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SILVER SCREEN BEAUTIES

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When an individual thinks about Entertainment, it can be thought as a task or a form of activity that grasp the attention of the spectators and gives pleasure or delight. Entertainment can be said as one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. It exists in different kinds of performances that exist in all cultures. One of the kind for source of Entertainment includes the Film Industry or Motion Picture Industry. Indian cinema (including Bollywood) is the largest Film Industry in terms of films produced and number of tickets sold, with 3.5 million tickets sold worldwide annually and 1,986 feature film produce annually. Bollywood and Hindi Language constitute a bulk of popular cinema made in the country, several regional industries are dynamic and noteworthy. The purpose of this paper is to evaluate the life struggles faced by the film actresses in Hindi Cinema.

Keywords: *Cinema, bollywood, actresses, entertainment, films*

Besides the Hindi Film Industry, there are seven most influential regional film industry. These are as follows:

1. TELUGU

It comes under South Indian Film Industry that closely follows behind Bollywood is reached. It has the largest Film studio complex in world, which is based in Hyderabad. The film industry has been immensely been in shaping the course of mainstream commercial cinema around the country.

2. KANNADA

Based out of Bengaluru, the Kannada film industry produces around 200 films each year- thereby marking itself as one of the country's largest film industry.

3. TAMIL

Based in Chennai, the Tamil film industry is the second largest in India in terms of revenue and distribution.

5. MARATHI

Co-existing with powerful Bollywood in Mumbai, the Marathi film industry is the oldest in India. The Marathi film industry has carved out an important space for itself as one of the country's most influential regional industries.

6. MALAYALAM

It is locally known as Mollywood. It happens to be one of the country's leading regional producers of cinema, producing well over 100 films a year.

7. BENGAL

Bengali cinema has its roots since 1920s and therefore, the most critically acclaimed of all regional industries. Since its first feature, Billawamangal released in 1919, the industry has been in forefront of India's parallel or alternate cinema scene.

8. BHOJPURI

Bhojpuri language is often considered to be a dialect of Hindi. Bhojpuri cinema has emerged as a vibrant entity of its over the years.

In addition to these Film Industries, Films are made in many cities and regions in India including Andhra Pradesh and Telangana, Assam, Jammu and Kashmir, Jharkhand(Ranchi), Goa (Konkan), Karnataka, Kerala , Maharashtra, Odhisha , Punjab, Haryana, Manipur, Tamil Nadu and Uttarakhand.

Often Hindi Cinema is commonly referred to as Bollywood, that is the Indian Hindi –language Film Industry, based in the city of Mumbai (formerly Bombay), Maharashtra, India.

Bollywood represents 43% of Indian net box office revenue, while Tamil and Telugu cinema represent 36% and rest of the regional cinema constitute 21%, as of 2014. Thus, Bollywood is one of the largest centers of film production in the world.

AFFECT OF CINEMA ON AUDIENCE

Bollywood films reflect society and culture to make them relatable to the audience, hence prosperous at the box office.

Since cinema is not only a form of entertainment but also an important cultural tool that has the power to shape point of view. People try to see them through the lens of the current socio-cultural climate. The aim is to call out biases, falsity and everything else that is problematic so that we can gauge over the journey thus far and road ahead.

Many studies have shown that cinema and society influence each other. It has been shown that many films in India are made in respect to what is going on in society and cinema has also had massive influence in shaping up the society's beliefs, practices and providing a new insight into the social milieu. Family melodrama and well-choreographed song and dance routines are the main essence of most Indian films. Blockbuster movies have been either family oriented or movies that have encompassed certain traditional values.

Medium of cinema are crucial in representing social and historical practice gender approach is a significant phenomenon in sociological studies. Cinema is a mediator of social realities and personal dreams, collective concerns and individual aspirations make it assume as a humanistic discourse which has the potential to redirect the cultural and material fabric of one's everyday life.

Bollywood has influenced Indian Society and culture for a long time. For many decades, Bollywood has influenced daily life and culture in India, where it has been the biggest entertainment industry. Many of the Musical, Drawing, Wedding and Fashion trends in India, for example, have been influenced by Bollywood.

Some of the biggest trendsetters have been included Madhubala in Mughal-e –Azam (1960) and Madhuri Dixit in Hum Aapke Hain Kaun(1994).

