This thesis analyzes the Dev DD series, which is available at the online platform ALTBalaji, from the gender perspective, using the archetypal analysis of characters with regard to the image of a Hindu woman and more broadly, to gender identity in Indian society, especially the Hindu one. It will also discuss the issue of gender normative models in Indian society and how a TV series like Dev DD contributes to such a discussion and perhaps a transformation of conservative tradtionalist attitudes.