The following are the objectives of the proposed research:

1. To study the changing trends in women empowerment with special reference to elderly / middle aged and the current gen next.
2. To study the role and effects of media in strengthening women empowerment.
3. To study the various Medias and identify the prime media which has channelized and brought about significant women empowerment.
4. To identify, analyze and predict future trends in media which are likely to enhance women empowerment graph.