Bollywood has also had a socio-political impact on Indian Society, reflecting Indian politics over the decades.

Overseas, Bollywood has been a prominent form of soft power for India, increasing the influence of India overseas as well as changing perceptions of India.

According to Author Roopa Swaminathan, “Bollywood cinema is one of the strongest global cultural ambassadors of new India.” The role of Bollywood in exerting India’s global influence is comparable to the role of Hollywood in America’s global influence.

In most societies men were seen as breadwinners while role of women is restricted to being a good Homemaker and a good mother. This applies to women in a highly patriarchal society of India.

ROLES OF MEN versus WOMEN IN INDIAN CINEMA

In early days, Indian cinema focused on mythological stories and great epics such as the country’s first feature film, Raja Harishchandra directed by Dadasaheb Phalke in 1913.. After Independence, cinema became a vehicle for addressing social problems and issues.

The Golden era of Films was from 1950s to late 1970s. This was the time when films showcased the relationships, customs, norms and ethics of Indian Society. This was also the time when the women were very important role in the films holding a lot of responsibilities on the shoulders to sell the film in the market. Women were given equally dominant role in the films along with male actors. A few examples include Mother India made in 1957 by Mehboob. The story revolved how a women named Radha (played by Nargis Dutt) stands against his son, Birju (played by Sunil Dutt), when he abducts a woman from her marriage. His mother’s act of unity with the girl being abducted is not because of any attachment but an act of unity with the whole of womanhood.

During the 1980s, there was the beginning of action era, an era that brought up a lot of changes. The Bollywood Heroines lost their strength and space to the hero. She was reduced to being a glamorous element of the films, dancing around the trees, being kidnapped, raped or killed. One such example of the film is Mirch Masala directed by Ketan Mehta in 1989, showing the role of women in Indian Cinema. This example does not mean that the women in films were always left behind

Several films also depicted a more dominant image of women as well.

For example, the leading lady of the 1980s was Sridevi who was known as “Thunder Thighs”. Sridevi, like other female actors spend hours in the make up room and portrayed a dominant, aggressive character. In an earlier film, Himmatwala, she out-danced and out-fought the men and deals with the villains herself, defeating them. While there are some films she needs two or three male actors to balance her role. Example that stand out is film Joshila, where she needs three male actors to balance out her role.

A magazine was published with a cover story which said ‘Is Sridevi a Hero?’(September 1987). This showed that the attitude and the perception of women had totally changed by this time.

The more recent films in the late 1990s, like “:Kabhi Khushi KabhiGhum”, “Dil toh pagal hai” , “Biwi no. 1”, all had women as decorations and as homemakers. None of these films made by young filmmakers presented women as career women. Example can be taken of “Biwi no. 1”, where Sushmita Sen was playing the role of model and a forgiving homemaker wife in same movie, played by Karishma Kapoor. The fight was to win the man.

On the other side a clear distinction of role was made in role and image of women. One being the Heroine or good girl and another one being the Vamp or bad girl, who is usually a Spoilt-brat. Sometime afterwards, in the 90s especially the line between the heroine and vamp somewhat disappeared. Some of the movies showed women as career women. Example that can be taken is of film Corporate, where Bipasha Basu plays an ambitious girl wanting to be successful at any cost to get rid of her past bad experiences.

The changes of images has not been a sudden one but appeared to be happened gradually.

Seeing women portrayal in popular cinema, it seems that time has been still for her. Even though the characterization is more detailed the role has not changed drastically. The roles assigned to female actors still carry the stereotypes. Some changes in the women’s typical characters have been evident in the films lately.

The female actors face many issues in the film industry. The major issue of debate has always been representation of women in cinema.

Some more are as follows:

1. STEREOTYPIC ROLES

Gender typically refers to the social process of dividing up people and social practices along the lines of sexual identities. The concept of gender was adopted just in order to emphasize the building of masculinity and femininity and social ordering of relations between men and women.

The Indian Film industry reflects the unequal treatment with women the Indian film Industry is male-dominated industry. Women who pursue a career in this field or enters this industry are either mostly actresses or playback singers. Very few women are lyricists or composers. In recent years the ongoing trend has changed a bit and hence, appeared as costume designers, screenwriters, choreographers and editors. The number of women is much less when compared to their male counterparts, while a handful of them are ventured into Film direction, they have not achieved the commercial success like their male counterparts.

