

Showcasing Women Empowerment Through Condom Oriented Bollywood Movies

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Abstract

Whenever the word 'feminism' is used in any issue, the main purpose is to show the equality of sexes through movements or ideologies. Interestingly, Bollywood in the past year has taken the definition to a level that demands equality among families seeking a literate bride for their less-educated son. Referring to India known for its democracy and women empowerment, the bride has the option of being a working woman but cannot tarnish the family's image by establishing herself in the factories or companies dealing with condom production. The reason behind it is 'You are a Woman'! Movies namely 'Janhit Mein Jaari' released in 2022 and 'Chhatrivali' released in 2023 were taken for understanding the depiction of the feminist approach in such fictitious works. Nushratt Bharuccha plays the role of the actress in the former film while Rakul Preet Singh is in the latter. Both are shown on ZEE5. The research problems concentrated on situations where these women are underestimated to be associated with condom-based factories and then how they proved that the job designated to them is truly meant for health and social awareness among people of all age groups irrespective of gender. Interference and cooperation of men in the family and workplace were seen in both these research problems apart from women's involvement in the lead character's existence. The case study was the research method for it is the common qualitative research technique and uses

data sources as possible to systematically investigate individuals, groups, organizations, or events. The Heuristic characteristic of the case study method was adapted specifically to help people to understand what's being studied. Further, Focus Group was also adapted. Feminist Film Theory and Lasswell Formula were connected to this secondary study for theoretical reference. Purposive sampling from non-probability sampling was followed to conduct the study. The research helped in understanding how Bollywood films identify the root cause of social and health problems which are generally not discussed out of shame or hesitation and come out with a solution that denizens can adopt in their daily lives.

Keywords: Condom, Feminism, Bollywood, Movies, Sex Education.

Introduction:

In B-town movies, the lead role is often given to male counterparts. However, with the concept of popularizing womanhood, post-Covid, such commercial movies have gone through a complete transformation. Janhit Mein Jaari released in 2022 and Chhatriwali released in 2023 are two such movies led by female artists but also films showing why and how using or wearing a condom is necessary for woman's health. The shooting of these movies is held in small towns which again shows why the families requiring a bride must be broad-minded. Times have changed after all.

Men have controlled cinema since its inception. Women's bodies have been fashioned into ornaments. The feminist film theory got its start because of the women's movement. Images' importance and purpose were at the heart of early feminist film theory. The way the woman is portrayed is stereotyped. Both mainstream and radical feminist philosophies had the patriarchal portrayal of women as their foundation.

Film theorists like Laura Mulvey, Kaja Silverman, Teresa de Lauretis, and Barbara Creed shared the same viewpoint and introduced a fresh and original method for researching movies. In the movies, their works fervently promoted crucial feminism-related concerns. The civil rights movements, anti-imperialism, anti-colonialism, gay liberation, and counterculture all had an impact on feminist cinema theorists of the era. Women in those

times felt inspired by these concepts. Feminist cinema critics spoke out and pushed for the representation of women to be more favourable and positive.

Numerous studies have been conducted on how women are viewed in various cultures. However, little has been written about how crucial it is for movies to show women in a variety of roles over the years and how that affects cultures. The representation of women in films in Indian cinema has seen a substantial transition during the past few decades. Women are portrayed in modern movies as being more autonomous, self-assured, and career focused. This article focuses on a few typical Bollywood films to discuss the rapidly evolving representation of women in Indian cinema and how it affects the patriarchal Indian society.

The idea is to connect women's evolving roles in movies with the rising status of women in India because movies reflect social structure changes.

Laura Mulvey says that the film industry is "for men and by men," yet feminist cinema theory had a huge role in giving an alternative, feminist perspective.

Mulvey's theories cannot fully be used by Indian film studies to comprehend the uniqueness of Indian popular cinema. Feminist film theory was developed in a certain time, space, and historicity that were obviously quite different from the Indian setting. It is difficult to comprehend and apply Mulvey to the Indian context in the modern era. In his essay "Ideology of Hindi Films," Madhav Prasad argues that psychoanalysis—the method Mulvey and other feminist film theorists employ—developed as a useful and effective tool for comprehending cinematic text, but it was unable to be used universally because it had emerged as a historical necessity.

