

PAMELA PHILIPOSE

- **EDUCATION:** A meaningful educational system that ensures universal schooling with a special focus on women and girls to address the structural deprivations they suffer.
- **HOUSEWORK:** The burden of care and unpaid work which falls disproportionately on women within the home and which impairs their ability to access education and communication. Here time use surveys could be instituted to evolve the right policy approaches.
- **INCOME:** Land and property rights, fair wages across genders, the implementation of a living wage, employment generation for women, vocational training for women and girls, labour rights for women in the unorganized sector, access to banking, are all crucial for ensuring that women and girls have the resources to access media and communication systems. As we saw, even reading a newspaper can be prohibitively expensive for those who have no independent means of income.
- **VOICE AND WELL-BEING:** Encouraging and facilitating women's participation in the public sphere, whether as aware participants or as political leaders. The media must be encouraged to reform societal attitudes and raise awareness on the issue and highlight gender biases of every kind including offensive and disempowering social stereotypes.

MEDIA AND COMMUNICATIONS

- **ACCESS TO TRADITIONAL MEDIA:** Concerted attempts to ensure women have access to newspapers, magazines and books, through formal and informal networks.
- **ACCESS DIGITAL MEDIA:** Accessing the Internet and digital technologies must come to be seen as a basic right for all women, and not a privilege of a few. Attempts to curb access, as for instance through diktats against mobile phones issued by khap panchayat should be treated as a penal offence.
- **EXPLOIT THE FULL POTENTIAL OF SOCIAL MEDIA:** The social media can enhance and expand gender equality and its potential needs to be explored. Unwarranted censorship and control should be discouraged so that women and girls are allowed to articulate the issues that concern them and their society in the most effective way possible.
- **RESPOND STRONGLY TO CYBER HARASSMENT:** Attacks on women using the Internet both physically and in terms of cyber harassment are common. Women and girls need to be aware of such ways of cyber abuse, sometimes used to discourage them from accessing social media, and understand ways in which to

protect themselves and their peers. Social campaigns also need to be mounted against such online behaviour.

- TRAIN TO BE COMMUNICATORS: Women should be trained to be critical consumers of media content and become communicators themselves.
- COMMUNICATE PRINCIPLES OF MIL: The generation of data on the issue must carry on apace so that people, and must include both men and women, boys and girls, so that they can participate in evolving and promoting MIL strategies along with the experts.

On Sun, Nov 16, 2014 at 6:12 AM, Neelima Mathur <neelima.mathur@gmail.com> wrote:

hi,

you were among those who were reading out from written notes or typed text.

we would greatly appreciate if you share the same with us and ASAP please. we need this immediately.

written notes persons: bulleted points will be enough.

sorry for a sunday bother and i hope you will spare the time for this.

best

neelima