If an individual looks at Bollywood closely, they will find a multitude of regressive ideas centering around a patriarchal construct, and the general lack of aid and respect towards its female actors. The fact is that Bollywood promotes male domination (although a lot less now) and some movies are mere reflection of this promotion.

Most action movies of Bollywood are Male – oriented. Male characters are showed as powerful, highly masculine, and therefore, accountable for the safety female characters while female characters are showed as distressed, unsafe, powerless, and dependent on male characters. Besides the portrayal of female characters as powerless, women are also conveyor of tradition.

In 2008, Bollywood released a film Ghajini, where Sunita and Kalpana were two female leads. Regardless of more than one female lead, it was still a male-driven film. This film also pictured a Hyper masculine character of Aamir Khan (as Sanjay), presented as a truculent part in the film.

In addition to that, the increasing popularity of the item songs is used as a strong mechanism to market the film. However, along with marketing, they also portray the feminine sexual desires through the articulation of female bodies. By hyper- sexualizing female dancers, their bodies are showcased as sexual and fantasies, promoting male stare. Sometimes, item songs are hardly related to the storyline of the film. The stereotypical representation of women in item songs shows female bodies as an article for men. Item songs also depict “ideal” images of women and promote false ideas of how women should look as.

2. LENGTH SHORT IN THE FILM STORYLINE

Bollywood has lot of actresses who often jumble the definition of feminism. Feminism does not mean men bashing or showing inferiority. In easy words, feminism stands for Equality. According to the Research facts released by the Geena Davis Institute on Women in Media supported by UN women and the Rockefeller Foundation, which claimed Indian films top the list in objectifying women on screen. A sample survey showed Indian films Indian films have largely depicted the women in sexualized roles.

The gender equality should be concerned with the Film industry, where female actors not only face stereotypes but also undergo troubles like their short time span in the spotlight. Furthermore, one will find the movie where female actors are conditional on male actors, during the film. The female character is generally shown as the help seeking element and then comes the male character that fight against all the odds to bring equity to the female character. The women are shown in subordinate roles, upholding heritage values. Therefore, there still remains a considerable split up in the way the silver screen treats its female actors.

3. SHORT CAREER

When an individual talk about “Superstars”, all that comes in the brain is Shah Rukh Khan, Salman Khan, Aamir Khan, or even Ranbir Kapoor and the likes that people are having. This list of superstars does not include Actresses. Bollywood offers dry up for actresses in their late 30s, while men continue to rule the industry even in their late ages.

Unlike Hollywood, Bollywood has its own thinking about the age differentiation.

Technically, the more mature an actor, the better his performance. But the alike is not related to female actors. As a consequence, Actresses have to be happy with whatever part they are being offered. It is believed that “Men look better with age”, women supposedly regress in their looks once they touch an age of 30.

Example can be taken of Madhuri Dixit. people recall her as the Dhak Dhak girl for the dance number she did decades ago. She is considered as an actress of bygone era. She made her comeback with the film Gulab Gang. Now she is remembered for being a reality show judge rather than for her acting skills, which by the way, have only got better with age. Like Madhuri Dixit, there are many more actresses like Preity Zinta, Kajol and Sridevi who besides being impeccable at what they did, could not survive the test of time, and now they are seen at award functions and Reality shows.

In an interview, Actress Dia Mirza said that “ For women (actors) especially once they hit their mid-30s, opportunities, unfortunately starts shrinking because some Filmmakers want to cast young actresses and most male actors,, who have well passed their 50s (also) want to work with the young talent. One needs to break through this. It is going to take some fundamental changes in the way we approach over cinema whether it is about every women making her choices or choosing to marry when she wants and continue to be a professional”.

4. PRESSURE TO LOOK GOOD ALL THE TIME

Looking beautiful is an essential part of an actress. If one discuss about fashion and style, it is impossible that Bollywood actress looks do not crop up in that talk. Unlike actors, actresses face a lot of pressure to look good all the time.

Actress do look attractive and walk as though they floating on air when we see them at awards shows, public appearance etc. in order to look alluring they have to work pretty hard to maintain that look- after hours of hairs and make-up. They sometimes spend hours in make up and having their hair done and everyone expects them to look perfect whenever they are seen. They need to choose just the right dress for right look and they need to do physical workouts just to keep those bodies up. They have to maintain physical agility for the dancing they do, they usually begin early in the morning and they can work until late night in some cases.