The key takeaway from this paper is that by portraying women as emotionally and financially independent, these films stimulate social change in the way that women are treated in patriarchal and heavily male-dominated Indian society. Thus, acknowledging open secrets like domestic violence, abuse, and other issues, brings these issues to light by enabling women to discuss them in public.

The study was further connected to Laswell Communication Model. In 1948 Laswell proposed a model to describe mass

communication processes known as the Five W's Method or Laswell Communication Model. He was the first in media studies literature to build up a valid framework that fitted both supporters of passive and active audiences. According to the 5 W's model, a scientific analysis of a mass communication message is feasible by answering the following five questions: The first question is Control Organization (Who/What organization is behind the production of messages?), the second is Content Analysis (What is the content of a message?), third is Media Analysis (Which media channel is used?), fourth is Audience Analysis (To whom is the communication directed?). Fifth and the last question is Effect analysis (What effects are produced by the message broadcasted?). Among the 5 W's, the most important enquiry field is content analysis. It defines the scope of a message and enables tracking of the effects of communication.

Although the main function of cinema is to entertain, if it gives a message along with entertainment, then the proverb becomes icing on the cake. Films like 'Toilet Ek Prem Katha', 'Padman' and 'Mimi', where initiatives have been taken to normalize taboo issues like toilets, sanitary pads and surrogacy by spreading awareness about them, taking several steps forward in that line. Director Jai Basantu Singh is spreading awareness about condoms through his, film 'Janhit Mein Jaari and Tejas Prabhaa Vijay Deoskar in the film Chhatrawali.

The film takes a direct hit on all the issues but also takes care that it does not become a film made on sex education. We should watch the film so that the glory of original stories in Hindi cinema continues and people outside film families continue to strengthen their position in Hindi cinema like this.

Objectives:

- To observe situations in both movies where they are challenged by society at large.
- To see how these women acknowledge the positive aspect of their profession.

Research Problems:

- In which all situations are these women underestimated to be associated with a condom-based factory?
- How do these women prove that the job designated to them is truly meant for health and social awareness among people of all age groups irrespective of gender?

Research Methodology:

The study relied on secondary sources. The case study was the research method for it is the common qualitative research technique and uses data sources as possible to systematically investigate individuals, groups, organizations, or events. The Heuristic characteristic of the case study method was adapted specifically to help people to understand what's being studied. Lasswell Formula was connected to this secondary study for theoretical reference. Purposive sampling from non-probability sampling was followed to conduct the study. To see the realistic approach of these films, focus group study was conducted among five working women of Ranchi who had watched these feminist oriented movies.

Literature Review:

In general (Conley 2005), people who are at risk of infection with sexually transmitted diseases (STDs) are still not using condoms consistently, despite threats of contracting harmful or fatal diseases, educational programs, high levels of relevant knowledge, and public service announcements aimed at increasing condom use (Misovich, Fisher, & Fisher, 1997). In most studies, researchers have tried to predict participants' condom use based on health behaviour change models and unidimensional measures of condom attitudes. By contrast, according to the multidimensional theory of condoms (Helweg-Larsen & Collins, 1994), attitudes toward condoms are multifaceted and cannot be assessed adequately with a single, global question about how positive or negative an individual's attitudes toward condoms may be. Notably, in

particular, Helweg-Larsen and Collins identified five dimensions of attitudes about condoms: reliability and effectiveness, embarrassment about the purchase, embarrassment about negotiation, identity stigma, and pleasure (concern about the reduction of pleasure associated with condom use).

Cinema, a reflection of society, can transcend (Kumar 2022) physical space and time. It has proven to be a means of entertainment, learning as well as escape. During the COVID-19 pandemic, several factors including the absence of fresh content on television, the closure of cinema halls, the release of movies directly on digital platforms behind paywalls, affordable data plans and higher bandwidth availability, accelerated the shift towards mushrooming of OTT platforms in India. Indian storytellers are no more mocking characters from the Lesbian Gay Bisexual Transgender (LGBT) community. Judith Butler's work 'Gender Trouble: Feminism and the Subversion of Identity' published in 1991, has made a remarkable intervention in modifying our understanding of Gender as an essentialist category.

