character gets equal rights and opportunities so this is also prove as she is an UPSC aspirant now firstly she gets a chance to go in further studies which is earlier missing in women characters shown in media formats where a women just portrayed in that role which handles only their household and they don't get equal chance to live their life professionally as compared to men and if a women fights for her rights she will be mis treated in society but here in this series Dharya is completely gets equal rights and opportunities and also her family supports her so much in her decisions whether joining of UPSC or joining the NGO after she doesn't excel in UPSC exam this proves that she get equal rights and opportunity as compared to other gender and on the time of failure it is not done that her dreams get snatched from her she is feel to live her life on her own way and according to their own wishes and here it is also shown that without any fear she wants to join this profession as this profession might leads to danger her life.

After that dharya's character don't show the intersectionality trait in her role in which intersectionality means that it is a type of feminism in which discrimination is created on the basis of colour, caste and creed especially this discrimination is done between one gender only not with other gender like women discriminated and insult other women because they feel superior to other women but in the series after analysis of all episodes it is clearly find out that Dharya character gets equal chances in every field and also, she not feels discriminated at any sector due to her colour, caste and creed and doesn't face any kind of intersectional feminism and in fact her character does not even support intersectionality as she is also not doing any discrimination done to other female character in the series in relation to caste, colour and creed. So here her character does not signify the bad trait or type of feminism.

Now if we talk about the last trait under feministic analysis is pseudo feminism by this it means whether the chosen female character is showing fake feminism on screen like other traditional media formats shown in which if a woman is talking about feminism, it means she wants to excel in her life by lowering the other gender specially the male gender but a

true feminism tells that all genders are equal and if a women wants to reach the heights of success than there is no need to lower the other gender or insult the other gender the both gender can work together wisely by helping each other and now from the analysis of all the episodes it is clearly defined that is Dharya's role in whole webseries doesn't supports or show the side of pseudo feminism trait in the whole plot of webseries and in reality in whole webseries she show the true colour of feminism so in the series it is clear that her character portrays a true picture of feminism in whole web series her character doesn't even take any undue advantage of her gender to excel in her life also she is not the person who blames abhi for breaking up relation and gains sympathy ahead.

In fact she understood that every relation needs some space and if abhi wants to stay distance from her she can easily accept his choice and her self-respect matters a lot than applying the older formats of feminism that sacrificing own desires and thoughts is the prime quality of perfect Indian women instead of this she gives the new set of thoughts to viewers that women choices also matters and they can take their decision by own self. She is mature enough to handle all those matters whether related to her personal front or professional front and she beautifully balance her both life from starting to ending of series. Now form the coding sheet no 2 objectives no 2 found and cleared that representation of women in Indian OTT series show the true colour of feminism and not supports the pseudo feminism role as in coding sheet Dharya's feministic traits analysis get 80% in each trait of feministic analysis as compared to set outcomes set by researcher.

Now if we talk about last coding sheet no 3 it is clearly mentioned that the selected women character named Dharya gets 35 minutes time in whole webseries which is of 218 minutes and also it is near about 16.05% which Dharya gets the total role in whole webseries. Now this signifies in numeric though the percentage is lower but if we talk about the importance that given to her character is high as she is the one who has a huge presence in Abhi's life, who taught him to solve life problems by following positive approach and ultimately in whole webseries it is shown that how Dharya on back helps a lot to Abhi to fulfill his goal and achieve his dream job. Also, with this it is also indicated that in this we don't compare the women time with OTT time as our 1<sup>st</sup> objective is only to find time and space given to selected women character in selected series which later on signifies whether they have high importance or not and explain in narrative format not in proportionate format so this finds our objective no 1 in which we find that time and space given to selected women character.

## PANCHAYATSEASON 1

### C) Data Analysis of Manju Devi in Panchayat Season 1

It describes the 3 coding sheets which analyze the character of Neena Gupta which is selected from the first webseries Panchayat season 1 which justifies all the 3 objectives and research question of study which fulfils the main aim of this research.

#### Codingsheet C.1: Character Display traits in Manju Devi (Neena Gupta)

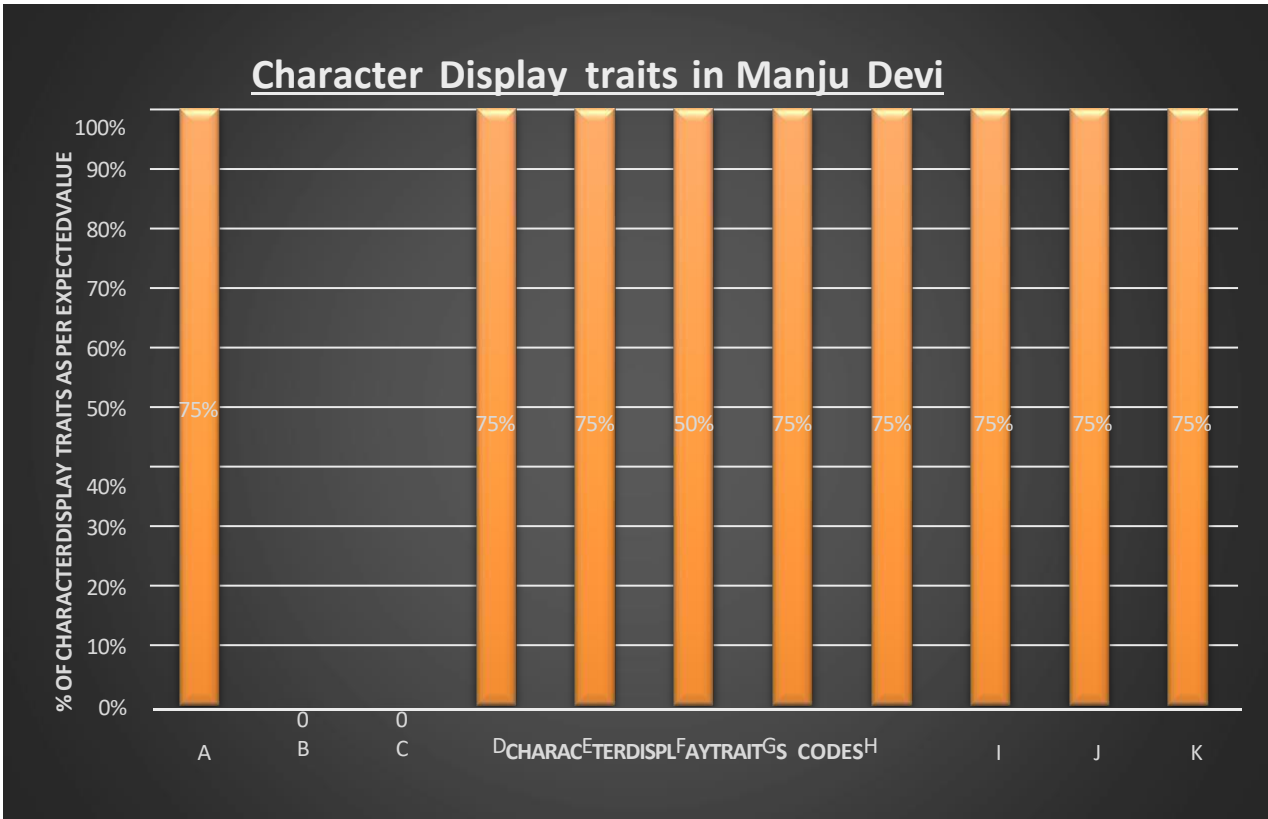
##### Portrayal of women in Panchayat (Season1)

| NAME OF SERIES       | YEAR OF RELEASE | GENRE           | IMDB RATING |
|----------------------|-----------------|-----------------|-------------|
| Panchayat (season 1) | 2022            | Comedy<br>Drama | 8.9/10      |

| <u>Episode No.</u>      | <u>Duration</u> | A   | B   | C   | D   | E   | F   | G   | H   | I   | J   | K   |
|-------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <u>Answers expected</u> |                 | Y   | Y   | Y   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 1                       | 35:16           | Y   | N   | N   | Y   | Y   | N   | Y   | N   | Y   | N   | N   |
| 2                       | 32:56           | Y   | N   | N   | Y   | Y   | N   | Y   | N   | Y   | N   | N   |
| 3                       | 30:11           | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| 4                       | 24:43           | Y   | N   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 5                       | 33:11           | Y   | N   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 6                       | 23:10           | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| 7                       | 30:11           | Y   | N   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
| 8                       | 35:45           | Y   | N   | N   | Y   | Y   | Y   | Y   | N   | Y   | N   | N   |
|                         | Total of Y's    | 6   | 0   | 0   | 6   | 6   | 4   | 6   | 0   | 6   | 0   | 0   |
|                         | Total of N's    | 0   | 6   | 6   | 0   | 0   | 2   | 0   | 6   | 0   | 6   | 6   |

|  |                               |     |   |   |     |     |     |     |     |     |     |     |
|--|-------------------------------|-----|---|---|-----|-----|-----|-----|-----|-----|-----|-----|
|  | % of character display traits | 75% | 0 | 0 | 75% | 75% | 50% | 75% | 75% | 75% | 75% | 75% |
|--|-------------------------------|-----|---|---|-----|-----|-----|-----|-----|-----|-----|-----|

**ChartC.1.1: Character Display traits in Manju Devi (Neena Gupta)**

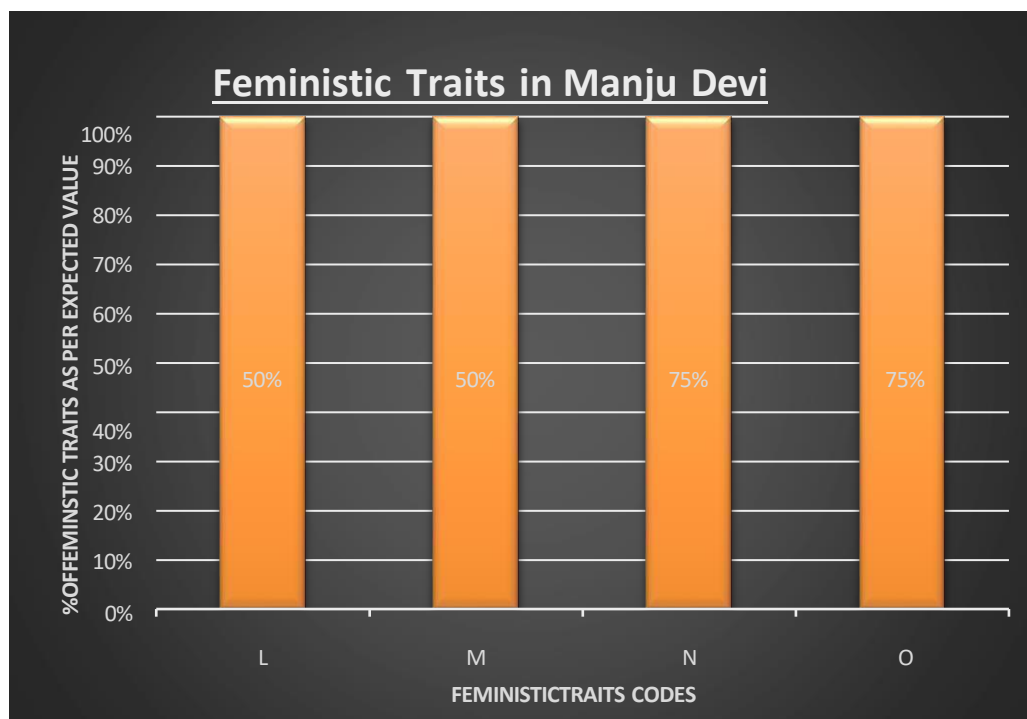


**Coding sheet C.2: Feministic Traits in Manju Devi (Neena Gupta)**

| <u>Episode No.</u>      | <u>Duration</u> | L | M | N | O |
|-------------------------|-----------------|---|---|---|---|
| <u>Answers expected</u> |                 | Y | Y | N | N |
| 1                       | 35:16           | N | N | N | N |
| 2                       | 32:56           | N | N | N | N |

|   |                       |     |     |     |     |
|---|-----------------------|-----|-----|-----|-----|
| 3 | 30:11                 | N/A | N/A | N/A | N/A |
| 4 | 24:43                 | Y   | Y   | N   | N   |
| 5 | 33:11                 | Y   | Y   | N   | N   |
| 6 | 23:10                 | N/A | N/A | N/A | N/A |
| 7 | 30:11                 | Y   | Y   | N   | N   |
| 8 | 35:45                 | Y   | Y   | N   | N   |
|   | Total of Y's          | 4   | 4   | 0   | 0   |
|   | Total of N's          | 2   | 2   | 6   | 6   |
|   | %of Feministic Traits | 50% | 50% | 75% | 75% |

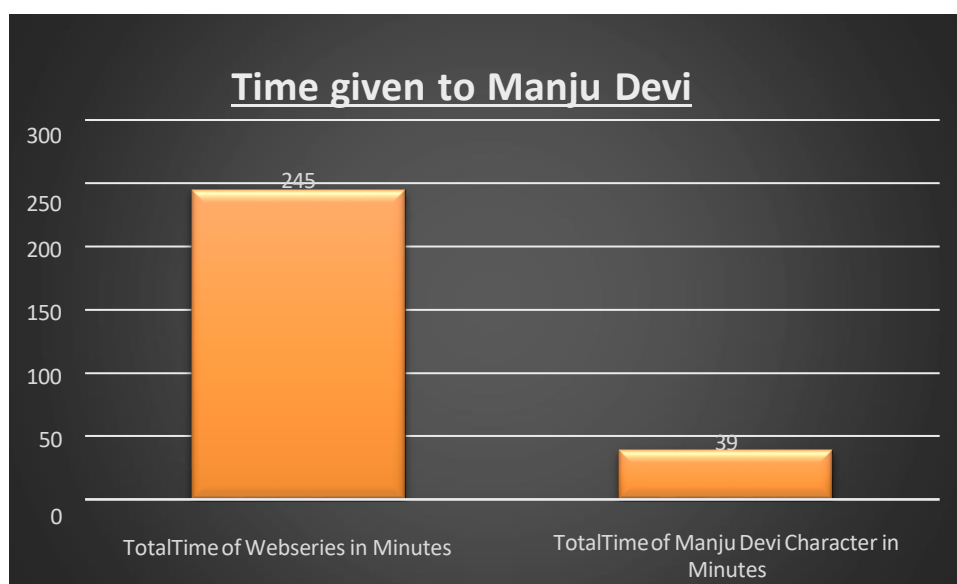
**Chart C.1.2: Feministic Traits in Manju Devi (Neena Gupta)**



**Coding sheet C.3: Time given to Manju Devi (Neena Gupta) per episode season 1**  
**Total time of Series 4 hrs (245 Minutes)**

| Episode No               | Time Allotted          |
|--------------------------|------------------------|
| 1                        | 2 min 117 sec          |
| 2                        | 2 min 57 sec           |
| 3                        | No role                |
| 4                        | 2 min 99 sec           |
| 5                        | 162 sec                |
| 6                        | No role                |
| 7                        | 4 min 143 sec          |
| 8                        | 17 min 143 sec         |
| Total Time of Character  | 39 Minutes<br>(15.91%) |
| Total time of Web series | 245 Minutes            |

**Chart C.1.3: Time given to Manju Devi (Neena Gupta) per episode season 1**



## **Findings Of All Coding Sheets:**

The above 3 coding sheets shows the content analysis of the third and last webseries named Panchayat Season 1 which chosen for this study to find out the representation of women in Indian OTT series and now this webseries is so special to study the main objectives of research that are finding out time and space given to selected women characters, what kind of narration given to their character whether talk about positive or negative or mixed version and thirdly to find out whether the selected women characters shows the true colour of feminism or show the traits of pseudo feminism like the traditional media formats shown. Now in this webseries which is named to be Panchayat season 1 firstly in this study only 2 season of this webseries are studied because from 3 year 2022 the season 2 of panchayat selected for the study according to IMDB rating but to understand the concept and background of this webseries then we have to study the season 1 so here in this table comprising of 3 coding sheets covers the episodes of panchayat season 1 and in this webseries the character choosing for the study is only one female character is chosen that is named to be Manju Devi played by Neena Gupta.