An hourglass figure, high cheekbones and long legs are what Actresses have come to be associated with. In a country where models and actors blend seamlessly, Bollywood actresses have set high standards for themselves to look picture-perfect all the time. While people may gush about their looks as they set the screen on fire with their films or with their photo-shoots for fashion magazines. Actresses do pay very close attention to their physical appearances. Most actresses spent a good amount of money maintaining their “good looks”. Staying attractive is a very important part of the job for actresses, as many movie viewers want their eye candy in the films they watch. Those in power within the Indian film industry are obsessed with thin, waif like forms for leading ladies. Therefore, being thin is the top most priority and an inescapable reality for all female actors. In order to look good, actresses do undergo plastic surgery.

It was the talk of the town that Sridevi went under the knife to get her nose more enhanced. The shape of her nose had more tapered or pointer look, which ended up producing an artificial pinched appearance with deflated sides.

She took lips injection, which was recently a debated subject. She was also rumored to have had Botox injection. The rumors were based on Sridevi face skin which looked tight and smooth without wrinkles inspite of her being in mid 50s. It was noted that cosmetic surgeries such as liposuction could have led to cardiac arrest if the drug reached the veins, which was one of the common complexity in case of cosmetic surgeries. She normally took enhancers, powders, shakes and steroids to maintain herself post cosmetic surgeries.

The drug which she was receiving reacted with alcohol, that she was consuming and hence became unconscious which caused Accidental drowning which became the cause of her death.

Moreover in a video Actress, Sonam Kapoor shared that “Before each public appearance, I spend 90 minutes in a make up chair. 3-6 people work on my hair and make up while a professional touches up my nails. My eyebrows are tweezed and threaded every week. There is a concealer on parts of my body that I would never have predicted would need concealing. There are more ingredients on my face than in my food”.

She also said that “It takes an army, a lot of money, and an incredible amount of time to make a female actress look the way she does when one sees her”.

5. CAN'T MARRY AND IF THEY DO, THEN IT IS WITH MARRY DIVORCEE OR OLD MEN

Bollywood has been always known for its glam quotient. It is a general perception that people from the entertainment industry marry late as it is might affect their career. Many Bollywood actresses are seen preferring already married men for dating and marriage. In order to extend their respective careers, most actresses delays their marriages and by the time they decide to settle down, they are mostly they find a divorcees. Another reason may be the falling in love while shooting with an already married actor, producer or director etc. While there are some Bollywood beauties who never shied away from listening to their heart when it came to falling in love. Breaking all the social boundaries and stereotypes, they chose partners who were already either married or divorcee.

There is no denying fact that a lot of actresses themselves choose to hibernate after they get hitched, but even if they do plan to make comeback, its not as easy for them as it would have been for their male mate.

It is being said that money can change anything in the world. There are many high profile and rich personalities in Bollywood. Many of the actresses married popular business tycoons in order to settle their future life even after they leave the film industry.

Shilpa Shetty is one such actress who married a British businessman of Indian origin named Raj Kundra. Shilpa Shetty is Raj Kundra's second wife.

6. LEAVE THEIR WORK AFTER MARRIAGE

It is common for actresses these days to continue working even after marriage. But for all married actresses career is not an important priority. There are many Bollywood actresses who have left their fame and career behind to focus on their marriage and family and followed the old saying “family comes first”. There are Actresses like Sonali Bendre who stayed away from film but were seen on the small screen and actresses like Gayatri Joshi who are no where to be spotted.

Twinkle Khanna is one such Bollywood beauty who left film industry to happily adopt the role of a homemaker. In 2001, she married her beau Akshay Kumar and left the film industry. She is now a successful interior designer, newspaper columnist and film producer.

In addition to these points, there are some actresses who had delayed their marriages and proved that age is not a bar for marriage. Such actresses delayed their marriage due to their schedule and fame which they were receiving at the peak of their career. Actresses led a happy life with their respective spouses and therefore, proved that one should get married when they think it is the time and not according to the society.