Sex and gender role are two constructs that are related but not the same. Sex refers to being a male or a female while gender refers to culturally defined characteristics of being a male or a female. Men are socialized to be masculine in gender. Masculinity is associated with being independent, dominating and assertive. Men are encouraged to engage in risky sexual behaviours to demonstrate their virility and sexual expertise (Givaudan, et al., 2005). The male identity is attached to bravery, strength and security and not using a condom is proof of his fearlessness; risking his life is a sign of virility and a way of demonstrating his masculinity and sexual prowess (Varga, 1997). Women on the other hand are socialized to be feminine in gender. Femininity is associated with being submissive, nurturing, cooperative and agreeable; thus, women are expected to take a passive seductive role in a sexual situation (Isiugo Abanihe, 2000; Moore, 2006) and to defer and submit to their partner's wishes. Hence, the question to ask is will men engage in risky sexual behaviours because socialization prepares them to and will women engage in risky sexual behaviour because socialization tells them to be passively seductive and submissive in

a sexual situation; resulting in unsafe sex behaviours for men and women? (Adebayo 2014).

Findings that men and women report sexual satisfaction with the female condom are an encouraging factor for health promotion efforts that seek to promote its continued use (Bowling 2017). Some design aspects of the female condom may enhance pleasure; for example, the outer ring may increase pleasure by rubbing against the clitoris (Philpott et al., 2006). Conversely, the external portion of the female condom has also been found to decrease pleasure by covering the vulva and reducing sensation (Buck et al., 2005). Women in previous studies also suggested that the lubrication provides added comfort and the strong material prevent them from worrying about the condom tearing, with these aspects of female condom reportedly enhancing women's sexual pleasure (Dias et al., 2006). However, these studies were not specifically focused on sexual pleasure and were not based in India, which is unique in relation to sexuality in couples, as well as to women's right to sexual pleasure (George, 1998). Men are often more dominant than women in India regarding sex decision-making (Yadav et al., 2010). Religion in India contributes a unique influence on sexuality and contraception decisions (Sharma and Pasha, 2011).

Feminism is a term frequently used in daily life, although there is debate about what it means. Some of them, such as the struggle for feminism or women's war is not wrong, but (Gurkan 2015) incomplete descriptions of feminist thought by some negative and pejorative meaning when installed state is a myth. Patriarchal social structure of this situation, there are many reasons, such as male-dominated discourse and dualistic thinking (Alkan, 1998:1). On the other hand, accepted meaning or definition of feminism as theoretically is difficult to describe. It is to be noted that the problems of women in different processes and environments, socioeconomic and cultural position and different political objectives are the basic reason to describe easily. Thus, numerous feminist movement, approach and action have been developed. This case causes as pieces structure of feminism at first, on the other hand it provides feminist theory to understanding, action, and act circumstances. Although there is not a common definition of feminism, as Mitchell points out, "it is an initiated struggle that women's creating solidarity with each other against the norms and

values of male-dominated world, sexist policies" (Mitchel, 1995: 6) will help to draw a general framework to define the form of. Notably, Feminism aims to question the concept of the male-dominated world, at the same time, it is also intended to avoid some difficulties women face in life.

The Case Studies:

Janhit Mein Jaari-

Actor: Nushratt Bharuccha , Anud Singh Dhaka, Vijay Raaz, Paritosh Tripathi, Brijendra Kala

Director: Jai Basantu Singh

Category: Hindi, Comedy, Drama

Duration: 2 Hours 27 Minutes

The movie's idea is creative and intelligent. It was a treat to see the legendary Tinnu Anand after such a long time, even though his role is limited with dialogue but still attracts attention. Nushratt Bharuccha has done a very noteworthy job and acts very well, her dialogue delivery is also spot on, and she excels with her accent as well. Vijay Raaz also makes a mark with his performance. The first half of the film was significantly longer than it needed to be and could have easily been cut by roughly 15 to 20 minutes because various unnecessary timepass stories were included.

Like Dream Girl, in this, the female protagonist of the film secures a marketing job for a product that is taboo in society. After getting married to her lover the rest of the film showcases if the protagonist is able to change the mindset of her family and society as a whole towards the product which at the beginning of the film starts casually.