From the webseries manju devi played the characters of a middle-aged woman who is an Indian traditional house wife come from Rural Indian background who is sharp, confident, caring and polite but sometimes too straight forward in her conversation especially to those persons who are not liked by her. Now if we talk about that by nature how she behaves to other person than we can say that no doubt she is very polite to everyone who talks to her until any one tries to insult her like Kranti devi and her husband, and also stubborn some time with old school thoughts related to her family specially if the conversation related to her daughter's marriage and this stubbornness can be seen in other plot of webseries where brij ask abhi to stay for a night as the panchayat office don't open in that case manju devi denies as she thinks Rinki her daughter and abhi got attracted to each other same like Brij and manju got attracted to each other at Manju's father place this is so hilarious to find out when a viewer watch the series but on the other hand different colours of Manju Devi's nature also reveals. If we talk about manju devi 's outer appearance then in her looks it is to be clearly defined that she got a simple Indian look specially with the tones of rural India like a simple cotton saree and a necessary veil on her head always and if we talk about the accessories she wear so very minimal accessories she wears like gold Jewellery like every Indian lady adores and with this minimalistic make up applied to her character with a big Bindi and Sindhoor on her forehead depicts that she is married so from all these factors it is clearly defined that her outer appearance is also very polite not loud like her nature.

Nextly if we talk about her profession then it is indicated that Manju devi is female Sarpanch of Phulera by profession but acting as a dummy Sarpanch as on her place in the starting episodes of webseries with the pace of episodes goes further she converted to dummy sarpanch to acting sarpanch but till then , her husband work as an active sarpanch known as Pradhan Pati who takes all the decisions by own self without consulting with manju and also the whole village follows his order and in office also the Prahlad and vikas also very comfortable with him and follow his footsteps as they also believe he is the real sarpanch and also it is indicated from the whole village that it is a prevailed thought in everyone's mind that there is no issue that if a lady become sarpanch and her husband works as pradhan Pati. Now get start with the character analysis of manju devi for the content analysis of the study so, Though her character at the starting of episodes shows that the way that she handles every kind of situation comes to her life or how her life only revolves around her family and house hold chores and she has nothing to do with the village matters especially when she is sarpanch but she herself has no issue to act as dummy sarpanch as herself she thinks that she has no time to think about village as she has a lot of work to do in village only. But with the time frame and episodes going on her character takes a drastic shift as at the end of episodes she totally understands the duties of her profession and she tries to make balance between her both life without any kind of hesitation like she hesitates earlier in the episodes of series.

Form above coding sheet 1 and 2 it is shown in webseries Panchayat season 1 Manju Devi character analyzed on 15 operational definitions comprising of 11-character display traits including Protagonist's Known Person, Higher Educational Qualification, Economic Independent, Breaks Stereotypical Roles Regarding Profession, Strong and Independent, Far-sightedness and Mind Progressiveness, Respectful Dialogue Delivery, Does Drink and Smoke, Not Hesitate to Interact with Men, Appears in Revealing Clothes and Framed in Sensuous Way and 4 feministic analysis including Empowerment Independency, Opportunities and Rights Assessment, Intersectionality Level and specially checking the Pseudo-Feminism Level in which researcher checks that whether the selected women character shows the true colour of feminism or just show the fake pseudo feminism traits like the other traditional media format shows that if a women wants to excel in her life so she must lower the other gender's dignity and their respect specially.

Now firstly if we talk about coding sheet 1 in this the character display traits are discussed properly which tells the nature of objective no 2 in which selected women character manju devi character is fully analyzed on different specifications and traits that are mentioned in coding sheet 1 which are 11 in total, now in this the first trait in character display traits which is the first operational definition in coding sheet 1 is that is selected women character is

known to the main protagonist of story so from above coding sheet it is cleared that yes manju devi is well known to abhishek as she is the sarpanch of village whether active or not where abhi is appointed as Sachiv of panchayat office. And it is also revealed that before joining he is well known about her and in further episodes it is commonly to see their encounter on various matter whether it related to office or village petty things like at starting of episodes when abhi goes to panchayat office and when panchayat office lock does not open then she first hear about manju devi and then he also get to know that how manju devi denies to break the lock of panchayat office then he gets to know about how stubborn is manju devi after that when he meets her and how manju devi deal with him by applying some kind of coldness in her nature because she might afraid that abhi gets indulge her daughter rinki in his love and if this thing happen she thinks her daughter's life might get affected as abhi is just a Sachiv of panchayat office and he cannot afford her expenses as she raise her daughter like a princess. So from this it shows that after the analysis of whole webseries it is clearly defined for the first trait the answer is yes that selected women character manju devi from the webseries Panchayat season 1 is very well known to the main protagonist of the webseries that is Abhishek who played the character of Sachiv ji who appointed in Phulera office under the leadership of Manju devi who appointed as sarpanch of office and acted as dummy sarpanch of phulera.

Now after that if we talk about second trait that whether the selected women character is educated enough so after analysis of whole episodes it is clearly defined about Manju devi's education so it is expected that if she is sarpanch by profession so she must be educated enough to understand the official matters but here in the episodes it is shown that she is not educated enough as she doesn't know how to do her signatures as when abhi comes to her to get her signatures she uses thumb stand to get thumb impression on the official documents so from this we can understand she is not educative enough to understand even the official work of panchayat office and when she placed on higher authority in village still she is educated and this shows that how in rural India still education doesn't matter to get any post only power, fame and money matters that how a person goes to higher authority

Now if we talk about the 3<sup>rd</sup> trait of Character display traits so the 3<sup>rd</sup> trait is whether the selected women character from the selected webseries is economically independent so the answer to this question no she is economically independent as she is a sarpanch of village but as earlier explain that how she is an active sarpanch but still she is she is acting as dummy sarpanch though in whole webseries it is not shown that she is getting any salary for being a sarpanch of village but it is although understandable that being a sarpanch she is getting

salary for her post so in webseries she is fully economically independent and by law she is not dependent on her husband for everything whether we talk about financial or we talk about personal decisions like choosing a perspective groom for her daughter Rinki.

Now if we talk about whether the 4<sup>th</sup> trait that is to find out whether the selected women character is breaking the set stereotypical roles regarding profession so after analyzing the whole episodes form the webseries it is clearly defined that the selected women character Manju Devi from the last selected webseries for the research that is Panchayat Season 1 is originally breaking the set stereotypical role of profession basis specially as she is appointed as sarpanch of village though she is acting as dummy sarpanch as her husband acting as Pradhan Pati who takes all the decisions related to village on the place of her but becoming sarpanch proved as breaking the set stereotypical also with that in the following episodes it is shown that she is taking decisions as sarpanch and also some instances she is giving different advices to her husband wisely about village matters and this proves the 4<sup>th</sup> trait of the character display traits that are chosen to find out the character allotted to selected women characters in selected webseries.

Now after that if we talk about the 5<sup>th</sup> and 6<sup>th</sup> trait which tells that whether manju devi is strong and independent and has a ability of farsightedness and progressive so we can say that from coding sheet it is cleared that yes, she is strong in her views sometime her strongness changes into stubbornness but she is confident too in her work like in an episode where abhi orders to write slogan on village walls because of BDO office orders population control movement, many villagers dislike and told abhi to remove and also they told to pradhan that if these slogans are not removed than they will not vote him and in the mean while pradhan also got confused but due to witty, sharp and confident nature manju advised him to not to remove slogans and also make understand that how these slogans are important because with the slogans the awareness spread among villagers related to birth control and how women face issues after 2 child birth this shows that how being with old school thoughts she still has progressive mind and has a ability of farsightedness because she thinks that this campaign will surely help the women of village to enhance their health in future and village persons also know about the campaign importance and also, she said if pradhan don't want to take the responsibility of campaign then she will take it independently and handles all the consequences related to it.

This shows that manju devi is very strong and confident and independent in her decisions. So, from this it is proved that manju devi has an ability of farsightedness trait in character

as regarding the well-being of women's health she takes decisions to write slogans on village walls to make villagers aware about controlling population but on the other hand she has an idea that this campaign will definitely help them to win in the next elections as the women of village support them because of decisions taken for women well-being in village by manju devi so it proves that she has a higher sense of confidence, ability to think for future and strong enough to implicate her decisions on everyone.

Now if we talk about 7<sup>th</sup> and 8<sup>th</sup> trait which say is she delivers respectful dialogue so we can say yes though she is a typical Indian rural lady who shows stubbornness and rude sometimes like in first episode she not allowed to break panchayat lock in order to open office because that lock comes from her maternal home and also in further episodes she also told her husband to demand money for milk they provide to abhi which shows her little bit rude nature but besides all this she never say any disrespectful word to anyone and always speak in polite way in every situation whether the situation is in Favor of her or not. So this proves that though she has a rude tone in her language and behavior especially to who she don't like but overall she never says any abusive words or misbehaved with other which shows that she has polite and respectful dialogue delivery which proves that though director takes the accent of Rural Indian women in manju devi character but with that she also has a polite accent in their nature as she don't say abusive words only delivers respectful dialogue.

Now 8<sup>th</sup> trait which tells that if the selected women character manju devi from selected webseries panchayat season 1 drinks and smoke so after analyzing the whole webseries it is clearly defined that there is big no as in full webseries she never drinks and smoke nor even touch these substances. Though there are many scenes where the male characters of story include Brij, Pardhan, Abhi and vikas drink alcohol but if we talk about selected character for study, it is revealed that she never drinks so this trait is matched with the expected outcome set by researcher. Although if we talk about reality, it is indicated that in many parts of villages of India there are women who come from rural background drinks and smoke with other women which shows that how they equal to men but this is considered as the fake feminism because in true sense feminism means all the genders are equal in respect to all rights and opportunities and if a female wants to get equal to men then it is not necessary to do that things which are wrong for their health but analysis of whole webseries it is clearly visible that selected women character manju devi don't take any intoxicated material like doing smoking and drinking.

Now if we talk about the 9<sup>th</sup> trait which tells that whether she is hesitant to talk with the men

of her village or any other male so the answer is no as she never feel hesitant to talk with men in fact, she confidently gives her opinion in front of every one and she never get confused in any matter. Like in many instances she is very confidently talk to brij on village matters when- ever she thinks her advice is needed, with this she also talks to brij and vikas on various matter likes in their family issues and on other issues related to village again. Now these are the person who are known to her or we can say that they are very close to their family but in the analysis of webseries it is clearly shown that manju talks to many other male persons involved in webseries like from BDO office, Panchayat office and form village like Panchayat members, village members like Kranti's Husband on various matters.

So, after finding this it is clear that she is the person who comes from village but never feel any kind hesitation and feels low confidence while talking to others especially men. Generally in traditional media formats it is seen that women from village after carries Ghoonghats and feels afraid, shy even she wants to conversation with other females and she can never dream of had an conversation with male who are not known to her but in generally or in reality Manju devi shows the real rural Indian women Character in which it is clearly defined that hesitation while conversation with men is not a cup of tea of Rural Indian women which is shown fake in traditional media formats.

Now if we talk 10<sup>th</sup> and 11<sup>th</sup> trait in which researcher tries to find out whether the selected women character is appeared in sensuous way and in revealing clothes so the answer for this trait after analyzing the whole webseries it is clear that there is no single scene in which Manju devi seen in a sensuous way or we can say that she appears in revealing cloth as she played the character of middle aged women in the series so she maintains the dignity of her age and her position in village and if we talk about her looks so it can be analyzed that she is seen in a very simple village look who wears saree all the time and also had a veil on her head to show respect to other and if we talk about her make up look so she wears only traditional makeup setup in which only bindi and Sindhoor included with minimalistic Jewellery like earnings, bangles and one light neck piece with hair properly tied .

And in that way, it is shown that how here character portrayed not to attract male gaze on screen and made just to inspire the rural Indian ladies to step outside their home and work to enhance their professional front by balancing their personal front too. Also she breaks the set narrative that are made by other forms of media that saree is most sensual attire and village women on screen appears in saree but they create a sensuousness and male gaze through look whether we talk about young girl or a middle aged women but Manju sets a new

narrative through her performance or we can say that she shows the real Indian women which belongs to rural india who now grow themselves and step outside form their home to make their own name in front of whole world by don't ignoring her family and cultural life. Now all the traits mentioned in coding sheet 1 found the main aim of objective no 2 and it is cleared that Manju devi's role is positive in nature as majority of traits 75% and 50% in one trait as compared to expected outcome set by researcher.

Now if we talk about coding sheet no 2 it is to be found that whether manju devi character portrays through true feminism or showing the traits of pseudo feminism in which female wants to get superior in the society she should lower the male member's position or insult them but this trend only runs in traditional media outlet, with the advent of new technology and digitalization OTT platform removes all the set stereotypes related to feminism which are earlier formatted by traditional directors. Now after analysis of all the episodes from selected webseries panchayat season1 it is to be find out that from first trait in coding sheet 2 we can see that manju devi's role in webseries at starting is less empowered but gradually it became empowered and if we talk about detail analysis then it is said or found that at starting her role is sarpanch in webseries means in simple words she appointed as village sarpanch of village phulera but she is not active at all and acting as dummy sarpanch and after that her husband called as Pradhan Pati who takes all the decisions on village and panchayat official matters on the place of her and this is all done because of manju devi is female and it is to be believed that females don't go to office for official and professional work as government announce female sarpanch so that's why brij forced to elect manju devi as sarpanch on here place but this all scenario run in Phulera village for some times only because later on she becomes active in her profession and takes decision independently and understand the real power of sarpanch and now eager to do welfare in upcoming episodes and also understands the moral responsibility of sarpanch like at the end of episodes of webseries she learn National Anthem so that she can recite it in front of whole village as a sarpanch of village on the occasion of Independence day.