7. SEXUAL HARRASSMENT

Sometimes Actresses gets targeted towards Sexual harassment. Under the influence of the United States international campaign, MeToo movement was initiated in India which involved Film Industry also. This was against sexual harassment of women workplace. This movement led women whether a famous name or a struggling one to speak out and bring allegations of sexual harassment against prominent men who asked for “Favors”. This movement led to major social consequences for several of those accused such as firing and resignation from their respective jobs and disassociation from members of industries and this led to big achievement for India’s women’s movement. MeToo campaign had a strong foothold in India.

In the wake of Indian women calling out sexual predators with the MeToo movement, Actress Sonam Kapoor came out with a positive message which said that “Women should stand in support with each other”.

8. DIFFERENT SALARY

According to Monster salary index 2016, women on the whole still makes 23% less than men, and as many as 68.5% of women in Indian work place feel they have encountered payment inequality. The conversation over pay variability has even reached the heights of Bollywood. Top – tier actresses fail just to get what they deserve.

In order to grab attention of the audience, both actors and actresses equally work hard to bring out that entertainment factor in the film. They both have to bring about the change in the diet and exercise pattern to get their bodies up for the film they are working on. The same amount of efforts are put by both them, but the bucks they make quite different. Male actors make more money than female actors on the film they both worked on. If one sees, they will find Actresses do more work. Like male actors they do memorize lines and portrays characters from scripts and screenplays. In addition to acting, actresses may have to sing and dance depending on the role they are playing or the type of production.

In an interview with PTI, Actress Aditi Rao Hydari said that “I do not understand why we are paid less than the male actors because we put equal efforts”.

Actresses like Deepika Padukone and Priyanka Chopra do face struggle with the Gender pay gap. These both actresses are paid much less than their male co-stars, despite being eminently bankable actresses with truckloads of critical acclaim and box-office reputations.

Actress Kangana Ranaut said in an interview that “Forget all credit, they (male actors) take all money, as well. We are not paid one-third of what male actors take home. It is not so much about money but it is about being a women.”

9. DOES NOT CONTINUE THEIR EDUCATION IN ORDER TO PURSUE THEIR ACTING CAREER

Education is said to be the elixir of one’s life. Education plays a very important role in a person’s life. There are many charming beauty queens of B-town who did not finished their education. The main cause standing behind it is the acting career of theirs and the gaining success and fame in their fields.

Example of it is the Winner of the Miss world 2000 pageant, Priyanka Chopra failed to complete her graduation. She always had a dream of becoming a criminal psychologist, but several movie offers and modeling assignments came into her track.

10. LACK OF TIME

Acting is a tough business. It is really a dicey one too. Acting provided Actresses with the career they love, good movie to add in their range of work, a captivating life and lifestyle and what not. Working in a film is not that easy as it seems. It takes a lot of Hard work and dedication. That's why the best of the best can sustain in the industry.

The silver-screen enchantresses do have a busy schedule. They need to be full of energy in order to meet the expectations of the directors for the roles. All these things affect them physically, mentally and emotionally. They are expected to remain ready to get down to work.

Sometimes people do think that life of actresses is quite simple, they just simply work all day and party all night. They surely go to more parties until late nights and thinking goes to all and every night parties. But if they do so they would be left with no time for profession of acting.

Actresses are short of time and have lined projects. Once they sign the film or project contract, they are not able to back-off. These commitments and lack of time makes them neglect those projects which can be important for their stardom.

The role of autistic person played by Priyanka Chopra in the film, Barfi was first offered to Katrina Kaif . But due to her hectic schedule she was not able to play that role. The movie and the performance by Priyanka Chopra was highly appreciated. She not only succeeded in essaying the character in the best possible manner, she also portrayed the trails and tribulations of an autistic person.

11. NEED TO LOOK-OUT THEIR DIET CAREFULLY

Fit and fat, both words are related directly to an individual's health. Nowadays, everyone wants to be fit and fine regardless of one's field. Fit body is the most crucial thing when it comes to the entertainment industry.

People often wonder what makes actresses look so fit and how do they lose weight on demand. It is probably due to their amazing diets. B-town Actresses have to change their body appearance according to their next project. Sonam Kapoor revealed on her social media handle that "It is someone's full time job to decide what I can and cannot eat." They normally depend on enhancers, shakes and steroids for keeping their bodies up. They have to undergo vigorous exercise and spend their maximum time in gyms. When they eat enhancers, their muscle have a chance to die off within a month of not exercising.