The movie "Janhit Mein Jaari" represents a significant advancement in Hindi filmmaking. For movies that mix the relationship between cinema and society up until this point, only Ayushmann Khurrana has been mentioned, but actress Nushratt Bharuccha has stepped on his legacy since Ayushmann's reputation has somewhat waned due to his excessive experimentation. People stood up and praised the cast and crew of the film 'Janhit Mein Jaari', which has been screened in every

city in the nation when they gathered for the film's premiere in Mumbai. This marks the emergence of a fresh voice in filmmaking.

The narrative of Jari in the movie "Janhit Mein Jari" may be the narrative of any rural community in the nation. Before making two or two hands with the outside world, girls who want to stand on their own two feet by working hard after studying and writing must face their parents at home, who only have one obligation for their daughter: getting her married as soon as possible. This is also Manu's universe. She uses a pillow on her stomach to juggle for a seat on the bus and is aware of how things work in this society. By chance, she is chosen for a job at a condom manufacturing company even though she needs one badly. She now needs to advertise the company's product, for which she is always hunting for jugaads (people who manage their work with some on-spot tricks). Together, the plot shifts from her mother's house to her in-laws' residence.

Nushrratt Bharuccha's film journey has been quite long. Now they have also started feeling that their good days are coming. It should also seem like this because when the producer or director decides to make a film based on an actress, it is a big deal for any actress, at least in Hindi cinema. Nusrat Bharucha is getting plenty of such opportunities here and there. Having got a chance to work with stars like Akshay Kumar, Nusrat is also getting films solely on her shoulders. The film 'Janhit Mein Jaari' is in a way her showreel. She has carried the entire film on his shoulders. When the first 30 minutes of the film pass, it is not even known and in these first 30 minutes, only Nushrratt Bharucha remains amazing. Nushrratt deserves an award for the ease with which she has played the character of a condom seller.

To support Nushrratt Bharucha in the film 'Janhit Mein Jaari', its makers have roped in a team of new and old actors. Paritosh Tripathi's work in the character of Devi, who is in love with the girl of the locality, has been the most brilliant. He brings smiles to the faces of the audience as soon as he comes on screen. This is a great opportunity for Anud Singh to make his place in Hindi cinema. He is lucky that he got a chance to be the hero in such an experimental film, whose writer and producer want to do something new. And Vijay Raj is amazing. As the head of a traditional family, he impresses. When he runs to beat the son, the audience feels like

family and when he talks about getting the daughter-in-law out of the house, his pride is worth watching.

If we are into comedy films based on social issues, then the film 'Janhit Mein Jaari' is for us. This film takes a direct hit on all the issues but also takes care that it does not become a film made on sex education. This film, which makes our society realize their responsibility again and again, may bring laughter on every such occasion, but behind this sarcasm, the thinking is also clearly visible, which the young women of the new age have adopted for a long, do not know the news to their families.

A comedy with socially conscious overtones—the model Bollywood has recently become fixated on. These social reflections were once the "darlings" of the town and the most talked-about movies in Bollywood. After experiencing repeated success, the producers began to view them as nothing more than money-making formulas. Because of this, not only did creativity suffer, but the authors also lost interest in sparking a real revolution in our culture.

Thankfully, "Janhit Mein Jaari" might provide the perspective shift that we were all hoping for. The most crucial factor is that the message is well communicated and presented. It is upbeat and amusing, and almost all jokes land exactly when and where they are intended to. Yes, it occasionally comes out as preachy and pretentious, but trust me when I say that overall, the movie maintained its roots and was quite real in how it approached issues. It also received all the necessary assistance from the group!

Bollywood trade analyst Komal Nahta wrote, "The film Janhit Mein Jaari has good comedy and excellent acting performances by the actors, but despite this, it does not have the female to pull the audience till the ticket window." There can be many reasons behind this." Grace Cyril wrote in her review for India Today, "The entire film rests on the shoulders of Nushratt Bharuccha. She gave a brilliant acting performance in the film. From her body language to her transformation into a lower-middle-class girl, the actress fits the bill perfectly.