Now if we talk 2<sup>nd</sup> trait which tells whether the selected women character like manju devi from selected webseries panchayat season1 have given equal rights and opportunities so after analysis of whole episodes of webseries it is to be indicated that the selected women character manju devi gets equal rights and opportunities in every field same like in 1<sup>st</sup> trait at starting she is lack of rights and duties as sarpanch because she act as dummy sarpanch of the village but later on with the episodes go further she learns to work as sarpanch of village with the help of abhi who appointed as Sachiv of panchayat office and after fully

understands the moral duty of sarpanch post she gets her right and she perform her duty very well like at the end of episode she hoists the flag in front of whole village, sings national anthem and for the first time she in true sense acted as sarpanch of village and with this gradually in the episodes she gives advices to brij on various panchayat matters and also solves the problem of village person and take s keen interest in village and panchayat matters which justifies the trait no 2.

Now if talk about 3<sup>rd</sup> and 4<sup>th</sup> trait it is clear that though manju devi is from village background her character never feel discriminated and support intersectionality in feminism, in common words we can say that she never discriminated on the basis of her caste, colour and creed and also, she doesn't do any discrimination to any village person on the basis of intersectionality while taking any decisions for the welfare of village as sarpanch of village. In the common words intersectionality feminism means the discrimination on the basis of caste, colour, creed and race but in this whole web series it is indicated that manju devi doesn't feel discrimination related to her caste, colour in intersectional feminism and also, she doesn't make any one feel discriminated related to intersectional feminism. Though there are many instances where she had a fight with Kranti devi and her husband who are the opponents of her work and want to dethrone manju devi from her panchayat post. In this all quarrel manju devi fights with Kranti but with words only not goes to physical and but if we talk about words then she never use any kind of abusive words she always had a polite tone whether she is in angry mode or she is in happy mode and also with this it is witnessed that manju devi never make discrimination in respect to intersectional feminism while fighting and don't make Kranti bad because of her caste , colour and creed. Also if we talk about 4<sup>th</sup> trait of feministic analysis that is to find out that whether the selected women character show case the traits of pseudo feminism or show the true colours of feminism so it has been find out that or with the proper analysis we can say that Manju devi's role shows the true colours of feminism and don't show any tint of pseudo feminism, in simple words pseudo feminism means when a female wants to uplift in society she must lower the level of male or insults the male dignity in front of whole episodes but after the analysis of whole webseries it cleared that manju devi shows the true colour of feminism and make viewers understand the true meaning of feminism that in real means it means all the genders are equal and there is no discrimination in between genders related to their gender identity.

And this can prove with the help of various example like as she never takes advantage of her gender in front of anyone and also, she doesn't blame brij who acted as pardhan Pati on her place for the topics like she is not actively in her profession. And she is not blaming

anyone for her position to be lower in village as dummy sarpanch but She happily accepts that it's her fault that she is not taking her duty seriously and in last episode she promises to DM in front of everyone that she will now do her duty in a proper way and understands the moral responsibilities of her profession and now understands that how she has to work dedicatedly and performs the moral duty of sarpanch in village phulera. So, all these above-mentioned traits in coding sheet 2 found objective no 3 that selected women character portrays in true feministic approach and this can be justified as 2 traits show 50% and another two traits show 75% as compared to expected outcome set by researcher that shows Manju devi show the true face of feminism to society in whole and make viewers able to understand the real colours of feminism.

Now from coding sheet no 3 the time and space given to Manju Devi 's character is shown in total webseries is out of total time of webseries is mentioned which fulfils the main aim of objective no 1 which is to find out the time and space given to women in Indian OTT series. So, the total time given to manju is 39 minutes in whole webseries covered 8 episodes in season 1 to the time duration of whole webseries is 4 hrs which is just 15.91 % of total webseries. No doubt manju devi's role is not the main as this webseries is male oriented webseries and the main character is abhi whose daily life struggles are discussed as when he became the Sachiv of panchayat office but if manju devi character is missing then the story is totally missing as it is found that abhi is in main role but her character also revolves around manju devi role as she is the female sarpanch of village and the whole story revolves around panchayat and the village so manju devi's role is utmost important.

Also, there are many instances where manju devi teaches various life lessons to abhi and also she help him to progress further in official work which brings story in a perfect zone so in end we can say that though her space and time is less but her character is important which breaks the set stereotypes related to women representation on screen by other media formats which show women just a piece of objectification if she is young and if she is from middle age she is just a tool of sacrifice who forgets her own life in accordance to fulfil her family wishes. Also, from above coding sheet no 3 the objective no 1 of this study is totally found as we get the exact time and space given to women in this particular webseries and now we come to know about their true representation.

## PANCHAYATSEASON 2

### D) Data Analysis of Manju Devi in Panchayat Season 2

#### Codingsheet D.1: Character Display traits in Manju Devi (Neena Gupta)

##### Portrayal of women in Panchayat (Season 2)

| NAME OF SERIES       | YEAR OF RELEASE | GENRE           | IMDB RATING |
|----------------------|-----------------|-----------------|-------------|
| Panchayat (season 2) | 2022            | Comedy<br>Drama | 8.9/10      |

| <u>Episode No.</u>      | <u>Duration</u> | A | B | C | D | E | F | G | H | I | J | K |
|-------------------------|-----------------|---|---|---|---|---|---|---|---|---|---|---|
| <u>Answers expected</u> |                 | Y | Y | Y | Y | Y | Y | Y | N | Y | N | N |
| 1                       | 38:31           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 2                       | 35:33           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 3                       | 31:21           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 4                       | 35:57           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 5                       | 28:25           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 6                       | 34:54           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 7                       | 34:31           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
| 8                       | 45:32           | Y | N | N | Y | Y | Y | Y | N | Y | N | N |
|                         | Total of Y's    | 8 | 0 | 0 | 8 | 8 | 8 | 8 | 0 | 8 | 0 | 0 |
|                         | Total of N's    | 0 | 8 | 8 | 0 | 0 | 0 | 0 | 8 | 0 | 8 | 8 |

|  |                                        |      |   |   |      |      |      |      |      |      |      |      |
|--|----------------------------------------|------|---|---|------|------|------|------|------|------|------|------|
|  | % of<br>character<br>display<br>traits | 100% | 0 | 0 | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
|--|----------------------------------------|------|---|---|------|------|------|------|------|------|------|------|

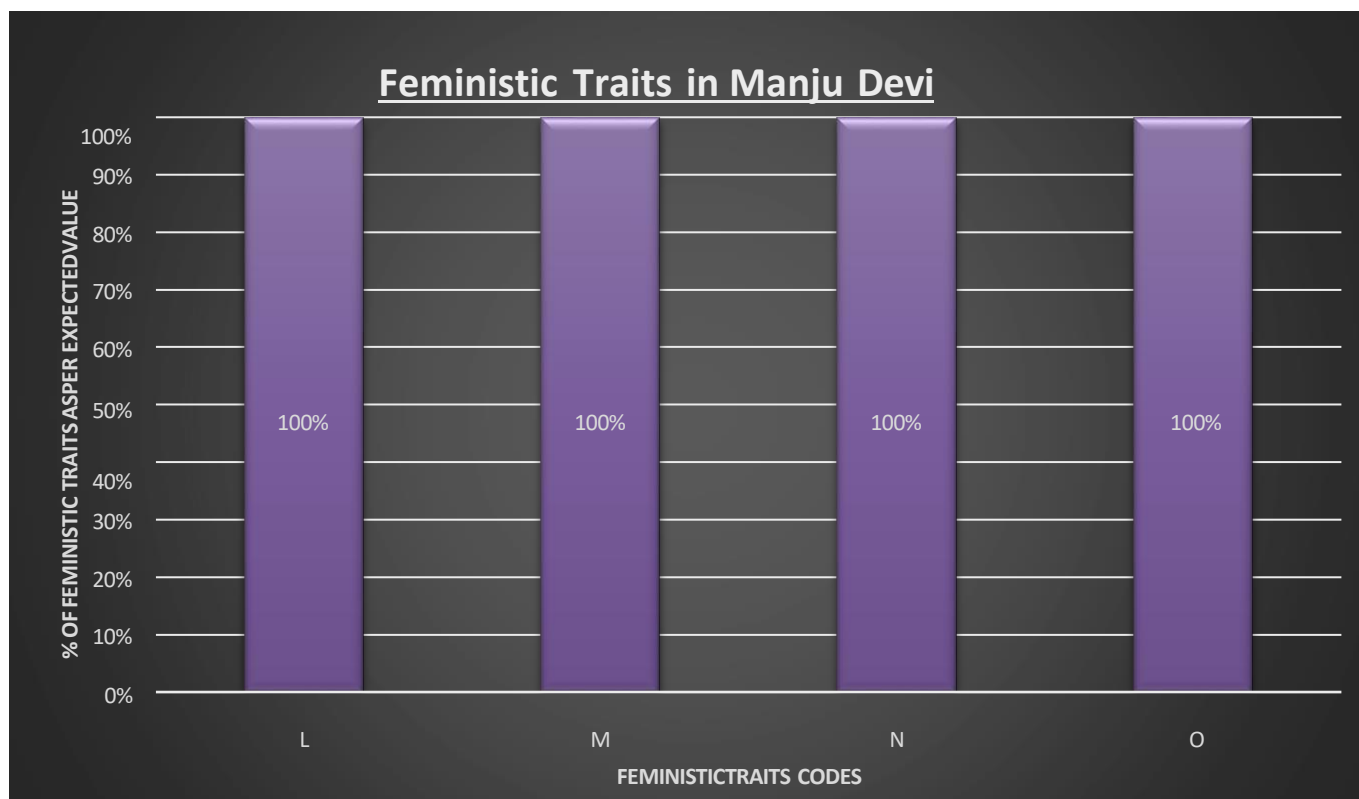
Chart D.1.1: Character Display traits in Manju Devi (Neena Gupta)



### Codingsheet D.2: Feministic Traits in Manju Devi (Neena Gupta)

| <u>Episode No.</u>                | <u>Duration</u>             | L    | M    | N    | O    |
|-----------------------------------|-----------------------------|------|------|------|------|
| <u>Answers</u><br><u>expected</u> |                             | Y    | Y    | N    | N    |
| 1                                 | 38:31                       | Y    | Y    | N    | N    |
| 2                                 | 35:33                       | Y    | Y    | N    | N    |
| 3                                 | 31:21                       | Y    | Y    | N    | N    |
| 4                                 | 35:57                       | Y    | Y    | N    | N    |
| 5                                 | 28:25                       | Y    | Y    | N    | N    |
| 6                                 | 34:54                       | Y    | Y    | N    | N    |
| 7                                 | 34:31                       | Y    | Y    | N    | N    |
| 8                                 | 45:32                       | Y    | Y    | N    | N    |
|                                   | Total of Y's                | 8    | 8    | 0    | 0    |
|                                   | Total of N's                | 0    | 0    | 8    | 8    |
|                                   | %of<br>Feministic<br>Traits | 100% | 100% | 100% | 100% |

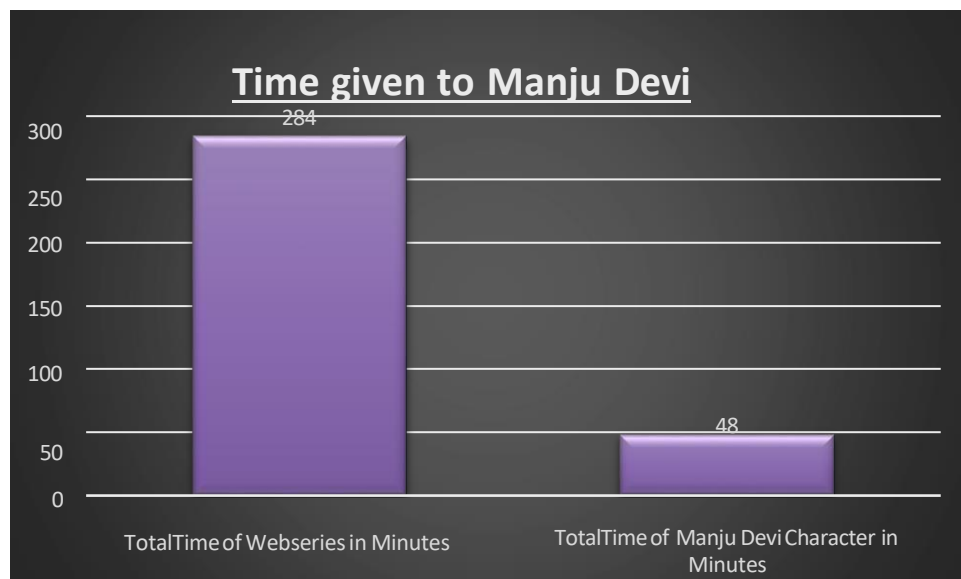
**ChartD . 1 . 2 : Feministic Traits in Manju Devi (Neena Gupta)**



**Coding sheet D.3: Time given to Manju Devi (Neena Gupta) per episode season 2**  
**Total time of Series 5 hrs (284 Minutes)**

| Episode No               | Time Allotted          |
|--------------------------|------------------------|
| 1                        | 4 min 219 sec          |
| 2                        | 3 min 116 sec          |
| 3                        | 2 min 126 sec          |
| 4                        | 4 min 185 sec          |
| 5                        | 4 min 224 sec          |
| 6                        | 1 min 128 sec          |
| 7                        | 2 min 163 sec          |
| 8                        | 6 min 175 sec          |
| Total Time of Character  | 48 Minutes<br>(16.90%) |
| Total Time of Web series | 284 Minutes            |

**Chart D.1.3: Time given to Manju Devi (Neena Gupta) per episode season 2**



## **Findings Of All Coding Sheets:**

The above 3 coding sheets shows the content analysis of selected webseries named Panchayat Season 2 out of 3 webseries which chosen for this study in which one female character is chosen that is named to be Manju Devi played by Neena Gupta. In the selected webseries manju devi played the role of a middle-aged woman who depicts the life of Indian traditional house wife come from Rural Indian background. Now she is a perfect combination of traditional and brains who is sharp, witty confident, caring and polite by nature, and also considered as stubborn some time when her old school thoughts come between her modern work and this creates a hurdle for her and theses old school thoughts are specially related to her family especially if the conversation connected to her daughter rinki's marriage. As she loves her a lot and wants to get marry her daughter to get a good and perspective groom so she can spend her life without any tension as she gets relief that her daughter is happy enough.

