

“A Study On Charity By Bollywood Celebrates: As A Role Model In Charity For Generation Y”

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ABSTRACT:

Celebrities have played a very important role in encouraging the youth attracting them toward the charity for needy people. It has created the modern culture amongst the society. For many people, celebrities are the role model for their energetic social development. Bollywood celebrities are globally renowned and loved by people with charity for needy people. The extraordinary growth of social networking has also spread the celebrity action towards the charity, which have made a name for themselves on video-sharing websites; sometimes without any noticeable capacity. Celebrity influence exists in all age group, but it's most visible among the younger generation whereas in adults they are admired by older celebrities and young is influence by recent celebrity.

The research aims to collect information regarding impact of charity by bollywood celebrities on young generation. The research studies influence of celebrities on generation Y and influence of charity done by celebrities and how the celebrities can motivate the generation Y

Keywords: Bollywood, Celebrities, Role model, Charity, Generation Y

Introduction:

India is having a large number youth population which is been influenced by the Bollywood Celebrity. Whereas youth been influenced with the help of media. Celebrities are the role model for the youth in the society as well as for the rest of the world. They are loved by their family members and the whole world. There is a big contribution of the celebrities in the modern culture as an intermediary for different reasons like taste, style, patterns, charity etc. Celebrities are the one who attract the youth for any reason. Whereas the media takes the help of celebrities for creating a center of attraction. Celebrities have created and emotional bond with the youth and this have increased the number of fans in the world.

Bollywood Celebrities have the control on millions people in India. This has made celebrities as a role model in different ages and segments. Maximum of the people follow with enormous confidence the dreams encourage by their favorite star. This has become an important factor for the celebrities to support a worthy cause. Maximum of the celebrities have supported different foundations and also have their own NGO for the good cause. These good causes of the celebrities have created a superior image of the celebrities in the middies of the youth people. The youth have appreciated for bringing smile on the face of suffered people and make their life worth living.

Celebrities are having much more participation in welfare initiatives for the less loved people of different age of the country. To determine the influence level of celebrities among the people is difficult. Influence level in US is one in four features while much lower in Europe, Germany is around 16%. Whereas celebrities culture is prevalent in Asia. In other countries like South Korea, Japan etc its 70%. The celebrity charity happening in China, India it has expanded with high energy in a comparatively very short of time.

There are some unique advantages and disadvantages which celebrities bring with them. Concern of credibility makes certain awareness, higher degree of recall and mass appeal to name a few of the advantages. Whereas reputation of the celebrity may decrease liking of that celebrity a vampire effect. Celebrity doing Charity and next movement celebrities are doing some the loss to the society will damage the image. Prominently will create mismatch of celebrity's image.

In India celebrity power is high and all young wants to be like their beloved big bollywood celebrity, such as Katrina Kaif, Shahrukh Khan, Kareena Kapoor, Salman Khan, etc. Many of celebrities contribute to charities or have their own foundation and that can promote people to contribute for charities and help for the good cause where they can. Celebrities can motivate people by singing songs and the messages that they give. This can also motivate people to do good things. So they should absolutely be role models

Celebrities conduct different activities like go out and plant trees with the community, will go to other countries to help the children with schools, help people with housing, raise funds for animal welfare, natural disaster victims etc. Those celebrities should absolutely be role models.

Literature review:

By Anonymous, Radnor, PA Living in a technological era, we have access to the tabloids more than ever before. There are television sets, magazine covers, Internet blogs, and movies screaming to be read and watched, and they are

plastered with images of these tacky celebrities. Now, in an age where we have more contact with celebrity gossip than we have ever had, we are faced with a question: what are the effects that superstars have on our youth? Based on a recent Newsweek poll, 77% of Americans believe that celebrities have too much of an influence on young girls. This effect is especially evident in their appearance and attitudes. With celebrities creating impossible standards of beauty, more and more young adults are feeling 'less confident, more angry, and more dissatisfied' with their looks (National Institute on Media and the Family). Based on a poll, 40% of nine and ten year-olds had tried losing weight and at age thirteen (Body Image and Gender Identity, 2002), 53% of girls were unhappy with their image (National Institute on Media and the Family). Now, this cannot all be blamed on the media, but with celebrities becoming thinner and thinner, much self-confidence is lost and images of television stars or models have been connected to body displeasure (National Institute on Media and the Family).

