

Exploring Financial Autonomy in Women Amidst Patriarchy Through the Lens of the Movie “Abhimaan”

Ms Merlin Flavy Dsouza, Assistant Professor, Department of English St Aloysius (Deemed to be University) & Ms Florine Clara Dsouza, Assistant Professor, Department of Economics St Agnes College (Autonomous)

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Indian women who constitute 48.46% (Census, 2011) of the population hold precarious position in the society. Although, over the past few decades there has been an increase in women's participation by 37% (PLFS, MoSPI) thereby indicating betterment in financial empowerment. The focus has now been shifted from 'women development to women-led development'. Financial empowerment facilitated by financial autonomy reduces Gender Based Violence (GBV). However, pursuing financial independence may clash with cultural beliefs, especially in cultures where conventional roles are ingrained. This paper focuses on the influence of the patriarchal norms on women while exercising their financial autonomy by a comprehensive discussion on the Bollywood movie *Abhimaan* (1973). The dominance of communal values and gendered socialization is examined on the basis of the marital relationship of lead characters. This study aims to understand the relevance of marital dependency in the contemporary India. The present study uses a qualitative research design, with a focus on thematic and narrative analysis, to investigate the film's underlying social, cultural and psychological aspects. The study will help in comprehending the deeply ingrained cultural norms that take precedence over financial empowerment.

Keywords: financial empowerment, cultural norms, patriarchy, dependency, gender-based violence