Now if we talk about selected women character that Manju devi is the selected women character from the webseries panchayat season 2 who is Sarpanch of village Phulera by profession but acting as a dummy Sarpanch, as on her place her husband work as an active sarpanch known as Pradhan Pati. And he takes all the important decisions related to village development and panchayat office on the place of manju devi and it is also seen that whole village treat him as sarpanch and he has all the rights and performs all the duties of sarpanch only the signing authority goes to manju devi because on papers she is a real sarpanch but also by analyzing the episodes it is also found that she also don't know how to sign as she marks thumb impression when her signature is required through this we came to know that she is not that educated enough. Nextly, though her character at the starting of episodes shown in that way that she handles or her life revolves around her family and house hold chores. But with time frame and episodes her character takes a drastic shift as now she understands the duties of her profession and she tries to make balance between her both life without any kind of hesitation like she hesitates earlier in the episodes of series.

From above coding sheet 1 and 2 it is shown in selected webseries Panchayat season 1 Manju Devi character is selected for study and it is analyzed on 15 operational definition comprising of 11 character display traits including Protagonist's Known Person, Higher Educational Qualification, Economic Independent, Breaks Stereotypical Roles Regarding Profession, Strong and Independent, Far-sightedness and Mind Progressiveness, Respectful Dialogue Delivery, Does Drink and Smoke, Not Hesitate to Interact with Men, Appears in

Revealing Clothes and Framed in Sensuous Way and for feministic analysis there are 4 operational definition in number which includes Empowerment Independency, Opportunities and Rights Assessment, Intersectionality Level and Pseudo-Feminism Level through which researcher tries to find out what kind of character portrayal displays in selected women character and also it helps to find out the whether selected women character shows the true colour of feminism or just show the traits of pseudo feminism like the traditional media formats shown in that if a women wants to excel in her life she has to lower the men position in that she wants to excel or insult the dignity of that person that's what pseudo feminism shows but in real terms feminism means that all genders are equal in number and equal in every field whether professional or personal and there is no need to lower the position of male gender as all the genders are same in respect to every field.

Now firstly if we talk about coding sheet 1 under the character display traits the very first operational definition is that whether the selected women character is known to the main protagonist of story or not and in simple terms it means that the selected women character has a connection with main protagonist or not. So from above coding sheet after analysis of whole webseries it is cleared that yes manju devi the selected women character is well known to abhishek the main protagonist of story as she is the sarpanch of village whether active or not as from the starting of webseries it is shown that she is acting as dummy sarpanch as her husband acted as Pradhan Pati who takes all the decision on the place of manju devi's authority and only the signing authority goes to manju devi and now where abhi is appointed as Sachiv of panchayat office and on that place manju devi is a sarpanch so from this it is clear that manju devi well known to the main protagonist of the story. And in first season it is also revealed that before joining he is well known about her and in further episodes it is commonly to see their encounter on various matter whether it related to office or village petty things. And in second season the relationship between Manju and abhishek becomes more stronger as now they known to each other form 1 year. And in 2<sup>nd</sup> year of working of abhi as a Sachiv with manju devi as a sarpanch the relation between them turns from cold to warm as now in various episodes the less polite behavior of manju turns out to be polite as now she has no fear of abhi and rinki's relation and now she well known about abhi's character that she is good boy by behavior and honest in his profession.

Now if we talk about the second operational definitions under character display traits is that whether the selected women character is highly educated or not so after analysis of whole webseries second season it is to find out that manju devi is not educated enough as from the first season it is cleared she is not educated as she doesn't know how to signature the official

documents of panchayat office and in continuing with second episodes it is also find out she still not educated. No doubt there is a drastic change in manju behavior as now she is well aware of her moral duties regarding her sarpanch profession and now she also has keen interest in panchayat work and now she is performing her duties very well and attends panchayat meeting as well and solve the various issues related to village and very diligently and confidently, she arranges her professional and personal life together.

Now after that if we talk about 3<sup>rd</sup> operational definition of character display traits under which it is to be find out whether the selected women character is economical independent or she is financial dependent on anyone known to her. So, after analysis of whole episodes from whole webseries it is clearly find out that though she is a sarpanch by profession but in reality, she acting as dummy sarpanch and with this she is getting her finances clear with the help of her husband brij and though she gets salary as she is appointed as sarpanch of village so she gets the salary from government and this proves that how she is economically independent enough as she has salary to get clear her finances properly. No doubt it is seen in the webseries she doesn't manage her finances by own and though she is economical dependent fully and can manage her financial needs properly

Now from the above coding sheet 4<sup>th</sup> operational definitions whether the selected women character breaks the stereotypical role regarding profession so after analysis it is cleared that yes she breaks all the set stereotypes related to women profession as in rural India it is believed that women are tend to stay at home only and they are no say in professional matters but this stereotypical practice totally breaks as selected woman character manju devi is appointed as the sarpanch of village phulera so by this it is cleared that she breaks all the stereotypical aspects related to profession as she handles the biggest position in whole village professionally. So, form this it is clear that yes, the selected women character breaks all set narratives that are made by traditional forms of media that women are subject to work in their home only and not allowed to go outside their homes and work professionally.

With this it is also cleared that at the starting of webseries she is not fully independent but with the advancement in episodes she acted as dutiful sarpanch who fulfils her own duties very precisely whether the instances shown in webseries like when Parmeshwar ask about soil price and when no one convince him to get soil in price in which panchayat office gets profit on that time only manju devi convince him and set the rates of soil in which panchayat office gets utmost benefits and after that she also gives idea to make road to win next elections when potholes problem arises in village and Kranti devi and her husband wants to

take advantage of this issue and wants to dethrone manju and brij from panchayat office but manju devi with her sharp mind she clears this situation and gives idea to brij to make road and take help of MLA so that she can win elections next time but besides all this she is professionally strong but not well educated even she don't able to do her own signatures on official documents till 2<sup>nd</sup> season which is against of the expected outcome that the researcher estimated.

Now after that if we talk about the 5<sup>th</sup> and 6<sup>th</sup> trait in which tells it is to be find out whether the selected women character is financial strong and independent or has an ability of farsightedness and progressiveness in her nature or not so after analysis of whole episodes from selected webseries it is clearly indicated that yes manju devi is strong and independent and has ability of farsightedness and progressive as she is strong in her views no doubt sometimes her strongness changes into stubbornness which creates mess for her and her village persons but her strong will and confidence helps her out to win every situation whether that situation is in the favor and or against and this confidence and strong nature shown in various instances of webseries and the foremost incident is that when in an episode where Pradhan and abhi gives her a task to negotiate the price of soil to Parmeshwar as he is not convinced at all with abhi and brij quotations and after that when manju get this work she works very diligently and at last she successfully convinced Parmeshwar to get soil at that price which brij and abhi wants to quote. No doubt after this incident Parmeshwar got angry with brij and abhi and this is all because Manju's stubborn nature as with the situation she doesn't Mold herself and after this to handle the situation abhi gets indulge in this and ask apology from Parmeshwar and then in that whole situation solved.

Now if we talk about mind progressiveness and farsightedness trait in manju character so after analysis of whole webseries it is clear that yes she has a farsightedness in her character as there is an instance in one episode when the Bhushan's wife slippers got replaced by manju devi's slipper in a temple and after finding out in CCTV which are placed in panchayat office and after knowing this matter the couple creates a scene in panchayat office that they will FIR against manju devi and in return abhi deletes the footage and after that when abhi and vikas goes to Kranti's home to return her slipper they accidentally threw that slipper on Kranti's head and after that in home also when again Kranti gets insulted by manju and abhi and when Bhushan's wife said she will answer her when she will become next sarpanch and teach abhi and manju devi a tough lesson so in that case after analyzing the whole situation manju ask brij to make road if they wants to win election with the help of MLA as this incident create problem for them and this will show her ability of farsightedness and progressiveness of her mind.

Now if we talk about 7<sup>th</sup> and 8<sup>th</sup> trait which say if the selected women character delivers respectful dialogue so the answer to this trait is that yes manju is so sweet in nature and always has a sweet tone in dialogue delivery and it is also cleared in various instance that she not only speaks sweetly to their known person but also speaks sweetly to villagers and also when she is angry on Malkopur family as they are not visit in correct restaurant and in that mode she speaks sweetly to that family and insist them to come over their place for family meeting. And again, there is an instance where manju devi gets indulge into fight with Kranti devi and in that situation also she fights with Kranti but don't use a single abusive word to her and don't show any disrespectful signs to Kranti devi which lighten up the fire between the two. Now 8<sup>th</sup> trait which tells that if she drinks and smoke so there is big no as in full webseries she never drinks and smoke nor even touch these substances. Though there are many scenes where the male characters of story drink alcohol but if we talk about selected character for study, it is revealed that she never drinks so this trait is matched with the expected outcome set by researcher. Also it is to believed and seen in many traditional media formats women also from rural india also drinks and smoke in their women group but manju devi's character denies of this fact and showcase that this fact can become wrong in nature as there is no single scene in which manju devi drinks and smoke within her group or outside the group and also she is not seen in toxicated state in any function and get-togethers shown in the episodes of webseries.

Now if we talk about the 9<sup>th</sup> trait which tells that whether she is hesitant to talk with the men of her village or any other male so the answer is no as she never feel hesitant to talk with men in fact, she confidently gives her opinion in front of every one and she never get confused in any matter. Like when she talks to Parmeshwar about the soil price very confidently and there she without any hesitation she negotiates the prices and convince Parmeshwar to purchase soil at that price only on which panchayat office demands. Also, on another aspect it is also shown that when she indulges in fight with Kranti devi she doesn't feel hesitate to talk with her husband and sticks on her stand and warns Kranti and her husband about the matter in which Kranti wants to dethrone manju and brij.

Now the 10<sup>th</sup> and 11<sup>th</sup> trait which ask whether she appeared in sensuous way and in revealing clothes so the answer is no as she seen in a very simple village look who wears saree all the time and also had a veil on her head to show respect to others. With this if we talk about her makeup so it is shown that she never carries any kind of bold makeup and had a minimalistic Jewellery like the ladies' wear after their marriage take place. And in that way, it is shown

that how here character portrayed not to attract male gaze on screen and not appeared in revealing clothes as she maintains the dignity of rural Indian women on screen and made just to inspire the rural Indian ladies to step outside their home and work to enhance their professional front by balancing their personal front too. Now all the traits mentioned in coding sheet 1 found the main aim of objective no 2 and it is cleared that Manju devi's role is positive in nature as majority of traits have shown 100% as compared to expected outcome set by researcher.

Now if we talk about coding sheet no 2 in which it is found that whether the selected women character portrays the true sense of feminism or just showcase fake feminism like the other media formats show generally so after analysis of all the episodes of selected webseries it is clear that from the first trait in coding sheet 2 we can see that manju devi's role at starting is less empowered because at starting her role is sarpanch in webseries but she is not active and act as dummy sarpanch and on the place of her brij act as a sarpanch and takes all the decisions on the place of her and in whole village everyone knows him as a sarpanch but later on she becomes active in her profession and takes decision independent in second season she actively participated in every meeting of panchayat office and also solves the matter of village and also advices and order vikas and abhi on various panchayat issues this shows that how drastic change comes in Manju's character the lady who doesn't know the basics of official work now she has a keen interest in panchayat matter and has a proper willing to work with all other persons involved in official panchayat work.

Now if we talk 2<sup>nd</sup> trait in which it is to find out whether the selected women character gest equal rights and opportunities then after analysis of all the episodes it is clearly find out that same like in 1<sup>st</sup> trait at starting of episodes specially in season 1 she is lack of rights and duties as sarpanch because on the place of her brij her husband takes all decisions related to village matters and the other matters too but later on she gets and understands her rights and she perform her moral duty very well like at the end of episode she hoists the flag in front of whole village, sings national anthem and in the second season at the end of episode when MLA comes to mourn on the death of Prahlad's son demise as he was an army men and when manju listen this up gets up angry and with the help of Kranti and other women successfully block the path of MLA and tells him that she has no right to come to village and mourn on village's son death and also she takes revenge of the abhi's insult when brij goes to MLA office for making the road of village can so that they can win the elections next time and in rift brij insults abhi and said he is a small person by profession and he will not talk to him and so at that she first time she in true sense acted as sarpanch of village which justifies the trait no 2 after she sings the national anthem on the occasion of independence day by

understanding the moral duties of sarpanch.

Now if talk about 3<sup>rd</sup> and 4<sup>th</sup> trait it is clear that though manju devi is from village background her character never feel discriminated and support intersectionality in feminism, in common words we can say that she never discriminated on the basis of her caste, colour and creed and also, she doesn't do any discrimination to any village person on the basis of intersectionality whether had an fight with Kranti and MLA or while taking any decisions for the welfare of village as sarpanch of village. She doesn't discriminate to anyone on the basis of intersectional feminism. With this we can say that Manju devi's role shows the true colours of feminism and don't show the fake feminism trend like the earlier traditional and old media platforms showcase like when she appointed as sarpanch of village phulera but acted as dummy sarpanch and until she understands the moral duty of sarpanch her husband brij and takes all the decisions but after understanding her moral responsibility and performs the task of sarpanch but she doesn't blame brij who acted as pardhan Pati on her place and for the time especially she is not actively in her profession and emotionally fight with him by taking the help of feminism and forcefully lowers the position of brij. Instead of this she happily accepts that it's her fault that she is not taking her duty seriously and in the last episode, by blocking MLA path when he comes to mourn on the death of Prahlad's son and also take the revenge of Abhi's insult by fighting with him with the help of Kranti and other village ladies. After a proper analysis of all these above- mentioned traits in coding sheet 2 found objective no 3 that selected women character portrays in true feministic approach and this can be justified as 2 traits show 50% and another two traits show 75% as compared to expected outcome set by researcher that shows Manju devi show the true face of feminism to society in whole.

Now form coding sheet no 3 the time and space given to Manju Devi 's character is shown in total webseries is out of total time of webseries is mentioned which fulfils the main aim of objective no 1 which is to find out the time and space given to women in Indian OTT series. So, the total time given to sucheta is 39 minutes in whole webseries covered 8 episodes in season 2 and the time duration of whole webseries is 5 hrs which is just 16.90% of total webseries. No doubt manju devi's role is not the main as this webseries is male oriented webseries and the main character is abhi whose daily life struggles are discussed as when he became the Sachiv of panchayat office but if manju devi character is missing then the story is totally missing as it is found that abhi is in main role but her character also revolves around manju devi role as she is the female sarpanch of village and the whole story revolves around panchayat and the village so manju devi's role is utmost important.

Also there are many instances where manju devi teaches various life lessons to abhi and also she help him to progress further in official work which brings story in a perfect zone so in end we can say that though her space and time is less but her character is important which breaks the set stereotypes related to women representation on screen by other media formats which show women just a piece of objectification if she is young and if she is from middle age she is just a tool of sacrifice who forgets her own life in accordance to fulfil her family wishes. Also, from above coding sheet no 3 the objective no 1 of this study is totally found as we get the exact time and space given to women in this particular webseries and now we come to know about their true representation.