Based on the latest Kaiser Family Foundation survey, two in every three parents feel that their children are being exposed to too much inappropriate content in the media. Ours is a country that lives on movies. Bollywood actors today have the entire country following their every move closely. With that kind of fan following and power, comes great responsibility too. Let's talk about some celebrities in the Bollywood brigade who have embraced social causes.

Shabana Azmi:

Not only is she the master of her craft, she's closely associated with social causes as well. Her main area of activism is children and women's rights apart from fighting the stigma and injustice associated with AIDS. She has also advocated the cause of slum dwellers, displaced Kashmiri Pandit migrants, and victims of the earthquake at Latur (Maharashtra) in the past. Shabana Azmi has been the Goodwill Ambassador of the UNPF as well as for the HIV/AIDS programmes for SAARC region.

In the recent years, she has been associated with the Mijwan Welfare Society (MWS), an NGO founded by her father, the famous poet, late Kaifi Azmi. After his demise, she decided to take forward his dream. My father believed that India's remarkable economic progress can only be meaningful if it reaches out to rural India, where 80 percent of the population lives but is denied access to opportunity, Shabana has reportedly said. MWS runs many institutes – Kaifi Azmi High School for girls, Kaifi Azmi Inter College for girls, Kaifi Azmi Computer Training Center and Kaifi Azmi Sewing and Tailoring Center.

Rahul Bose:

Rahul Bose is many things – an actor, a sportsman, and a committed social activist. He became the first Indian Oxfam global ambassador in 2007. He was actively involved in the relief efforts in the Andaman and Nicobar Islands after the 2004 Boxing Day Tsunami. Soon after, he launched the Andaman and Nicobar Scholarship Initiative through his NGO, The Foundation, a scholarship program dedicated to the education of underprivileged children from the Andaman and Nicobar Islands. He is also associated with several charitable organizations such as Teach for India, Akshara Centre, Breakthrough, Citizens for Justice and Peace and the Spastics Society of India.

Nandita Das:

An actor par excellence and an even better human being, Nandita leads by example. She has always been associated with social causes and is often seen voicing her opinion against any kind of injustice. She was also the face of the campaign 'Dark is Beautiful', aimed at the tyrants who think that fair is better.

Nafisa Ali:

Nafisa Ali is a star by every right — an actress, a former Miss India, a national swimming champ and a social activist. She is actively involved with the welfare of the underprivileged — health, women and child rights, poverty and social development. She has a care home named 'Ashraya' for those affected by HIV/AIDS.

Deepika Padukone:

Deepika Padukone underwent depression last year. She chose to talk about it publicly and spoke at length in an in depth interview with a television channel. Her foundation, 'The Live Love Laugh Foundation', is in the process of being setup. The foundation aims to spread awareness about mental health and offer help to those who are affected.

Milind Soman:

The dapper model, actor and producer is the man behind Pinkathon. Pinkathon is essentially a 10 km marathon, exclusively for women. The aim is to promote fitness in women and create awareness about breast cancer.

Dia Mirza:

The angelic beauty is an angel at heart too. She is actively involved with the Andhra Pradesh Government to help raise awareness about HIV/AIDS and female foeticide. ...

John Abraham:

Closely associated with PETA, this actor never fails to astonish. Unlike many celebrities, his association with many causes is very little covered by press and he shies away if ever asked about his social work. He even has his own brigade, 'John's Brigade' for habitat, providing homes for the needy.