Chhatiwali-

Starring: Rakul Preet Singh, Sumeet Vyas, Satish Kaushik, Rajesh Tailang, Dolly Ahluwalia, Prachee Shah Pandya, Rakesh Bedi, and Riva Arora

Director: Tejas Prabhaa Vijay Deoskar

Producer: Ronnie Screwvala

Music Directors: Akhil Sachdeva, Durgesh R Rajbhatt, Rohan, Sumeet Bellary

Cinematography: Siddharth Bharat Vasani

Editor: Shruthi Bora

Duration: 1 Hour 56 Minutes

Directed by Tejas Prabha Vijay Deoskar and produced by Ronnie Screwvala, the casting includes Rakul Preet Singh, Sumeet Vyas, Satish Kaushik, Dolly Ahluwalia, and Rajesh Tailang

The aim of the movie is to promote the importance of male contraceptives and safe sex, sex education and promote the use of a condom to avoid unwanted pregnancy, abortion, and miscarriage.

The impactful movie is shot in Karnal, Haryana. The film is about Sanya Dhingra, a female unemployed chemistry genius who is looking for a job. Later she was offered a job where she uses her skills and knowledge to fight the societal taboo of condoms and sex education.

It shows how society accepts the worshiper/vendor but not someone who works in a condom-making factory. It also shows how society thinks about talking about sex like a sin or crime. The movie has a few scenes where the students were separated into two classrooms based on gender to teach the reproductive chapter and how the students were forced to answer them as per their gender in the examination.

Sex is such a topic on which we all look, just by avoiding others' eyes. Outside the schoolbook, it was tried to find out about sex everywhere.

The story shows those times when before buying condoms from the chemist, they ask for all kinds of toothpaste, and powder. Where before teaching the reproduction chapter of biology, the teacher sends boys and girls to different sections. The digestive system is taught because it will pose a question of 10 marks in the exam. But the reproductive system that comes below the digestive system is not considered necessary, because only two number questions will come from it. The story of 'Chhatrivali' is not old, because you see the character of Sumit Vyas going to his shop. Sanitizes hands before entering the shop. We see the QR code pasted on the door of the same shop.

The story is off today, just our issues are the same. Rakul's character Sanya completed her studies in chemistry but is unable to find a job. Rasta bumps into the owner of a condom manufacturing company. Though out of spite, Sanya starts working in his company. Sanya checks the quality of condoms. I am ashamed to work, but if the money is good then there is no problem. What will happen when his bomb explodes from the job which he is ashamed of? Also, whether she understands the importance of her job or not, is the main plot of the film.

Similarities and Differences between the two movies:

Yet there is a fundamental difference between the two. Looking at 'Janhit Mein Jaari', it seems that an attempt has been made to capitalize on the atmosphere in the name of social messaging. While 'Chhatrivali' does not seem like an imposed story.

Male gaze or to say the gaze of men has been given an important place in the film. Our locality, our house and the bed hidden inside it all have rules made according to men. In such a situation, if someone hurts the ego, it hurts. When Sanya starts working in a condom factory full of men, then she remains the target of laughter for some men and becomes a cause of jealousy for some. Sanya should not only spread the awareness of condoms to the people. Rather, it is to attack the mindset that allows women to play in a limited area, consider their rights over their bodies, and proudly say that look, we do not discriminate between men and women. This narrow thinking determines which topics we can talk about openly and which we cannot.

One good thing about 'Chhatrivali' is that it does not paint anyone in the colour of good or bad. Everyone is just people; some are doing right, and some are wrong. And wrongdoers are not always wrong people. In the name of proper education, they are only being taught this mistake. The film touches on all these aspects.

The only issue is that this thing becomes his negative point. You are trying to cover so much in a runtime of one hour and 50 minutes, in such a situation it seems that everything is running. Quickly a character realizes that now he has to fulfil this responsibility. Then immediately the other person understands that he was wrong till now. Overall, the directions in which the story grows are not able to cover it properly in the end.

At the level of acting, the right work was done here. Be it Rakul, Sumit Vyas or Rajesh Tailang, everyone stays within the confines of their character. But there is no such scene in his part that settles in your mind. 'Chhatrivali' is a sensible film. To an extent, it also tries to keep you invested in its story. But cramming everything in a hurry makes the film heavy.