### 6.3 Conclusion

The above research study is done and organized to find out the “Representation of Women in Indian OTT series” and now if we talk about the importance of this topic so this topic is considered reliable and valid for upcoming years after a lot of review of literature and in the literature it is find out that media has an utmost role in building and development of a country as they don’t give information only but in reality they give and advantage to their readers that they provide up to date information but that information comes into different pattern and that pattern is called as infotainment like when information gives with entertainment which proves as the best way to get a successful form of communication where reaching of message from sender to receiver gets successful.

Also in this medium encoding and decoding process is at utmost surety that receiver must decode the message properly and work on that message for their development and nation’s development that’s’ why media is called as the 4<sup>th</sup> pillar of democracy and with the advent of technology media takes a drastic turn with the help of digitalization and in every type of media format there are vast changes come like radio turns into internet radio and podcast, print media turns also turns into digital outlook where reader subscribe newspaper and magazines only and with the other media formats tv and films especially which are considered as the mirror of society and creates and set many narrative for the viewers which they applicable in their whole life takes a huge and utmost turn and this turn called as OTT platform which are called as over the top platform where you can watch any kind of content at any time at any place just taking a subscription of 4 months, 6 months or a yearly subscription.

In the whole review of literature it has been studied that OTT platforms are considered as the best platform who give utmost advantage to their viewers, makers, funders and actors who act specially like if we talk about viewers they have an advantage to watch their content at any place and at any device with the help of internet and with this a new concept also launched called as binge watching in which a viewer can watch the whole content in one slot like in simple words if a series is launched and it has 8 episodes so in OTT platforms and in this whole episodes releases at one time and after the viewer can watch that content at any time at any place without waiting for future episodes which ultimately loose the viewers interest in that show like in traditional tv telecast the daily soaps, now if we talk about makers so OTT proved as beneficial because in this proper censor rules are not established like in films division CBFC (Central Board of Film Certification) work and

restrict the content in the name of culture, harmony and peace of nation so in that way makers feel suppressed as they feel censor board harm their freedom to present their content according to their own way but in OTT platforms there are no proper censor rules except 2 to 3 laws under which OTT tries to regularize their content like “ The Bhartiya Nyaya Sanhita (BNS), 2023. Information Technology Act, 2000, Indecent representation of woman act, 1986, The protection of children from sexual offences (POCSO) act and GIDEMC (Guidelines for digital intermediary media ethics).

And under this all-acts OTT content makers don't feel restricted as in this restriction on the name of culture, religion and nation still not exist so in this platform content maker make the content according to their own wishes and to want to show the reality on screen which is still missing in traditional media formats but in OTT it gives an advantage to makers to make their content according to their own wishes and after getting this advantage the utmost experimentation done by the makers on OTT platforms is showcasing the reality of one particular gender on screen which is seen earlier on traditional media screens are far different from reality and that experimentation done related to female portrayal on OTT platforms.

In our review of literature it has been find out that women portrayal is itself a biggest topic of research because in earlier traditional media formats women are subject to showcase a tool of beautification on screen just to attract the male gaze on screen and also a subject of sacrifice, statue of peace who don't take their happiness in front and sacrifice their wishes and desires for the sake of her family and loved ones wishes. And this approach always seen in traditional media formats and with this a trend run and a narrative set up in which women are forced to sacrifice their own wishes and desires for the sake of her family and if a women wants to fulfil her wishes by promising that she will not compromise her family's needs but in that case also she misunderstood by everyone and considered as the vamp of family who disturbs the peace and harmony of family. Because it is the common narrative that are set by traditional media hubs that a women can be a mother, a sister, a daughter and a wife whose main responsibility is to handle her relations first and then discuss about her own wishes and desires.

But this approach totally changes by the OTT platforms under which the reality related to this particular gender that is mentioned as female actors which properly showcased in webseries and content presented by OTT content makers on OTT platforms that women are in reality not a subject of sacrifice and tool of beautification and objectification on screen just to male gaze and they are not born to entertain their loved ones but in real life they have

their own life and in real life if a women has its own desires and wishes and if she wants to fulfil them so it has nothing wrong in it. In fact, today's women know how to balance their life in fullest, they can handle their life personally and professionally very well and this shows how modern women can play the role of everyone by fulfilling her dreams also and get into the path of success.

Though in whole review of literature there are many studies done which showcase the development of OTT platforms in world and especially in India also, what are the reasons that depicts that how OTT platform becomes more popular than traditional media formats, what are the future perspective of OTT platforms in India but gender and OTT connectivity approach is still missing, it means women portrayal on OTT platforms yet not discussed. As earlier it is explained that how media specially films are considered as the mirror of society and after digitalization of traditional media formats OTT platforms and gender representation is so important to study that's why this research is done whose main aim is to find out the representation of women in Indian OTT series. So that we can understand the true representation of women on OTT platforms and tries to find out that when OTT platforms are considered as the game changer in whole entertainment industry then is OTT platform changes the women representation on this new digitalized platform or just showcase the old concept like the old traditional media platforms used to present.

For this there are 3 objectives are made under which the selected women character from 3 selected webseries are studied under various operational definitions which are made after a thorough review of literature and the first objective of study are time and space given to women in particular Indian webseries for this the time and space calculated manually by researcher by analyzing all the episodes, second objective is the character portrayal of women in particular webseries whether the women showcased in positive and negative character and for this 11 operational definitions are made in which the selected women character fully analysed and after analyzing it is try to be find out that selected women showcase that whether they are portrayed in positive, negative and grey shade character and third objective is to figure out the women portrayal in webseries through the lens of feminism and it is try to find out whether the selected women character showcase the pseudo feminism or showcase the true colours of feminism. For analyzing these 3 objective different coding sheets is made which are help to analyse the objective no 2 and 3 and for objective no 1 only data is collected and calculated manually which is showcase in respective findings of webseries. For these 2 coding sheets above mentioned different operational definitions are made under which their character display and feministic traits are discussed. And for proper analysis 15 operational

definitions are made comprising of 11 character display traits including Protagonist's Known Person, Higher Educational Qualification, Economic Independent, Breaks Stereotypical Roles Regarding Profession, Strong and Independent, Far-sightedness and Mind Progressiveness, Respectful Dialogue Delivery, Does Drink and Smoke, Not Hesitate to Interact with Men, Appears in Revealing Clothes and Framed in Sensuous Way and for feministic analysis there are 4 operational definition in number which includes Empowerment Independency, Opportunities and Rights Assessment, Intersectionality Level and Pseudo-Feminism Level.

Now after the set-up of all operational definitions in coding sheets 1 and 2 the selected women characters Suchet Dalal played by Shreya Dhanwantri in SCAM 1992 presented on Sony LIV, Dharya played by Namita Dubey in Aspirants on YouTube and Manju Devi played by Neena Gupta in Panchayat season 1 and 2 on Amazon Prime properly analysed and findings discussed above and now in this proper conclusion is given a complete analysis of whole 3 selected characters which are selected from 3 webseries. And the whole conclusion of all the 3 webseries under 3 objectives are discussed below:

### **Objective 1**

The very first objective of research whose main is to find out the representation of women in Indian OTT series is "To find out the portrayal of women in context of time and space in OTT series". Now if we talk about this objective so it's very simple to understand that through this objective researcher tries to know that how much time and space given to selected women characters from selected webseries as the time and space given to women in those particular webseries indicates that how much importance given to their characters, as if the time and space offered to them is very less so it should be understood that selected women characters in those webseries have no importance at all or they are not casted in a bigger and impactful role. Instead of this they typecasted in same role like traditional media houses generally showcase like an object of beautification, tool of objectification whose main aim to just attract the male gaze.

Like in earlier media house they casted in a weak role in which they are physically, mentally weak who are stuck between hero and villain and then whole story revolves around two male protagonist of film and at the end hero win the women and story ends and in that story only some women are just typecasted for very shorter roles like casted in an Item Song in which dance, lyrics are just made to attract the male gaze so that they can watch the film and makers

get profits out of it but as OTT become the new entrant it is to be believed that this platform opens new avenue for the creators, makers and the persons who are connected with this platform and same in the case that OTT brings fruitful changes in the representation of women in Indian OTT series and for this a proper logging charts are made after a researcher manually note down the time and space of each selected character and then presented in a table under which for each particular webseries a new table made under which selected women time calculated per episode and then calculated the total time given to that selected women candidate in selected webseries is studied simply.

Now if we talk about the first webseries so coding sheet number A.3 indicates the time given to selected women character that is sucheta Dalal from 1<sup>st</sup> selected webseries SCAM 1992 directed by Hansal Mehta a story of biggest Financial SCAM done by Harshad Mehta a stock broker company owner and how it is revealed by a female finance specialized journalist named Sucheta Dalal now the whole story revolves around Harshad mehta who is considered as the main male protagonist of the story whose around whole story is written and sucheta character is just called as supporting role but in female artist she is the main female protagonist of the story and now the time given to her in whole webseries is 96 minutes out of 526 minutes which is 18.25% of whole webseries which is not even equal to 50 % of series.

Now if we talk about the second webseries so coding sheet number B.3 indicates the time given to selected women character that is Dharya from 2<sup>nd</sup> webseries Aspirants directed by Apoorv Singh Karki a story of UPSC aspirants whose main protagonist is Abhishek whose around whole story revolves and the selected women character is Dharya who is love interest of Abhishek and how he became IAS after clearing UPSC shown and how dharya changes the whole story with her strong and determinate will and specially changes the narrative of abhishek to look the life through a positive perspective lens and now the time given to her in whole webseries is 35 minutes out of 218 minutes which are of 16.05 % of whole webseries which is less than 50 % of whole webseries .

Nextly if we talk about 3<sup>rd</sup> webseries so this webseries analysis divided into two parts as in this webseries 2 seasons are calculated as in last selected year 2022 according to IMDB rating Panchayat season 2 got highest ranking according to customer rating and review now to understand the webseries whole view it is very important to understand the outline of 1<sup>st</sup> webseries so both season are analysed under different coding sheets and in this now first season of webseries is analysed so coding sheet number C.3 time given to selected character

Manju devi of last webseries panchayat season 1 which is directed by Deepak Kumar Mishra and special credit to Chandan Kumar who played the character of Vikas in that webseries who is assistant of Abhishek who appointed as Sachiv of Phulera Panchayat office.

Now the whole webseries story revolve around a village Phulera in which Abhishek is appointed as Sachiv of Panchayat Office and his daily struggles are shown in webseries and now the whole story revolves around this male protagonist but the selected women character manju devi is said to as supporting character of webseries who is acted as sarpanch of phulera village but at starting of episodes she acted as dummy sarpanch and on place of her husband Brij Bhushan acted as Pradhan Pati who takes all the decisions in place of her and how abhishek tries to make understand manju about the moral duties of sarpanch and then she understand the duties and rights of sarpanch and in further episodes now she change her character from dummy to acting sarpanch. Now the time given to manju devi in selected webseries is 39 minutes out of 245 minutes of whole webseries which is just 15.91% of whole webseries which is less than 50% of total time of webseries.

Now if we talk about second season of Panchayat, characters are same and their importance are quite same in number after analyses of coding sheet number D.4 selected women Manju devi played by Neena Gupta in selected webseries gets the and it is found out in all 3 webseries 48 minutes out of 284 minutes which is 16.90% of total webseries which is even less than 50 % of total time of webseries. Now from all the analysis of 3 webseries including 2 seasons of last webseries it is clearly indicates that in all selected webseries for the study all the selected characters get the time line in whole webseries is neither equal or nor more than 50 % as compared to the total line of webseries in fact the time line is even less than 50 % which indicates that they have given less space and time like the traditional media outlets showcase in their content but in this approach, there is a change which is created because of OTT platform who gives the right to makers to make the content real based not reel based which indicates that makers make the content and showcase the actors in a real-lifesituation.

So after this by showcasing these characters in selected webseries are getting time and space in webseries in less than 50 % but the importance given to their character change the whole narrative of women representation in Indian OTT series because it is to be analysed that though time given to selected women characters are less than 50 % but if their characters are not written in that way in which they are presented than the whole webseries gets not that popularity which they get earlier like if in SCAM 1992 webseries Sucheta Dalal not present in Harshad's story so how the biggest financial scam of India revealed. Same in Aspirants if Dharya character not written than how Abhishek watching every problem in a negative way

and then criticizing without thinking about its solution to solve it changes to positive outlook in which now he doesn't crib related to problems in fact he tries to find out solutions to these problems which showcase that in webseries that after this he was able to clear UPSC and became as successful IAS.

Now if we talk about Panchayat whole 2 seasons no doubt the story revolves around Abhishek and his daily struggles in village Phulera but Manju Devi character is still has an equal importance in webseries because if her role wasn't written in that way earlier it is presented to viewers than how Abhishek character goes further, to whom he then tries to make understand the moral duties of Sarpanch and even her character is not mentioned that how the concept of dummy sarpanch and Pradhan Pati concept revealed which is still a biggest problem in India where if a female candidate became the sarpanch then she doesn't perform her duty on the place of her, her husband performs the duty and takes important decisions related to panchayat and village matters. So, if Manju character not narrated how the biggest problem of female sarpanch in Indian village revealed in hilarious way.

Nextly, next point to be discussed here that though the time given to selected women characters in selected webseries are less than 50 % but they give utmost importance in series, now these all webseries are general not female oriented because in review of literature it is to be believed that if the content is female oriented then female gets more time so if we choose female oriented webseries then the research may get biased so get the true picture of women representation on Indian OTT screen and after analyzing it is clear that in general series the narrative of women is totally changes in OTT platforms as now the female gets more space according to quality of character they played. In simple words it is to be understood that female gets less time in number but if we talk about their importance in content that is so high than the role given to them earlier in traditional media outlets.

Also, the main aim of objective no 1 is just to find out the time and space given to selected women character in selected webseries so that we can find out their importance in Indian OTT series not to compare their time with anyone so in that case their time line is not compared to any one whether the comparison done to male protagonist in the story or comparison with total webseries time. Because here main objective is just to find out their time not to make comparison with other so each selected women character is analyzed manually by researcher by watching the webseries and marking the time given to selected women character in log sheets. So, after full analysis of all 3 webseries for the objective no 1 it is totally cleared that selected women character Sucheta, Dharya and Manju gets less time and space in those webseries which are not female oriented but they get equal importance

and their characterization gives a new narrative to viewers about women role in real life that women are not just a mere tool of sacrifice, object of beautification in fact they have an equal and valuable say in society and their dreams too matter.

Like From Sucheta character it is understood that women without fear can choose any profession and fulfils her dreams, from Dharya it is cleared that a women's word and way of living life can change anyone life's path and they have their own identity in society not depend upon any other persons and from last Manju it is indicated that it is not important that a women form modern society can built their name and prove their ability today in contemporary era the women of Rural India have equal potential to showcase their ability and they also know that how to balance their personal and professional life fully without sacrificing them in household chores.