Giving is BEING HUMAN:

Having a baddie image in media and society isn't a parameter to decide that a person can't be good at heart. And this proves true in the case of our Bollywood baddie – Salman Khan, who launched his initiative 'Being Human' with a purpose to support the underprivileged classes in the society. To spread its reach in the society, after Being Human NGO, Salman launched his Being Human fashion in 2011, Being Human watches in 2010 and Being Human clothing in 2012. The fundamental philosophy behind the foundation is – look good, do good. For the cause, Mandhana Industries hold the global license for Being Human clothing. With the idea of enhancing each other's brand value, both the entities collaborated and launched the clothing range in global markets like Jordan, UAE, Oman, Qatar, Saudi Arabia, Egypt, et al. Legions of us must be knowing that the royalty earned from the sales of the product line under Being Human label goes into education and health care initiatives. It is well known that Salman's foundation Being Human works towards two core areas: education and health care. In the education domain, BH gives monetary assistance to 18 underprivileged school children at Akshara school in Mumbai. It also works in close association with Aseema, an NGO which works for children education in Mumbai. The foundation's efforts in healthcare too are commendable. In 2013, Salman's foundation joined hands with Fortis Hospitals to provide free treatment to children with congenital heart defects. Not only this, the foundation has expanded its network by Being Human Art under its umbrella. Apart from these initiatives, Salman is synonymous to the name 'Being Human', which he proved when he asked his bodyguard Shera to launch the music of his film Bodyguard and has promised to launch his son Tiger in Bollywood. Shera has also appeared in a cameo in Salman's same film after the latter asked him to join the film. His humane initiatives don't stop here as in May this year, through his NGO foundation, Sallu donated 2500 water tankers (with 2000 ltrs capacity) to the drought-hit districts of Maharashtra. He took personal interest in it and found out the root cause for the problem. Adding another arm to the foundation, in 2011, he launched his foundation Salman Khan Being Human Productions and the first film to be produced under the banner was 'Chiller Party", which was a success. He is further in talks to produce around 5 more films under the banner and the money generated from films, alike his other initiatives, will go the NGO. And the latest addition to his initiatives, one hears, is his donation of Rs 4 million to help release prisoners across UP, who though completed their imprisonment term, but were unable to pay a legal fine for their charges. As they say: 'better late than never', many other who enjoy fortunes, can lend a helping hand to the needy through such initiatives.

Sushmita Sen, Celeb Cum Social Change Maker:

She ruled the universe by wearing the universe's crown on her head, she is fantabulous in her own accord leaving every eye popping-out of its sockets which she encounters, a lass who overshadows everything around her with her presence! She proved her mettle in 1994 by becoming Miss Universe.

After reigning the universe, the leggy lass ventured into the domain of acting debuting with Dastak. Thereafter there was no looking back for Sush with a mixed career of commercially successful-unsuccessful, critically successful flicks like Sirf Tum, Biwi No. 1, Main Hoon Na, Filhaal, Samay, et al. While she is a star plus a big name in celeb space, the tinsel-town could not bring her an ultra-promising career. Albeit a popular name in film industry, the bong beauty is known more for her humane initiatives. A crusader of social justice, while on the one hand, Sen is a proud recipient of the Mother Teresa International Award, her association with various NGOs and charitable projects makes her a pioneer in the social space. Without exception she is a celeb of the B-town, but she's more of a social celeb supporting an array of causes in the humane space.

She attended Air Force Golden Jubilee Institute, New Delhi and St. Ann's High School, Secunderabad, but could not pursue higher education. Despite sans higher education, there are people who make their own unique identity and Sushmita has done that successfully. Going beyond the conventional customs of the society, the 38 year old has adopted two orphan girls as her daughters, Renee and Alisha. Being single and thought-to-be-incapable of parenting, she had to face a lot of legal challenges against the apprehensions of the court and the conventional beliefs of the society. But eventually things turned out in her favour and today she is a proud mother of these two girls. Through her initiative 'I Am She', the actress cum socialite is generating funds to be utilised to resolve critical social challenges.

