



Businessman and chief guest of the function Shrinivas Dempo addressing the gathering during Regional seminar on "Women in Media: Fighting Stereotype-identity and gender" organised at the International Centre Goa at Donapaula, Panjim yesterday. Also present are Ayub Zikriya, Nandini Sahay, Dr Pramod Salgaonkar and others.

Seminar focusses on women in media

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PANJIM: At the two-day regional seminar, held at The International Centre, Dona Paula on 'Women in Media: Fighting Stereotype - identity and gender', yesterday, a fervent appeal was made to fight gender equality involving all stakeholders and to formulate a comprehensive media policy for women.

The seminar was jointly organised by the Media Information and Communication Centre of India in association with The International Centre Goa and Friedrich Ebert Stiftung-India.

Speaking on the occasion, chairman of Dempo Group of Companies Srinivas Dempo, stressed the need for adequate representation to women in the media organisations,

WOMEN'S EMPOWERMENT

which he said, was male dominated, adding that today things have changed and women journalists were covering soft as well as hard topics like politics, business and crime.

Goa State Commission for Women chairperson, Dr Pramodini Salgaocar in her address urged the media to sensitise itself to focus more on gender-based issues including rapidly declining sex ratio in the country against politics and crime. She hoped that the media be a powerful partner in helping equality become a reality.

Frederick Noronha, the chairperson of the session considered the changing status of women in society. He said, "Higher education is being dominated by women. Change is here whether we like it or not. One can find 16 to 20 fe-

male faces on three pages of a paper and these faces are from the younger age group. "Should we be accepting things as they are? Realities need to be challenged," argued Frederick.

Senior journalist Prakash Kamat had much to say about the misuse of the word 'empowerment' with respect to women. "Who will 'empower' women, the men? Women need to be educated and need to empower themselves The media should be a torchbearer in doing away with gender inequality."

Sahasini Prabhuganekar who started her career at a time when women journalists were rare, related the experiences and struggles in her career. "Often women issues are looked at in a sensational way, this has to be done away with," she said. "Acts and laws exist, they only need to be implemented through education and learning."

Dr Pradip Maske held the media responsible for not coming out with new ideas. He said, "Fighting stereotype with borrowed ideas is a weakness. The media needs to become women friendly and play a role in changing the mindset of society

The second day of the seminar will begin today at 10 am at the International Centre, Dona Paula. The day's programmes will conclude 2 pm.