The film team deserves praise for selecting such a daring yet important subject that genuinely requires attentiveness. The use of condoms, which is prohibited in India, is emphasized at Chhatrivali. It emphasizes the issues women face in society because of the over usage of contraceptive tablets. The importance of sexual education in schools is also emphasized in the film.

Rakul Preet Singh deserves special recognition for contributing to the movie, which emphasizes an essential social message. The actress was fantastic as Sanya, and she carried the entire film. Rakul is a fantastic performer, and Chhatrivali demonstrates this. She is a treat to see in the movie, and Rakul played her part convincingly.

Even if the point being said is sound, it must still be presented interestingly. This is where Chhatrivali falters. With a few exceptions, most of the movie is monotonous. The overall impact is diminished by the uninspired writing and repetitive passages.

Particularly the first half will try your patience. Here, nothing happens efficiently, and neither does the first hour have any enjoyable moments. More attention should have been taken to

properly set up the tale, and the love track only serves to increase the dullness. The movie is entirely predictable, like a lot of contemporary movies.

A Bollywood movie with similar themes to Chhatriwali was released the previous year. Therefore, those who viewed it might think Chhatriwali is exactly like it, but for the settings and performers. A few areas of the movie were just briefly touched upon and could have used more depth. Although Satish Kaushik's part had more potential, as the film went on, his screen time was cut down.

On the whole, Chhatriwali is a film that highlights the importance of sex education in the country. Rakul's power-packed performance and a few scenes in the second half are its strengths. The core point chosen is good but engaging narration was the need of the hour. Hence Chhatriwali ends up just an okay watch for the social message it carries.

Condoms are protection primary and not for pleasure (nothing wrong with them being used for pleasure, scented, dotted, and ribbed all are for pleasure and nothing wrong with them as well).

But the movie failed to even mention STDs! A movie about safe sex that does not even touch up on STDs.

Secondly, the movie's focus was solely on condoms as a means of contraception, but it does not even mention other forms of contraception! It is asking women to ask men to wear condoms, not wrong, but there are contraception methods available for women (IUDs, Pills, even female condoms) that the movie completely ignores.

It is estimated that 15.6 million abortions take place in India every year, a major proportion of which is expected to be hazardous. So, what's the solution? Men should start using condoms and women should ensure that they do so. A simple message is conveyed in a humorous style in Janhit Mein Jaari. Certain dialogues are truly chucklesome. The unnecessary drama towards the climax is a bummer. Nushratt Bharuccha does a fine job as a condom seller.

The Focus Group Study of five women

Method: A focus group discussion based on five working married women to know about the depiction of Feminist Approach in Condom oriented Bollywood Movies was conducted in the premises of Amity University Jharkhand. This discussion was amongst the women of age group 25- 40 years. The women were selected based on their interest and knowledge of Bollywood movies and their willingness.

The women shared their views on sex education, health, and social awareness. The aim of focus group study was to know opinion of women, their observations about situations in both movies where these women are challenged by society at large. To see how these women acknowledge the positive aspect of their profession.

When asked, the respondents Do you think these condom-based films are helpful to eradicate the age-old taboo in society about sex education. The first response from a renowned college professor was Yes, these social movies are helpful only if every gender and age group watch it. But only watching for entertainment is of no use unless there is post-screening discussion. Entertainment and education should be practiced simultaneously.

The other response was from veteran from DD Ranchi. She said films are very powerful medium of conveying the demerits of social evils the films like Janhit Mein Jaari Chattriwali are very bold and important topic importance of condoms should be conveyed to the remotest people dangerous diseases sexually transmitted can be avoided by using condoms and who else can convince than woman if she chooses the profession of selling and marketing she is not only earning but creating social awareness men if the think that women are not for this are ignore nt and illiterate and holding age old belief which is dangerous for the society films I feel can change their beliefs to some extent. While another professor from a leading private university believed yes, films like these gives us opportunity to think, explore, talk and discuss which can be helpful for one's personal life and for others too.

The second question was, were the messages of health and social awareness, properly portrayed among people of all age groups irrespective of gender?