Whether it's helping erstwhile Pakistani cricketer Imran Khan to raise funds for his cancer hospital, or be it addressing a population conference in Cairo, Egypt in 1994 (which takes place once in 10 years), her social regime includes extensive travelling to offshore and working among old age people and children. She has a complete multitude of works in the social space. Be it lending a helping hand to Salman Khan's Being Human initiative or

raising awareness about women empowerment, she is the forerunner in all places. Whether it's walking the ramp for social purposes or participating in a Marathon, she expands her life to be able to contribute for the society's betterment in all possible respects.

Vidya That Works For Educating!

Her social contribution list is as long as her films and endorsement list. While one sees the natural performer exhibiting acting across various genres, proving her mettle, the social space too marks her efforts significantly. After a survey adjudged that India faces a severe sanitation crisis, Vidya decided to do something to help over the issue by educating people.

Joining hands with the government, she instituted a campaign "Nirmal Bharat Yatra" making use of television and radio to educate and encourage people to use toilets. Her social report card includes promoting several humanitarian causes plus lending a helping hand and extending monetary assistance to many charitable institutions. Not only this, the Government of India has appointed Vidya Balan as its brand ambassador to transform the sanitary scenario in India.

She has witnessed a rise in her career since 2005 (marking her debut in the B-town with Pradeep Sarkar's Preeneta) with many commercial and critical hits. The occasion was to launch "Chhotte Kadam Pragti ki Aur" campaign by hair oil biggie Nihar Naturals. The campaign is designed to promote and enhance children education. She is engaged in a plethora of activities in social space ranging from March 2011 endorsing World Wildlife Fund's Earth Hour campaign in India to extensively campaigning for significance of a healthy nutrition for CINI (Child in Need Institute), a Kolkata based nonprofit organisation. This vegetarian is a trained Carnatic musician and had a brief stint with Bharatnatyam and Kathak. This "India's hottest vegetarian" for 2011 and 2012, declared in a poll conducted by PETA, one of the major focus areas of Vidya is women empowerment. For her role women empowerment, she became the youngest face for receiving The Prabha Khaitan Puraskar Award 2012 by the Calcutta Chamber of Commerce. In the month of August 2013, the actor served as the grand marshal of the Indian Day parade at New York City while on the other hand, in the same year she instituted a technology-based learning programme for underprivileged children in Thanapur village of UP.

Need for research:

From the rare studies carried out on such topic, researchers found the need to study these with reference to 5 colleges and institutes in Pune city. Since the both authors are Full time faculty with a Postgraduate program in Management. The association of the authors with the Institute and its students and alumni led the need to study topic for research paper.

Objectives:

1. To study the influence of celebrities on generation Y
2. To study the different charities done by different celebrities for the sake of social support.
3. To study the impact/ influence of charity done by celebrities on the generation Y
4. To study how the celebrities can motivate the generation Y to charity. \

Research Methodology:

The study for the said research is done through social media and personal interview of students of different colleges and institutes in Pune City. Survey has targeted students from 5 different institutes and colleges.

The survey has been carried out through questionnaire method carried through questionnaire consist of 15 questions. The Questionnaire was prepared and distributed to the youngsters by social media and personally meeting them. The questionnaires were filled from young students through face book, online and personally meeting college students. The study shows the impact of celebrity charity on generation Y and how the good cause of celebrity affect the minds of the students and their role model.

This study is descriptive in nature and aimed to find out the impact of celebrities on motivation of young ones for the charity as a social cause in Pune city. To achieve this objective of the study, the questionnaires have five point Likert scale and some nominal scale.

The data was collected from generation Y comprised of educated youth from different colleges and institutes by face book and other social media residing in the city of Pune. It includes both gender male and female with the age

group of sixteen to thirty. The sample size was 150 but due to some incompletely filled questioners the sample size was 140. The respondents were selected from the population through random sampling method.

Discussion & Conclusion:

The study reveals that Generation Y is influenced by Bollywood Celebrities and treats them as their role model. They are aware of charities done by their favorite celebrity. The students are also motivated by the charity done by their role model and take initiative to contribute for social cause and support the act. Even they ask their friends and relatives to contribute for such social cause. Hence the conclusion of the paper is that Charity Done by Bollywood Celebrities have positive effects on charity by Generation Y.

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