According to doctors, actresses' crash diets to aim for a size zero' figure and unnecessary cosmetic surgery, can result in significant health risks.

A report published on a website named Patient safe network mentioned that many patients die from cosmetic surgery.

12. NO FILMY BACKGROUND, NO SUPPORT

Some actresses being kids from film families end up taking up career of their parents, and due to the name and fame that their parents earned, they do not face much struggle. It does not mean that Indian Cinema is allergic to outsiders. In fact there have been success stories in film industry who have made earned with their effective work. Many girls from all over the country of India come to Land of opportunities, Mumbai for gaining fame and fortune, spending a lot of money on rent, portfolio, food as well as their daily travelling expenses. This industry and work asks for tremendous struggle and sacrifice that an emerging actress needs to do. Hence, individual girls end up indulging themselves into rat races just to acquire even a subordinate role in a movie under a high production house. The land of dreams and opportunities requires actress who can give their best and there are thousands of people who stand in line for giving auditions, screenshots and screen tests and be selected for prestigious projects, short films, televisions, commercials, ramp walks and much more.

There can be disappointments for aspiring actresses who do not get selected and who get selected and who have been trying their luck in Indian Cinema constantly, but do not get selected because of their looks or unpolished acting talent which is unfortunately not up to mark.

Actress Kangana Ranaut came from a Non – filmy background and had her own up and downs in Film industry. Kangana Ranaut said that " I left home at 16 because of my choice of career". Ranaut struggled with her meager earnings during her struggling period. She refused her father's financial assistance which led to a rift in their

relationship. Her relatives were unhappy with her decision to enter the Film industry and hence they did not correspond with her for several years. Her triumph over hardship was appreciated and applauded.

Many actresses struggle to find work and may never find the “Big break” into this ruthless industry.

13. DEMAND OF WORK

Actresses do face skin problems, scars, body issues just like rest of people. They have to cope up with locations for shooting that are sometimes less hospitable than they might like. Example of a short documentary piece can be taken on “ The making of Gerua” and how Kajol looked downhearted sitting amidst the ice floats when she was filming. She commented how uncomfortably cold it was.

The actress may be required to travel or relocate the work sites. The grandeur of the sets, the opulent costumes, the striking performances and the splendid cinematography of Ram-Leela along with the direction of Sanjay Leela Bhansali, made this film sweep away most of the awards in the year 2013.

The chemistry shared between Ranveer Singh and Deepika Padukone was the foremost factor for the success of this film.

Deepika Padukone shares a close bond with Sanjay Leela Bhansali. People would have no idea how the relationship between them had such a rocky start. Deepika Padukone revealed in an interview with IANS that She broke down on Day 1 of the shoot. The incident that made her broken was some last minute changes in the dialogues and according to Director Sanjay Leela Bhansali, he does it to derive spontaneity out of actors. Not only the changes in dialogues were a problem to Deepika Padukone, but the ghagra she wore was also troublesome to her. That Ghagra weighed around 30 kilograms. She had to wear a medical brace around her shoulder and back to get rid of the pain.

14. NEED TO BE BEAUTY WITH BRAIN

Actress Mouni Roy have recently done an ad film, which depicts the lesson that an actress besides beauty as an factor should also possess brain, that is, the film industry and people overall present requires an actress to be beauty with brain.

Actresses do go through formal training in acting, which helps them improve theirs skills and career outlooks. They are required to have certain skill sets so that they can make them look as a centre of attraction in interviews, award functions etc. every actress is beautiful but some of them are beauty with brains and it is this lethal combination which makes women rise to the top.

This is also a challenge that an Actress go through.

CHANGING SCENARIO

The scenario is changing somewhat in Film industry. There are many Female oriented movies now like Raazi, Padmaavat and many more to come. An example is SPACE MOMs which is all about the contribution of women scientists in mars mission. The idea of making a feature film focusing on women engineers and scientists of ISROs successful Mars mission occurred to the director in 2014. There were many aspects to the mars mission, but the director decided to focus on the women engineers and scientist. The support was provided by several women engineers and were down to earth to share their experiences. They were at the same time ordinary and extraordinary.

The scenario that can be seen , besides gender gap payment is , that Deepika Padukone is the highest earning woman celebrity in India. She is the first woman to break into the top five of Forbes’ Richest Indian Celebrities list since its inception in 2012.