## **Objective 2**

The second objective of this research whose main aim is to find out the representation of women in Indian OTT series is "To Find Out the Women Portrayal in story line of OTT series". In simple words it means that the main aim of second objective is to check the what kind of representation and portrayal of women in indian OTT series and to check this there are 3 women which are selected from three selected webseries from the 3 consecutive years and these webseries are named to be SCAM 1992 directed by Hansal Mehta from 2020 year, Aspirants directed by Apoorv Singh Karki in 2021 and Panchayat season 1 and 2 directed by Deepak Kumar Mishra and written by Chandan Kumar and in this webseries the selected women characters are Sucheta Dalal from SCAM 1992 played by Shreya Dhanwantri, Dharya from Aspirants by Namita Dubey and Manju Devi from Panchayat season 1 and season 2 played by Neena Gupta one of the renowned actress of Indian Cinema who is known for its experimental roles.

Now these above selected characters are studied and analyzed on the basis of 11 operational definitions which are come under character display traits which are made to find out the objective no 2 in which researcher wants to find that what kind of women portrayal in the storyline of OTT series whether in the positive outlook or in the negative outlook in which parameter they are shown. For the proper analysis there are 11 operational definitions are made and all the episodes of 3 Webseries are studied manually and in which for find out the portrayal of women is in positive or negative role, all the episodes are studied on the basis of operational definitions are made which tells about different kind of character display

traits which are 11 in number like Protagonist's Known Person, Higher Educational Qualification, Economic Independent, Breaks Stereotypical Roles Regarding Profession, Strong and Independent, Far-sightedness and Mind Progressiveness, Respectful Dialogue Delivery, Does Drink and Smoke, Not Hesitate to Interact with Men, Appears in Revealing Clothes and Framed in Sensuous Way.

All these above mentioned operational definitions are made under character display traits are made by thorough knowledge of review of literature as during the literature study it is to be found out that women portrayal in Indian cinema are studied under many parameters like what kind of role they played, in that role what kind of language they prefer to speak, how they interact with others, Nextly their outer appearance matters a lot and did they have nay education, beyond this did they are economic dependent on other or self-dependent. So, in review of literature, it is to be found out that there are many narratives set for women in indian cinema which divides the women categories in 2 parts like if a women is self-independent and not depend on other for financial aspects then she must take care of her career first and didn't care of her family, if she raises her voice related to her dreams and wishes then she considered as the family broken segment, if she talk to men and not hesitant to talk to others under professional segment then her character is questioned by everyone.

Indian cinema displays and set the narrative of a perfect indian women in front of viewers is that she must takes her family first and forgot her own dream and desires if she wants to fulfil her dream then she is expected to forgot it and indulge herself into the household chores and work for the well-being of their family, form this it is also indicated that if she is not allowed to work then she is not economically independent and totally finance dependent on her husband and her family members and even for small petty expenses she ask to her husband to purchase. Nextly if we talk about the outer appearance, it is advisable for a woman to wear indian attires like saree preferably or salwar suit at utmost and if a woman goes to wear some western attire like jeans and T-shirts or wants to wear short dresses then they must understand as character less. Because it is to be believed that a normal indian women must wear that clothes which match with their tradition and if this not happen then it is believed that they are wearing revealing clothes and appears in sensuous avatar just to attract the male character in content and this narrative set by directors of indian cinema to make women compete to each other.

It is also found in review of literature that indian directors also differentiate the women characterization in two parts for their profits like in one narrative women are subject to stay

in household and for the sake of her family she has to forget all her dreams and desires and put forward their family needs first and in second narrative it is shown by directors a women who don't wear traditional clothes, who also fulfil her dreams and also take care of her family but create a balance between her professional and personal life and sometimes this women are also appeared in revealing clothes just to attract the male gaze on screen and this approach followed by most of indian directors to get the utmost profits, also that second narrative women is considered to be vamp of society who is against the narrative of perfect indian women that are originally set by indian directors to get the profit. But after some time it is cleared that the narrative set by indian directors on screen is far different from the real life as in reality the image of perfect indian women is quite different like in real life a indian women must know how to balance between her personal life and professional life, in real terms a women has its say in decision of family matters and specially in those matters which are related to them. Also, the in-reality women appearance doesn't justify whether she has a good character or has a bad character. And this approach highly a questionable concept by critics specially the person who supports feminism said that how media just through her wrong portrayal of one gender set a narrative for whole society and forced to society to get this narrative into their life.

Now this approach highly seen in the new version of traditional media platforms which are the digitalized version of older version called as OTT platforms, it is to be noted after thorough analyzing the review of literature OTT platforms have a great future in India as they open new avenue to their user like for viewer they have started the option of binge watching in which all the content go on one slot and the viewer can watch whole content in one go at any time at any place without any hurdle of time and waiting period of next episode. Also, OTT has a best future in whole world as it changes the whole system of whole entertainment industry as they don't give benefits to their viewers but also give to makers to make their content freely without fearing of censorship like in indian cinema they have fear of censor ship who restrict their content on the name of culture and religion peace and harmony they end up in making the same content.

Like the earlier directors used to make it but in OTT as they are free from censorship it is revealed that now they want to do experimentation in their content which lands up them to do experimentation with the characters of their content especially the change in women portrayal and their narrative that is set in traditional media formats which creates a drawback in society for this particular gender. Now in this research researcher tries to find out whether the OTT changes the narrative of women in OTT screen or they also shown the

same content like the traditional media formats showcase from larger times.

Now if we talk about our first coding sheet number A.1 selected women character that is Sucheta Dalal from the first series SCAM 1992 directed by Hansal Mehta is analyzed under 11 operational definitions of character display traits so it is to be found that firstly sucheta is known to main Protagonist of the story that is named as harshad mehta as from starting she narrates the whole story and in further episodes it is to be seen that how she investigates the biggest financial scam of indian that is done by mehta only, also in some episodes it is also seen that she has a direct encounter with harshad when he tries her to stay silent in his scam after or tries to induce her to leave his collar , Nextly if we talk Higher Educational Qualification so it is indicated after the analysis of whole webseries that she is educated enough as she works as the finance journalist in Times of India newspaper and understand the stock market abbreviations very easily that show her experience in her field .

Also show that she is educated enough to excel in her career now if we talk about her Economic Independence so after noting of all episodes from all webseries it is clear that she is working as business and finance journalist in biggest and reputed newspaper of india so she is also economically independent as she earns higher salary with this she breaks all Stereotypical Roles Regarding Profession that is set by indian content maker earlier that a women if wants to join some profession then she must choose some safe profession in which she and her family safe from any life threatening calls and also she don't need to give high time to job as if she works for more hours her family life disturbed but here all narrative set prove wrong as sucheta choose that profession which is understood as a not a simple cup of tea of women because it is to be believed that money matter profession always related to men.

With this if we talk about that how sucheta is Strong and Independent then it is clear from episodes that she is very confident in her work and strong in her decisions as when her highest subordinates ask her to stop writing against harshad as he is biggest sensation in whole business world and he can't do any scam than believe on her will she comes forward and don't stop to write against him and succeeded in revealing the biggest scam of india that is done by mehta and this approach also shows that how she has a Far-sightedness and Mind Progressiveness trait in her character as despite of her subordinates warning to stop writing she smells something fishy and continued her work and get success in her work and also she has a progressive mind as she choose this biggest story which can be fearful for her for some time but mostly she didn't lose. Nextly, if we talk about Respectful Dialogue Delivery so there is a big yes that she always seen in polite behavior whether she is in angry

mode or she is in good state of mind she don't use any slangs and abusive words in her conversation to anyone, after that if we talk about that whether she Does Drink and Smoke so after analysis of whole narration it is to be revealed that yes she drinks and smoke and seen in some episodes of webseries with Debashish earlier her college later her husband but this approach doesn't justify that she has a bad character because now in OTT shows that if a women drinks and smoke this doesn't prove she is a vamp of storyline in fact now this drinking and smoking is considered as the gentleman drinking which is to be done only occasionally which is earlier explained in a bad way and set a wrong narrative against this matter.

With this it is also clear that she is Not Hesitate to Interact with Men as she works in newspaper on daily basis she has to talk with many men because of her profession and this instance can be shown in various segments of episodes like firstly talking to her interviewers who ask her to why she want to join as journalist then go with Debashish for BSE tour and then take information from SBI official who wants to reveal Mehta's scam and her informer is also male and then talks to TOI head to get her news publish when everyone in office stops her to doing so after this it reveals that she has a lot of interaction with men mostly and less interaction with women and now if talk about whether she Appears in Revealing Clothes and Framed in Sensuous Way to attract the male gaze so answer to this question is no her clothing is very simple and professional and not in any episodes she seen to appears in any kind of clothing which is said to be revealing in fact she always seen in Kurti with jeans and with minimalistic make up which showcase her professional outlook also and breaks the narrative that are set by earlier content makers that if a women wears western clothes she must wear it to attract the male gaze.

Nextly if we talk about coding sheet number B.1 the second selected women character that is Dharya from the webseries Aspirants directed by Apoorv Singh that is analyzed under 11 operational definitions under character display traits so from very first is whether the Dharya is known to main Protagonists of the series so it is revealed that yes she is very well known to Abhishek because earlier she became friend of him when he wants to take hie fees back from coaching institute and she helps him to get it back and then she became the love interest of Abhi who is the main protagonist of story line then she has a Higher Educational Qualification as she is preparing for UPSC this shows that she is educated enough who wants to pursue IAS as her career and now if we talk about her economic independence she is not economically independent at all because she doesn't do any job and also she just a student who is preparing for UPSC throughout the series, also with this

she breaks all Stereotypical Roles Regarding Profession as being a woman it is always advisable to join that career which is safe and secure for her and her family but she chooses UPSC as her career and also she wants to work as NGO worker if she does not clear UPSC and this she wants to rescue the drug addicts which is some time a dangerous practice as in this she gets life threats as drugs are always related to criminal world now with this it also proves that she is pretty much Strong and Independent in her views who choose this dangerous profession by not choosing something safer.

Now if talk about whether she is Far-sightedness and Mind Progressiveness then after analysis of whole episodes of webseries it is clear that yes she has a far sight approach as when Abhi asks that if she will not qualify UPSC then what will she do and then in very confidence she said she then joins NGO as she only wants to do welfare in society now it can be done with any path whether from UPSC or from NGO worker this also shows how progressive she is in mind as for it doesn't matter what she chooses as her career the only thing matters is that she just wants to do good things for society which is so new approach in society that is followed by women and shown in OTT platforms now if we talk about whether Dharya has Respectful Dialogue Delivery then it is proved two times in whole series firstly when she feels betrayed by Abhi as he feels that with Dharya she will not clear UPSC so he makes distance from her but here to save her self-respect very politely she breaks her relationship without saying any abusive words to him.

Now if we talk about whether she Does Drink and Smoke so the answer is no as any of episodes she never seen indulging into these activities but this drinking and no drinking doesn't tell that she belongs to bad or good character as it her choice to get indulge in it this practice doesn't give a bad tag to her character, with this it is also seen that she is not Hesitate to Interact with Men as she is the first who approach Abhi and helps him to get his fees back when she first encounter with him this shows that how she is confident in her nature and doesn't have any shyness in her behavior while interacting with men, after that the trait arises that whether she Appears in Revealing Clothes and Framed in Sensuous Way to attract Abhi the main protagonist of story so answer is no as her clothing is very simple like small Kurti with jeans with scarf with minimal make up indicates the full student look who just want to study not to attract her male friends by her revealing parts of body which also breaks one more narrative that if a woman goes outside to take education she must become a spoiled person and must wears revealing clothes to attract opposite gender so don't give higher education to girls but this narrative breaks by OTT and proves that in front of education nothing matters whether the clothes or makeup only matters that women

now in real life go outside to get educated enough so that they can make their name in society.

Nextly if we talk about coding sheet number C.1 and D.1 our 3<sup>rd</sup> selected women character that is Manju devi from last selected webseries that is Panchayat now this whole webseries studied twice as in this research we studied its 2 seasons as in last year 2022 panchayat season 2 wins the race in IMDB among all webseries but to understand the core of webseries it must be necessity to study the first season of webseries. Now if we talk about manju devi's character then her whole character is studies under 11 operational definitions which tells about different kind of character display traits of selected women character portrayal in whole webseries so if talk about our first trait that whether Manju devi is Protagonist's Known Person so the answer is yes as in first season the main protagonist of story abhi listens about her as she is sarpanch of village in which he is appointed as Sachiv of panchayat office and in second season it is cleared he makes stronger relations with manju than first season where manju had a cold nature with him as she has fear that if abhi brings relation with rinku her daughter so it creates big problem for her daughter's life as she thinks that abhi salary is so less and her daughter will not happy with that guy but in second season it is cleared that now manju don't doubt abhi's intention and now has a good relation with him.

After that it is to be find out that is manju has Higher Educational Qualification so the answer is no as in both episodes she is not seen as educated because in this she doesn't even know to sign the official papers of panchayat office this shows that she is not educated enough and in second season it is also shown that she doesn't get education though she understood the moral duties of sarpanch with the help of abhi as now she has aa keen interest in panchayat works and also attends panchayat meeting mostly which is missing in season 1 but in last episode of season 1 she understood panchayat work and this shows when she learn national anthem and sings anthem in front of everyone as sarpanch of village on the occasion of independence day.

With this it is also find out that whether she is Economic Independent so the answer is yes as she is appointed as sarpanch so she gets salary for her job which makes her economically independent but though she is economically independent still she is dependent of her husband for her financial needs as in season 1 she acted as dummy sarpanch and on place of her brij her husband acted as sarpanch and takes all decisions but in second season she is acted as acting sarpanch but still get her finance done with the help of her husband now

with this she Breaks all Stereotypical Roles Regarding Profession as in both season she appointed as sarpanch of village though in first season she acted as dummy but in second she acted as acting sarpanch which tells that women from rural background also has a say in professional life and a women is not a subject to stay inside the house and do house hold chores in fact she can step outside and make her name and show the society that how she is Strong and Independent character which proves next trait that she is very strong as in the place where women are just a mere tool of worker who work in home to get fulfil the needs of family in that place a women with rural background comes forward and choose a profession in which she don't run her home only but whole village she runs with strong will and independent nature to take decisions for the goodwill of village and development future of Village

Now if we talk about whether she has a Far-sightedness and Mind Progressiveness in her character so it is shown that yes she has a far sight as in season 1 when she understands the moral duty of sarpanch she learns national anthem and sings in front of village and save the whole village and panchayat office from DM's punishment as Dm knows that in village phulera manju is acting as dummy sarpanch and her husband brij acted as acting sarpanch who takes all the necessary decisions regarding village and panchayat matter on her place and in second season it is shown that when Kranti and her husband Vanrakas warns her that they will win elections this time and teach them strong lesson after getting humiliated by mistake by abhi and manju then in that case manju advise brij to make roads to win election with the help of MLA so that Kranti doesn't win this shows that how manju has a far sight and progressive mind that despite of getting indulge in fight she decides to make development in village to win future election.