The response from St. Xavier's College, Ranchi professor was that the message was portrayed in a fair way. It was great to see a female actress in the lead role challenging the male counterparts. However, does it happen, or will it happen? The other professor from the leading private institution believed Yes, the lessons learnt by every character, may have taken its own time in some cases it may have converted to solution, and some may be deep prolonged thinkers.

The third question was, express your opinion on minimizing threats of contracting harmful or fatal diseases related to sex? The college professor from St. Xavier's College said that sex education should be put in the school curriculum because at the tender age students tend to explore such taboos and land in problem. Even in higher education there should be seminars on sex education. There should be screening of such social movies along with discussion. Sex is no longer hidden.

The lady professor from Amity said that a lot of time out of shyness and sensitivity people don't like to talk about their concerns or pain with the fear of hurting the partners. But these films give strength to think and talk thus saving oneself from catching any diseases.

While another professor from Amity said that, yes precautions are needed for a good health and yes now it's high time where people should talk about openly. The another working woman believed one should reduce the number of sex partners, use condoms, talk honestly with potential partners about both of your sexual histories etc.

Remarkably for the fourth question, that the films also highlight the society's stereotypical approach of judging a profession suitable as per gender, how far it succeeds? The professor from St. Xavier's college said that as per her opinion it was reel and too far from reality. Even if we are broad minded it's difficult to talk about sex with male/female members. The other professor from Amity said that initially it definitely was falling into a stereotype but eventually it was acceptable, and the working women stood up for the cause. Another professor from Amity said that whatever was shown means the societal stereotypical approach, that is crucial reality. But yes, it should be removed. Another businesswoman said that films reflect society and culture thus serves as a source of information. So, we can say that the films also highlight the society

's stereotypical approach of judging a profession suitable as per gender.

The final question was that are such films appreciated by male counterparts of society, thus giving a nod to understanding and acceptance of sex education and its importance? The respondent from St. Xavier's College that she has no idea about it because she watched the films alone. Neither has she discussed it with any male counterparts.

The other professors from Amity said that Male with open mindset which includes these directors, shows that though there are less number of males, but they are working towards these taboo topics and they are proud of it. The businesswoman also agreed that many are aware and sensible men accept this truth that sex education is important.

Conclusion:

Based on the first objective and analysis, it was noticed that both the female protagonists in the chosen movies initially preferred hiding their job profile and the company they are placed in. The hide-and-seek profession secret was maintained even after their wedding. Coincidentally, the husbands of the characters were unaware of their spouses' jobs at the time of tying the nuptial knot. The situation of hiding continued in in-laws' place but some or the other need of the hour like the discussion of safe sex or miscarriage within the society of their passion to continue working in the condom factory as breaking the taboo reveal their professional identity. They are asked by husbands to switch their career or in-laws' start the "no communication game". Both Nusrat and Rakul are bound to return to their respective maternal places but are determined to spread awareness of safe sex, miscarriage, and other health hazards of not using condoms among adolescents, men and women in general. The necessity of using condoms by men is stressed more. It also shows situations where men refuse to use a condom but are insisted to use by their life partners. The movies clearly show that although these women are one of their kind genders to work in condom production factories, they receive full cooperation from male colleagues.

Referring to the second objective, the second part to the end of both movies clearly shows that working in condom production

factories is not at all a 'hide and seek' career for women. In fact, it is because of this profession that women gather the guts to motivate families and neighborhoods to understand the health hazards of not using a condom during sexual intercourse. In turn, people are motivated and save their lives. The ending, hence, in both movies is worth praising.

Focus group study also helped in understanding that working women of small towns some or the other way support such movies where woman plays the lead in bringing a positive change in the society through her profession and skills. She rather makes all possible ways to change the cheap mindset of the society regarding sex education and lastly succeeds.

Research Gaps:

- Both chosen films are restricted to the thoughts of people for using condom.
- The shooting of the film is carried out specifically in small towns.
- Only two movies related to condoms could be taken for study.
- The mentality of families residing in metropolitan cities could not be covered as condom based movies are restricted to small towns of India.
- Lack of awareness related to condom could not be shown in neutral families as movies taken concentrate specifically on joint families.

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