Feminism and Bollywood have a hate-hate relationship. There is no enough space the portrayal of independent women centric roles. However, there are still films which have a need a loud applaud for breaking the non-existent barrier and coming out of their shells to challenge Bollywood. One of the films was Stree. Between laughs and fear, Stree offers a touch of gender sensitivity. The film, with ironic touch , makes man go through the physical and mental trauma that women face in their lives. The director and writer significantly weaved gender dynamics and

small town superstition into the storyline. The film appealed the touching aspects of present day reality in the country. Another women-centric film done by Actress Sridevi was English Vinglish released in theaters. Directed by Gauri Shinde trying to find her place in the modern world by learning English as a tool of Empowerment. Mainstream ideas such as “portraying fair skin” as an ultimate goal in a predominantly brown skinned nation spread stereotypes and glorify the notions of gender inequality within the industry as well as the broader society where the Bollywood impact the most. Celebrity Actress, Priyanka Chopra embraced her natural bronzed skin and proved how one do not need a lighter complexion to have the world at their feet. Sonam Kapoor also broke Beauty stereotypes by a video which said that “There is one definition of beauty that means Beauty comes in all shapes and sizes”.

Actress Kangana Ranaut certainly proved that one can break the glass ceiling with curly hair. Shattering the societal stigma that curly hair is unruly and wild, Kangana flaunts her gorgeous curls from the red carpet to the movies.

Evolution is there. The Hindi film actress has graduated from being the Abala naari to the women of substance and strength who stands for her rights, raises her voice against injustice, fights for her dignity and self respect and also rebels she has to. Indian films are trying to break the stereotypes and opting for innovative characters, the process has largely been low. The constantly evolving dynamics of Bollywood make it a tough place to survive. Especially with its never ending demands and soaring expectations. In today’s Glamour-driven industry, actresses are striving to get as slim as possible. The slim stereotype was broken by Actress Vidya Balan. When it comes to experimenting and breaking stereotypes there is nobody like Vidya Balan. In an interview, Vidya Balan was asked if she would want to lose weight to get a glamorous part. Vidya’s retort was smart-“Change your mindset, I am happy with my weight and roles and do not change that”. She proved that being beautiful does not mean having size zero figure and perfect doll face. Also she proved that size zero does not matter to become successful actress. She has actually redefined what beauty actually stands for. She is a deadly combination of beauty and brains and has taken her films to huge success at the box office.

Actor Arjun Kapoor told in an interview that “ He believes that in the last few years things have changed for women in the industry as the commercial success of a film has led to female actors getting more remuneration”. He also told like that actresses like Kareena Kapoor Khan are the best example of women having a great career even after marriage and child. Kareena Kapoor Khan confessed in an interview that she is having more projects to do after her marriage. Therefore, experiencing lack of time.

What is more important, According to Arjun, is to make a safer and comfortable environment for female actors to grow and harness their skills.

Moreover He said “The film industry is making efforts to bring an evolution and make way more secular and open.”

A renowned Film maker, actor and musician, Farhan also supports the cause fervently. It is also a Humanitarian and a proud feminist.

According to him if one is a true man then that individual should respect women, her rights, her dignity, her mind, her body, her life, then that individual is a true MARD.

In 2013 he started a campaign called MARD (men against rape and discrimination) which truly supports women empowerment.

The actress was a part of the film industry at a time when women’s films were not viewed with respect. Actress Shabana Azmi has proved a number of times that she supports the cause of equality of both the sexes. She had voiced how it is important to have the power to spend what one can earn.

There has been a surge in the women centric cinema, and these films have tried convey positive messages regarding the strength and power of women in the Indian society.

The development has indicated that the female component in the film industry has made its presence known not just in the films but also in the real world. Thus, it is now possible to view the cinema as a genuine symbol for society and this perception helps to understand the society in a better way.

As a conclusion, Hindi cinema has included various aspects in their representation of women, but still there is a long way to go, until the women centric films become a part of regular Bollywood cinema.

There are some ways in which changes can be brought out:-

1. Bollywood needs more female directors as they can bring out women's story as stories by women are important.
2. People need to realize that a change needs to be brought out.
3. Film industry needs to put some significant role in making people aware of the reality.
4. Script writers needs to create innovative characters which is attributed to be a big impediment.

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