

# Women & Media: Research in South Asia



**WOMEN FOR CHANGE: BUILDING A GENDERED MEDIA IN SOUTH ASIA**

# BACKGROUND

- Lack of empirical research in South Asia focusing on Gender and/in Media
- Role of women for sustainable development has not been significantly studied

## WOMEN FOR CHANGE: BUILDING A GENDERED MEDIA IN SOUTH ASIA

### **Countries Covered**

Afghanistan, Bangladesh, Bhutan, India, Nepal, Maldives, Myanmar, Pakistan & Sri Lanka

## OBJECTIVE: HOLISTIC APPROACH

Investigating the status of women in media (their participation, role and challenges) in South Asia for framing policy and advocacy strategies towards sustainable development

*Four aspects were examined:*

- Gender and Manpower in different media platforms
- Portrayal of women in news & advertising across all media
- Existing laws, acts and policies on gender and media
- Media education and gender sensitivity in curricula

# 13 KEY CHALLENGES & CONCERNS

- Issue of Wage Disparity/Discrimination
- Discrimination With Regard to Recruitment, Training and Promotion
- Presence of Ambiguity With Regard to Leave
- Gender Insensitive Work Environment
- Security Threats
- Socio-Cultural Barriers
- Presence of Barriers for Reaching Leadership Positions
- Lack of Inclusion and Transparency
- Gender Insensitive Media Content
- Lack of Gender Sensitivity in Curricula
- Absence of Effective Complaint Cell/Mechanism for GBV and Sexual Harassment at Workplace
- Lack of Gender Specific Policies/Laws by Government
- Lack of Implementation of Existing Laws/Policies

# RECOMMENDATIONS

- **Mitigate the policy gaps!**
- **Involvement of Stakeholders**
  - **Collective Awareness**

*Thanks*