Now if we talk about whether manju has Respectful Dialogue Delivery so in both season it is find out that though manju has cold nature with abhi at starting of webseries but she never say any wrong and abusive words to him in same case when she indulges into the argument with Kranti on slipper stealing case they fight but she never say any kind of abusive words to her which disrespect her and lose her dignity , Nextly we find that selected women character manju devi Does Drink and Smoke so the answer to this question is no as in both season not in a single episodes she indulge into this activity as it is believed that women from rural india takes the local drinks and smoke to feel equal to men show by traditional media formats but this narrative breaks by this series as in this manju never drinks and smoke but this activity does not justify whether that by indulging in this activity she is of bad character and if she not indulges in it she has good trait as drinking and smoking is her

own personal choice and this trait doesn't signify her character.

Now if talk about whether manju Hesitate to Interact with Men so the answer is no as she never feel shy to talk to men in fact very confidently she gives her advice to different persons on various matter like talk to abhi, prahlad and vikas on their personal and professional matters after that it is tries to find out the next trait that whether she Appears in Revealing Clothes and Framed in Sensuous Way so the answer to this question is that she is seen in a very traditional attire as she wears saree with a veil on her head with minimalistic Jewellery and makeup as in this she keeps the dignity of middle aged women on screen by opting this simple look and also she breaks the narrative that saree is considered as a sensual attire and proves that if it drapes in a decent way so it is the most respectful attire among all other attires women carry.

Now after analysis of all coding sheet no 1 of all 4 tables that the portrayal of women in the story line of OTT series is positive in nature as all the 3 selected women characters Sucheta Dalal from SCAM 1992 (2020), Dharya from Aspirants (2021) and Manju devi from Panchayat season 1 and 2 matches with all the expected answers of 11 operational definitions which are made by the researcher that shows that how the selected women character showcase the positive character display traits like if we talk about Sucheta's character she gets 90% in all the operational definitions with the expected answer that researcher made after thorough knowledge of review of literature this proves that Sucheta shows the positive character display traits like she is known to protagonist main person, she is highly educated, economic independent , has a far sightedness and also has a progressive mind by which she is successful in breaking the set narratives regarding the profession and with this she has a respectful dialogue delivery and doesn't appears in revealing clothes or framed in sensual way with this she does drink and smoke as it is not expected by researcher as here researcher thinks that the selected women character does not drink and smoke but in analysis it is find out that that sucheta does drink and smoke in several incidents but here it is explain that this trait is not in negative format as the reason behind her smoking and drinking is that her choice and it does not signifies that she has a bad character because she indulges in this factors.

Nextly if we talk about Dharya her character, she got 80% in all her characters display traits except 0% in one trait which is said to be economic dependence it means that she is not economical independent as in whole series she is just a student who prepares for UPSC this shows that how she proves all traits except one as she is not an economically independent

person. Besides this she is educated enough has a strong and confident will and she has a progressive mind with far sightedness approach and she doesn't drink and smoke and don't appear in revealing clothes and her character doesn't attract the male gaze by any kind of sensuous techniques. Now if we talk about our 3<sup>rd</sup> selected women character manju from panchayat season 1 then she gets 75% in all operational definitions except 3 operational definition in which out of 3 she get 0% in two traits one is she is not educated enough and secondly she is not economically independent and also she gets 50 % in one trait which is known to as she has less mind progressiveness and far sightedness as in season 1 she at the starting of webseries she shown as the woman from rural india and doesn't understand the moral duties of sarpanch but later on in further episodes.

In second season she gets progressive minds and has an ability to think good for future enough now in second season manju devi gets 100% in all operational definitions of character display traits that she is known to protagonist known person, has a strong, independent, mind progressiveness and far sightedness trait in their character and also she don't appears in revealing cloth and not framed in sensuous way as she positively kept the dignity of middle aged women by appears in simple look like traditional saree with a veil on her head and also with minimalistic make up but she get 0% in two traits like she is not educated enough and also she is not economic independent. So, from all these approach it is clear that all the selected women characters show the positive outlook in character display traits after analysis of 11 operational definitions that come under this it is also shows that it doesn't matter how they appears whether they drink or smoke, the only thing matters that if they doing something that is good for society so their traits doesn't signify that they are good or bad like the earlier traditional media houses shown in their content.

### **Objective 3**

Nextly the third objective of our study that is "Representation of women in Indian OTT series" and for this the last objective is "To evaluate the representation of women in OTT series through feministic approach". Now in simple terms if we talk about the objective so it means to check the women portrayal in Indian OTT series through the lens of feminism as above in two objectives it is clear that how a women gives importance in webseries in relation to time and space they occupy in series and for this researcher manually evaluate each and every episode and maintain the log sheets in which how much time given to selected women candidate calculated and for second objective in which it is to be found that what kind of portrayal of women in the story line of OTT series, for this 11 operational

definitions are made under the character display traits in which each selected women character is analyzed properly under each operational definition and it tries to find out majorly that whether the selected women characters are showing the traits of positive character display traits and this will happen if matches with expected outcome of the researcher that is made by thorough analysis of webseries.

Now for the third objective the major aim behind of this to find out that whether the selected women character shows the true colour of feminism or just show the traits of pseudo feminism. Feminism a biggest and controversial topic always considered as the topic of debate because still in today contemporary era there is biggest confusion between the true meaning of feminism. And this confusion created by one of the strongest tools of our Indian society which lead the whole society by giving or spoon feeding a direction to them and this tool said to be as media who is considered as the 4<sup>th</sup> pillar of Indian democracy so from this, we can understand what kind of importance given to media in our society. But among all these media formats one format has utmost importance as its impact on society is quite larger than other media formats. And that media format is called to as film which are considered as the mirror of society whose main aim is to reflect the reality of society in front of society through some entertaining content and films never fails to give the realistic content on screen like from starting they show the mythological dramas, then showcase the major problems of Indian society is farming and sahukar system in which farmers are shown to as victims of the society and by seeing this they show the reality on screen and make people aware about the evil practices they face and this turns this medium into a tool of entertainment + information which is called as infotainment a tool who give information in an entertaining way.

But after sometimes the USP of films totally changes as the whole realistic content takes the place of drama, action, no needed romance and stories full of fantasy just to make profits, but it creates a fake lens who replicates wrong not real things to society and people believe on it as they have a habit of grabbing things from the reel life and then apply into their real life which ultimately ruin their real life and this example seen in the biggest way about the portrayal of women in Films that how media creates a image of perfect Indian lady who sacrifices her dreams and desires for the sake of her family, has no say in family matters and fully dependent on her husband after marriage and on her father before marriage for fulfilling her financial needs and she is just a person who stays inside and do the household chores and if she step outside from her home to fulfil her own dreams then she is considered as the bad lady. Also, the traditional media outlets show the women just a tool

of objectification and a tool of beautification whose main aim to attract the male gaze by their bodily advancements and in films they are casted just to bring the utmost beautification on screen and there is no importance given to their character.

Now in real life people believe this is true image of perfect indian lady and forces their ladies to replicate all the traits in their real life those they seen in reel life which creates problem in later years when it is find out that there is major difference in women lifestyle shown in reel and real life and in reality women are not just a tool of objectification and object of sacrifice who doesn't think about her dreams but in reality she has her own dreams to fulfil and today's modern women know that how to make balance between their professional life and personal life and without sacrificing their dreams they can majorly handle our home also, they can step outside to make their names. But in media the films still show the same trend of women as a subject of beautification on screen just to attract the male gaze and earn profits, besides this now the viewer wants something new something fresh which indicates the reality on screen and this notion understand by the digitalized version of films that is OTT platforms which not only opens the new avenue for every user of this platform whether we talk about binge watching given to their viewers in which a viewer can watch their content at any time at any place with the help of internet as all the content telecasted at one go and they don't have to wait for weeks to watch their favorite content like they do in traditional media formats which ultimately lose their interest in that content.

Nextly give benefits to makers to make their content according to their own wishes without the fear of censorship as in films CBFC censor the films and restrict the freedom of films on the name of peace and harmony of culture and religion of society and this leads directors to make content in same way like they are presented earlier and they don't do any experimentation in their character but after OTT comes the makes get a experimentation tool and now they present their stories in more realistic way without thinking twice and present their story in their own ways. With this the experimentation done mostly with the change in portrayal of women in content as the reality which is missing is film in shown in OTT platforms where women is not a subject of beautification in fact the real importance given to their roles because of this platforms as now they are not just casted in item songs just to attract the male gaze on screen besides this now they became the real hero of film who takes the whole film on their shoulders and run the whole film without male hero as they are not only restricted to soft and loveable characters but now they open their path to action as well and show that today modern women is a fruitful combination of softness,

politeness and hardness if needed.

Now if we talk about whether the OTT change the avenue for Feminism or they show the real meaning of feminism which is always considered as the biggest debate ever because still in our society the fake feminism prevails and this happen because of media. Like media depicts the fake characterization of women on screen, in same way they presented fake meaning of feminism which is called as pseudo feminism in which it is indicated that if a women wants to excel in their life they must have lower the male gender and harm his dignity to make their dignity superior but in real terms when feminism firstly started by Mary Wollstonecraft in 1792 when she writes the “A Vindication of the rights of women” and later on coined by Charles Fourier in 1837 but it gains much more popularity when Elizabeth cady and MOTT in 1848 started the issue of getting equal rights for women in Seneca falls in 19<sup>th</sup> century which in which they only demands the equal rights of women in the name suffrage rights means right to vote in elections so that they take their own identity in society which is considered as the first wave of feminism among 4 waves of feminism.

Now in the second wave feminist demands the reproductive rights of women and say in the matter which are related to them which gives the biological rights to them which save women from the exploitation done to them related to sexual concepts and later on in 3<sup>rd</sup> wave of feminism which is considered as the most important and controversial wave as in this a new type of feminism launches which is said to as intersectional feminism which is firstly coined by Kimberley Crenshaw in 1989 in which she reveals a new type of discrimination that is done to women by women only on the basis of colour, caste and creed basically in the racism reveals as in western countries it is to be find out that only white women gets the rights in waves of feminism not the black women and in reality black women face discrimination because of their colour by white woman and they are forced to do that work which they don't want like they don't get suffrage rights, they have sexually assaulted and has no reproductive rights so in 3<sup>rd</sup> wave the voice raise against this issue and a new type of feminism launches which gives equal rights to all women despite they are of any colour and creed, in 4<sup>th</sup> and last wave of feminism which is still in working mode in which it is find out that media takes the responsibility and help the feminist to work for the women in society and also raise issues that are faced by women in society and this all done with the help of internet like # Mee TOO movement in which on social media women reveals the name of assaulter who sexually assault them or tries to harm their dignity.

No doubt social media works in fullest to attain the true meaning of feminism which is all genders are equal enough who gets equal rights and opportunities in every field without facing any kind of discrimination related to their colour, caste and creed and their gender specially but if we talk about other media formats it is still a question whether other media formats show the true colour of feminism or not so answer is no as in traditional media formats the wrong belief related to feminism still exists in which if a women wants to excel in any field whether personal or professional they must lower the dignity of men or harm his respect. But now there is a question arises in which it is said that if social media a new digitalized format of media change the outlook of feminism so another digitalized format means OTT bring the change in meaning if feminism like they bring change in the portrayal of women on screen. So for this the 3 women are selected from 3 Webseries and then they are studied manually and in which the major aim is to find out that is the representation of women in Indian OTT series depicts through the lens of feminism and tries to figure out that the selected women characters show case the true colours of feminism or just show the traits pseudo feminism like the other media formats show where the women are considered in that role that if she wants to excel in life, she must lower the other gender and also if she want she takes the advantage of her gender and also gain sympathy related to her gender.

To find out the objective no 3 different operational definitions are made for feministic analysis and this all codes are studied by observing the episodes of all 3 webseries which are mentioned in coding sheet no 2 of all the tables and the codes or operational definitions are made for analysis are empowerment independency, intersectionality level, pseudo feminism level and equal rights and opportunities under which all the selected women character are fully analysed. Now the selected women characters which are sampled for this study are Sucheta Dalal from SCAM 1992 (2020) played by Shreya Dhanwantri directed by Hansal Mehta, Secondly Dharya form Aspirants (2021) played by Namita Dubey directed by Apoorv Singh Karki and thirdly and lastly Manju devi from Panchayat (2022) played by Neena Gupta directed by Deepak Kumar Mishra and written by Chandan Kumar who played the character of vikas in webseries. Now for Panchayat 2 seasons are studied properly as in the selected year 2022 Panchayat season 2 grabs the 1<sup>st</sup> position according to IMDB rating but to analyse this series properly researcher needs to get proper outline of whole series so we must need to analyse the first season which comes in year 2020 in which year SCAM 1992 grabs 1<sup>st</sup> position in IMDB rating and as second season is the continuing part of first season so we have to analyse the both seasons simultaneously in different coding sheets under different table.

Now if we talk about the coding sheet number A.2 under which selected women that is Sucheta Dalal from 1<sup>st</sup> webseries SCAM 1992 is analysed under 4 operational definitions which tells that whether the selected women characters show the true colour of feminism or show the pseudo feminism on screen like old traditional media outlets showcase. And these 4 operational definitions for feministic analysis are Empowerment Independency, Intersectionality level, Pseudo feminism level and Equal Rights and Opportunities given to selected women character. So, after analysis of whole webseries it is indicated that Sucheta's character showcase the true colour of feminism as it is to be indicated under these 4 operational definitions mentioned above.

Like if we talk about first operational definition that is empowerment independency so it is to find out after watching all the episodes that yes sucheta has an empowerment independency as she is working as Finance journalist in TOI one of the biggest newspaper of india and gets the good salary and stands upon good position and said to as first female finance journalist of that time who reveals the biggest financial scam of country that is done by Harshad Mehta the main protagonist of the webseries. Nextly, if we talk about the second trait that is intersectionality level so after analysis of whole webseries it is clear that Sucheta's character doesn't show any intersectional trait in her role as she never feels discriminated on the basis of her colour, caste and creed and also, she never makes anyone feel discriminated because of their colour, caste and creed which are the main objective of intersectional feminism. With this if we talk about whether she gets equal rights and opportunities then it is to be located that when from above trait it is believed that she never feel any type of discrimination so from this it is also indicated that she also gets equal rights and opportunities in every field and this scenario can be understand with the example in which it is shown that without any discrimination she gets her job as journalist and become the first female finance journalist and then again she got promotion in her office and no one stops her to write against Harshad Mehta's SCAM not because of gender but denies because that story creates big issue for her and also for their newspaper.

