

Welcome Remarks by Mr. Ayub Zickriya, Asst. General Manager, International Centre Goa at the Regional Seminar on “Women in Media: Fighting Stereotype – Identity & Gender” Jointly organized by Media Information and Communication Centre of India, the International Centre Goa and the Friedrich Ebert Stiftung - India

Dignitaries on Dias: *Mr. Srinivas Dempo, Trustee of The International Centre, Goa and Chairman & Managing Director of Dempo Group of Companies.

- Dr. Pramod Salgaonkar, Chairperson, Goa state commission for Women
- Nandini Sahai, Director Media information & communication Centre of India
- Dr. Rajeshwar Dyal Media advisor FES India
- Arjun Halankar
- Distinguish Speakers and participants

It is indeed my Privilege to welcome Mr. Srinivas Dempo, Trustee of ICG and Chairman and Managing Director for Dempo Group of Companies to this regional seminar on “Women in Media”

I also welcome Dr. Pramod Salgaonkar, Chairperson of Goa state Commission for women to this seminar.

I extend warm welcome to our co- partners for long. Ms Nandini Sahai, Director MICCI and Dr, Rajeshwar Dayal, Media Advisor- FES India

We have amongst us today speakers from Mumbai as well as Goa; we have Editors, Media correspondents, Advocates, Social activists, Journalists, Publishers, Academicians, other invitees and Guests. I along with MICCI and FES welcome each one of you to ICG and to this regional seminar on “Women in Media”- Fighting stereotype- Identity and Gender.

As you all know both MICCI, a not for profit trust and FES, a not for profit NGO has common objectives similar to those of ICG in promoting the understanding and amity between parts of the country and with communities of the world through multiplicity of activities.

Like in the past as in the regional seminars such as “Rights to Information” and also “Media and Public interest in South Asia” We share a common platform today in this regional seminar on Women in Media Fighting stereotype-Identity and Gender.

As we all know, in present society, more women are involved in careers in the communications sector, but very few have attained the positions at the decision making level, or serve on the governing boards and bodies that influence the media policy.

The lack of gender sensitivity in media is evidenced by the failure to eliminate the gender based stereotyping that can be found in public and private media organizations.

We feel that the continued projection of negative and degrading images of women in media communications, electronic, print must be changed as these Violent and de grading or pornographic media products are also negatively affecting women and their participation in society.

Women, therefore need to be involved in the decision making regarding the development of the new technologies in order to participate fully in their growth and impact. There is lot of potential that exist for media to make a greater contribution to the advancement of women.

We have eminent speakers amongst us today in this seminar who will definitely touch upon these sensitive issues and I hope these 2 days seminar will really be an interactive session.

I once again welcome you all to ICG and wish this seminar all success.

Thank you.