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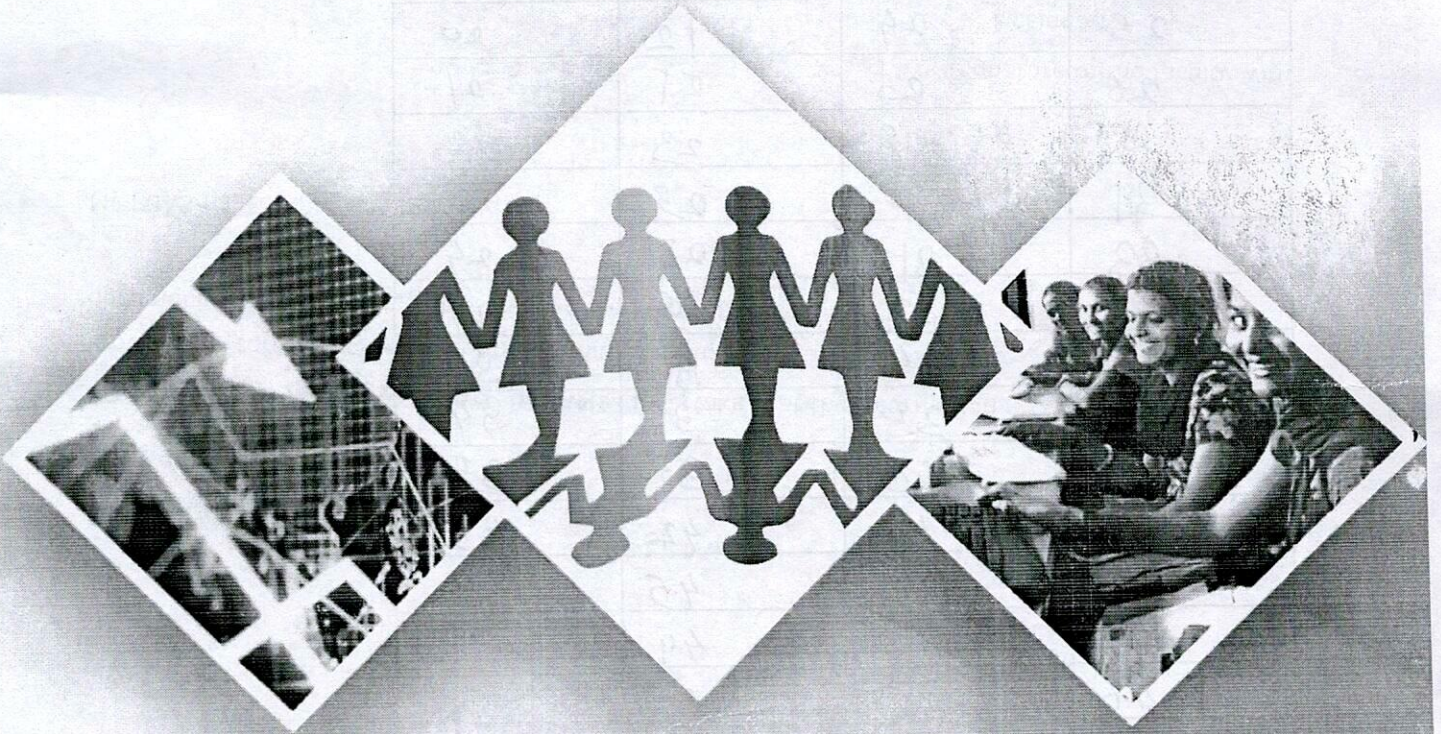


UGC Approved Journal

Multidisciplinary International E-research Journal

आंतरविद्याशाखीय राज्यस्तरीय चर्चासत्र

**भारताच्या राजकीय व आर्थिक
जडणघडणीत महिलांचा सहभाग**



- अतिथी संपादक -

प्राचार्य डॉ. अरुण डी. येवले

- मुख्य संपादक -

डॉ. धनराज धनगर

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सावित्रीबाई फुले पुणे विद्यापीठ, पुणे

श्री स्वामी समर्थ विद्या प्रसारक मंडळ, डांगसौंदाणे ता. बागलाण जि. नाशिक संचलित
कला, वाणिज्य व विज्ञान महाविद्यालय, रावळगाव ता. मालेगाव जि. नाशिक

- मुख्य संपादक -

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- विशेष कार्यकारी संपादक -

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Participation of Indian Women in Formation of Economic Sector

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Introduction:

Ekta Kapoor is born on 7th June 1975 in Mumbai Maharashtra. She also identified as Content Czarina her profession is Television producer, Joint MD of Balaji Telefilms. She is an Indian Film/TV Producer and Director. Ekta Kapoor is the descendant of actors Jeetendra and Shobha Kapoor. Her younger brother Tusshar Kapoor is also a Bollywood actor. She departed to school at Bombay Scottish School, Mahim and attended college at Mithibai College. Ekta Kapoor started her career aged 17, interning with ad and attribute filmmaker Kailash Surendranath, until after obtaining financing from her father, she determined to become a producer. She ventured into Bollywood movie production in 2001 beginning with *Kyo Kii... Main Jhuth Nahin Bolta*, *Kucch To Hai* and *Krishna Cottage* based on supernatural themes followed in 2003 and 2004. *Kyaa Kool Hai Hum* starred her brother Tusshar Kapoor. She then went on to co-produce *Shootout at Lokhandwala* with Sanjay Gupta. *Mission Istanbul* and *EMI - Liya Hai Toh Chukana Padhega* in association with Sunil Shetty followed.

In 2010 to 2014 she produced a number of films including *Love Sex aur Dhokha*, *Once Upon a Time in Mumbai*, and *Shor in the City*. She says at one point she had vanished confidence in herself after her films flopped one after another, and so was primarily not sure about producing *Half Girlfriend*.

She has produced abundant soap operas, television series and movies. Some soap operas she has worked on include *Hum Paanch*, *Kyunki Saas Bhi Kabhi Bahu Thi*, *Kahaani Ghar Ghar Ki*, *Kaahin Kissii Roz*, *Kasautii Zindagii Kay*, *Pavitra Rishta*, *Bade Acche Lagte Hain*, and *Jodha Akbar*. Kapoor has also produced the television series *Naagin*, *Ye Hai Mohabbatein*, *Kumkum Bhagya*, *Chandrakanta* (2017 TV series), *Kasam Tere Pyaar Ki* and *Kundali Bhagya*, and numerous others that were credited with starting a new wave on Indian television, important to her becoming known as the "Czarina of television" and "the Queen of India TV". Kapoor has also launched 40 web TV series online through her digital app ALT Balaji. She has also launched her fashion series with EK Label. In fresh times she has been named Content Czarina.

Collected works:

Television:

Television shows produced by Kapoor under her banner Balaji Telefilms from 2010 to 2018 is near about 182.

Movies:

Motion pictures produced by Kapoor under her banner Balaji Motion Pictures is something 38.

Web series:

Adult web series created/developed/produced by Kapoor under her banner ALT Digital Media Entertainment for her video on demand platform ALT Balaji is 22.

Awards and honors:

Kapoor also works on script writing, creative translation and concept building. Having been chosen as one of 50 of 'Asia's Most Powerful Communicators' by Asia Week magazine in 2001, she has helped launch the careers of many actors and actresses. She was preferred to lead the confederacy of Indian Industries (CII) entertainment committee. The other awards she received are; The Society Achiever Award and The Best Entrepreneur of the Year 2001.

She is an emperor of adult web series in which lots of sex scene. She is one of the most powerful ladies in industry as well as is regarded as one of the most powerful 25 ladies in India. Kapoor has also received awards as the producer of Balaji Telefilms. These include the Indian Television Academy Awards, Indian Telly Awards, Kalakar Awards, Asian Television Awards, Apsara Awards, Zee Rishtay Awards, Star Parivaar Awards, 3rd Boroplus Awards, New Talent Awards, BIG Star Entertainment Awards, 4th Boroplus Awards, GR8! Women Awards, Asia's Social Empowerment Awards, Lions Gold Awards, Stardust Awards, Screen Awards, Pune International Film Festival, Zee Gaurav Puraskar, National Media Network Film and TV Awards, the Global Indian Film and TV Honors, Dadasaheb Phalke Academy Awards, and ETC Bollywood Business Awards.

Conclusion:

Ekta Kapoor is certainly the only female producer who has stamped her position in the industry with greatest supremacy. She is at present riding high as she is juggling between multiple projects across various mediums. Ekta has set a standard when it comes to daily soaps. The filmmaker has not just treated the viewers with Television

content but has also venture into films and digital industry. Her latest area being the digital platform, Ekta has tailor-made content for the online audience. Before selecting the intermediate for her content, Ekta Kapoor first prefers to read the script and then decide on the suitable medium. So for Ekta Kapoor, the story is of utmost importance the medium is decided later. Ekta Kapoor was recently quoted saying, "This is my fun freedom. I love stories. And the story decides which mediums it goes. And I love doing it. So yeah the medium is decided later". She also

emphasized added how she has been choosing mediums as per her expediency.

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