Nextly the last operational definitions under feministic analysis is whether the selected women character shows the true colour of feminism or show the pseudo feminism traits so after whole analysis of series it is clearly indicated that the selected women character shows the exact meaning of feminism or doesn't show any kind pseudo feminism traits as it is witnessed in the webseries that she will become the Female Finance Journalist by her ability and for attaining this position she will never let down any other gender position and don't

harm the dignity of any male colleague like when she joins TOI she takes the help of Debashish who is male colleague in her office in that she didn't lower the dignity of him in fact she takes a friendly step and understand all the things related to BSE very precisely and dedicatedly. so this shows that she shows the true colours of feminism and like in pseudo feminism it is believed that if a woman wants to excel in her life she should lower the male dignity but Sucheta's character denies of this fact.

Now if we talk about the coding sheet number B.2 in which selected women character that is Dharya from the second selected webseries that is Aspirants is analysed under 4 operational definitions of feminist analysis that is empowerment independency, equal rights and opportunities given, intersectionality feminism and showing the traits of pseudo feminism or not. Now if we talk about her first trait that is whether the selected women character dharya is empowerment independent so after analysis of whole webseries it is clear that she has empowerment independency in her life as she is an UPSC aspirant and here it is shown that she is free to choose UPSC as her career and no one whether we talk about her family or talk about friends and society stops her to doing so because of her gender so in that way she is empowered enough and have an independent trait to choose her life and live her life according to her own wishes.

Nextly if we talk about whether the selected women character dharya gets equal rights and opportunities then after the thorough analysis of webseries it is indicated that she gets the equal rights and opportunities in society throughout the whole webseries as it is believed that in our society women are not able to get higher education and feel restricted because of their gender and their family also stops them to pursue their dreams and desires which is also seen in old traditional media content but here Dharya character breaks this narrative as she gets equal rights to fulfil her dream and desires as she chooses UPSC as her career option, also when abhi asks her about her future plans that if she does not clear UPSC what will she do then she with very confidence said she will choose as NGO worker option because in her life she only wants to do societal welfare and do something good for society and this approach leads to her whether a IAS officer or NGO worker. So that she can do good things for society and eradicate evil practices from the society. So, this shows that she has an immense confidence that no one stops her to do that what she wants to do in life and because of that we can analyse that she gets equal rights and opportunities in life.

Nextly if we talk about that whether the selected women character shows the intersectionality level or face this kind of feminism in which discrimination happens

because of their colour, caste and creed so the answer to this question is no as in whole webseries there is no single scene in which researcher can witness that whether the selected women character face intersectional discrimination or make any one feel discriminated related to intersectional feminism. Nextly if we talk about whether the Dharya's character show case the Pseudo feminism trait so the answer to this question is big no as she never takes the advantage of being a women and didn't harm the dignity of any male actor to gain more popularity and become excel in her life and this can be shown through one set example like when she feel betrayal after knowing that abhi make distance from her as he thinks that because of her he is not able to clear UPSC then she with heart break and immense emotion breakup with abhi but don't blame him for breaking her heart and also she very politely leave him and concentrate again on her work this shows that she shows the true colour of feminism without taking the undue advantage of her gender and creates problem for him because he breaks her heart with wrong and selfish intentions.

Now if we talk about the coding sheet number C.2 and D2 in which selected women character Manju devi from last and third webseries for research study is Panchayat season 1 and 2 studied under 4 operational definitions that are feministic analysis that is empowerment independency, equal rights and opportunities given, intersectionality feminism and showing the traits of pseudo feminism or not. Now in this conclusion both season analysis is discussed as in 2022 the last selected year for study the Panchayat season 2 comes as first in IMDB rating but to understand the concept fully researcher must know the background of this series for this they must go through with 1<sup>st</sup> season of webseries so that one can understand the webseries contextual background in detail.

Now if we talk about our first trait that whether she has empowerment independency so the answer from first season is that yes in starting of episodes she is working as a dummy sarpanch of village and on place of her brij her husband works as an active sarpanch who takes all the decisions related to village and panchayat office on place of her but gradually with the episodes she get her power back and performs the duty of an active sarpanch as she realize the moral duty of sarpanch and this proves by manju when she sings the national anthem in front of everyone on the occasion of independence day in village and now if we talk about second season so it is clearly indicated that from the last episode she understands the moral duty of Sarpanch in continuing to second season she gets fully empowered and independent enough to take decisions as sarpanch of village.

Nextly if we talk about 2<sup>nd</sup> operational definitions that is whether she gives equal rights and

opportunities in respect to every field so it is clearly indicated that in first season at the starting of episodes she don't have equal rights and opportunities as after becoming sarpanch of village still she has no rights to work as sarpanch because on place of her pradhan pati manju's husband takes all the official decisions but after the interval manju takes oath as sarpanch and gain her rights and opportunities as sarpanch and performs duty of this post and understand the moral responsibility of this post and in second season she gets her rights in fully as now she is acting sarpanch and she has keen interest in panchayat work and now she attends the meeting of panchayat office and solve the official matters too.

After that if we talk about whether the selected women character face or make to face anyone discriminated related to intersectional feminism in which difference is done between women on the basis of their colour, caste and creed. So after analysis of both season it is clearly indicates that there is no single scene in both season where she feels discrimination related to her colour, caste and creed and restrict to take any decision because of her caste and in same season 2 episodes she indulges into the fight with Kranti devi on the matter of slipper stealing then in that case also she don't make to feel discriminated on the basis of her colour and caste. They fight but manju never say any kind of abusive words and also don't make Kranti feel discriminated on the basis of intersectional feminism.

Lastly if we talk about the last trait that whether she shows the pseudo feminism trait in her character then after analysis of both season it is clearly find that she always show the true colours of feminism and not show case the pseudo feminism trait her character like if we talk about first season when she understands the moral duty of sarpanch with the help of abhi and also understood that being a dummy sarpanch she made dishonesty with sarpanch post she confidently accepts her mistake and never blame brij of working as pradhan pati and don't said any abusive words to him for taking her position besides this she confidently promise to DM that she will perform her duty very well and now she will take whole responsibility of sarpanch post on her shoulder, same in season 2 she don't show the pseudo feminism traits as when she has a fight with Kranti and her husband she don't take advantage of her gender blame Vanrakas in fact with full strong will she gives answers back to them in a polite way and also when she has a fight with MLA she don't get the profit of her gender in fact when MLA comes to Village to mourn on Prahlad's son martyrdom she stops him by confronting him that why she comes to village and argues with him and tops him for not entering in village in this she doesn't play victim card and fight for the son of village and in that way she shows the true colour of feminism.

Now after analysis of all 3 selected characters that are sucheta from SCAM 1992, Dharya from Aspirants and Manju devi from panchayat season1 and 2 it is indicated that all the three selected women character showcase the true colour of feminism and don't show the traits of pseudo feminism in their roles. Like if we talk about our first selected character sucheta so she gets 90% in all the operational definition under feministic analysis that she has an empowerment independence, gets equal rights and opportunities in every field and along with this she doesn't show the pseudo feminism traits and also, she doesn't face any discrimination under intersectional feminism. Now if talk about second character dharya so she gets 80 % in all operational definition under feministic analysis as she has matched with the expected answer of researcher made which explains that she is fully empowered and gets equal rights in every field and also don't showcase the pseudo feminism traits and shows the intersectional feminism discrimination in her character.

Lastly if we talk about Manju devi our 3<sup>rd</sup> selected from last series Panchayat season 1 and 2 so it is found that in season 1 Manju devi gets 50% in first two traits as at starting of series she is not empowered enough and has no equal rights but later on she gets rights of sarpanch as she understands the moral duty of sarpanch post and in next traits she get 75% with expected answer which is more than 50% which replicates that she don't feel any discrimination related to intersectional feminism also she don't make feel any one discriminated on the basis of caste and colour and lastly she don't show any traits of pseudo feminism in her characterization and instead of this she show the true picture of feminism on screen. Now if talk about 2<sup>nd</sup> season so in all traits she gets 100% in all operational definitions of feministic analysis and matches 100 % with expected answer which replicates that she shows the true colour of feminism in her whole characterization and doesn't show the traits of pseudo feminism.

From all the above-mentioned findings it is cleared that the representation of women in Indian OTT series is quite different from the traditional media platforms like TV and Films. Earlier the women shown in suppressing role or in simple words they are shown in sacrificing role who sacrifices their desires, their choices, their dreams everything in order to fulfil the dreams and expectation of family if she is family oriented which also set as the face of perfect Indian lady and if she is not family oriented, she is just casted in those roles which are only built for male gaze or just a piece of objectification. But this whole scenario is changes with the coming of OTT platforms where this platform not only gives advantages to all the users and makers in the form of binge watching of content, different types of content

provide on one screen provide at any time at any place with the help of internet and for makers this platform give advantage to launch their films without the need of censorship and also because of no censorship in content they produce their content with full freedom and with this content becomes more valid and reliable to the real life characters.

And with this OTT platform gives an utmost advantage to women actors specially to come out of their cocoon and show their real strength and also show to the society that they are not made to attract male gaze but their main capability is that they can take whole film to hit on box office without casting a prominent male hero. And this whole scenario is proved under this study where we find the representation of women in Indian OTT series is that OTT shows women in different zone with the traditional media platforms which is opposite is considered similar to the real-life women characters. Also, it is shown that in real life women are not just a tool of male gaze or sacrificing but if she wants to chase her dreams, she can prioritize herself and also in OTT it shows that today's modern women can balance her personal and professional life.

In whole research it is shown that through the all 3 objective of webseries it is very easy to understand the portrayal of women in indian OTT series as in this it is understand that OTT fully changes the women representation scenario as from first objective it is to be find out all the 3 selected women character Sucheta, Dharya and Manju gets less space and time in numeric codes but in qualitative they give utmost importance to their characters and it is also believed that if there character is missing then the whole series lose its charm and don't get that much popularity that they take earlier. From the second and third objective it is understood that all the 3 selected women show the positive traits in their character display traits and breaks the old narrative of indian traditional media houses that if a woman is modern and excel in her career, she never takes care of family/

But here OTT brings the new narrative in front of everyone that today a modern indian women can balance her professional and personal life beautifully without any hustle and she can fulfil her family responsibility without sacrificing her own desires and dreams of achieving something big and making name in society and now if we talk about last objective so it is proved that all the selected women characters show case the true colour of feminism in their character without showcasing any pseudo feminism traits and also make viewer to understand the major difference between the real feminism and pseudo feminism. Also, in all webseries all the selected women don't take any advantage of their gender to fulfil any work and never let down anyone to gain their status high in society.

So at last it is proved that OTT proves as the game changer in whole entertainment industry as they don't give benefits to their users only but also change the whole portrayal of women in Indian media industry and set a new narrative in front of everyone that shows the real side of women that she is not just an object of sacrifice and tool of objectification and beautification just to attract the male gaze also OTT shows the new picture which is considered as the real meaning of feminism that means that all genders are equal and if women wants to excel in her life she doesn't need to harm the dignity of other gender which is male. In their own way she is strong enough to tackle her life issues without taking the advantage of her gender and in fact she is considered as the power, the creator, the nurturer which is also depicted in mythological stories that in India we call women as shakti who gives utmost power to all creatures and through which whole world runs so how we can understand that women are weak just because a mere media platform showcase but in reality she is the real power who runs the whole world solely.

No doubt this study finds the portrayal of women in Indian OTT series but for further research in OTT platforms field the researcher recommended that future researches can be done on the language and text used by characters in OTT webseries also for this discourse analysis and textual analysis, can be done after that the narration of series can be studied through this the main aim of maker is justified and cleared that what is main aim of maker to make the content behind producing it. Also, it is done through narrative analysis through which the future researcher understands the proper narration of story.

## 6.4 Recommendation For Future Study

Every research has some limitations which cannot be solved until the completion of research and this limitation can become the research gap for future studies and in this study also researcher finds some research gap which can become the topic of other researchers in the future. So, the very most future recommendation for future researchers that come out of study is that in this research the primary and first objective is just to find out the women representation in selected Indian OTT series in relation to time and space.

Here only selected women timeline counted manually by the researcher without any software but here the timeline of women is not compared with any other feature means it neither compare with male protagonist in the selected series nor it compares with another aspect. So, it's a recommendation that in future another researcher can compare the women's timeline in series with male protagonist so from this in future we got to know that what is the representation of women in Indian OTT series with relation to the male protagonist specially in those series which are not female oriented.

After that it is also recommended that in this study only content analysis is used to find the true objectives of research as this research methodology is used because this research is considered as one of the prime studies in OTT platforms where one gender representation is studied, so for future researchers it is to be recommended that another method is also used that is interview method in which 10 interviewees are selected who are prominently expert in media and entertainment field specially in OTT platforms which tells the another aspect related to this study that if the women is shown in particular way in OTT platforms than what is the reason behind that and why this kind of characters shown in new age media formats.

Further another recommendation for the future researchers is that they can find out the comparison of women portrayal on Indian OTT series with Indian films, Indian daily soaps and also in Indian Advertisements too. As earlier in review of literature it is mentioned that there are many researches done which explain the portrayal of women in Indian films and other media outlets but as this study is new so in future the other researchers can compile this work with other media outlets and make a new topic of study.

With this not in national format the researchers can incorporate this work with international media outlets like specially women representation in Indian OTT series vs International OTT series through which the present status of women can easily find out with the help of two media outlets under different approach like in social, cultural and economic aspect and media also tells the evolution of two economy in contemporary era as in introduction it is already explained that how media itself considered as the mirror of society.

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## List of Publications

| <b>Sr. No</b> | <b>Name Of Research Paper</b>                                                                                                                                           | <b>Journal Name</b>                              | <b>ISSN No</b> | <b>Scopus Indexed</b> | <b>Pg. No</b> |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------|-----------------------|---------------|
| 1             | Bioanalytical and Clinical Perspectives on Hormonal Contraception, Mental Health, and Gender Inequity in Reproductive Health: Reflections Inspired by the OTT Film Mrs. | Journal Of Applied Bioanalysis<br>Vol. 11, No. 3 | 2405-710X      | YES                   | 659-673       |

## List of Conferences

| Sr. No | Name Of Research Paper                                                        | Conference Name                                                                                                                    | ISBN No           | Scopus Indexed | Pg. No |
|--------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------|--------|
| 1      | Redefining Gender Norms: Analysing Emerging Gender Roles in Indian OTT Series | Convergence 2024: The Multidisciplinary Research Conference (CMRC-2024)                                                            | 978-93-91535-82-7 | NO             | 44-56  |
| 2      | Redesigning Women Parameters in Indian OTT Series                             | 3 <sup>rd</sup> International Multidisciplinary Conference on Recent Innovations in Science Engineering, Management and Humanities | 978-93-91535-99-5 | NO             | 52-62  |