

Media Engagement Strategy

**Advocating for Change:
Promoting Women's Participation and
Leadership in Local Governance**

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Media Engagement Strategy on Advocating for Change: Promoting Women's Participation and Leadership in Local Governance

Year of Publication : 2018



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Background

The measurement of women political participation is essential to identify the need of policy intervention and to improve the same. India had understood the need to record gender statistics on political participation since its independence. The process of capturing women participation at the local level is an evolving area and efforts are being done to improve the present infrastructure, including media coverage. Women's equal participation and representation in local decision-making processes is critical for prioritising women's practical needs and issues in local governments' agendas and for understanding the Sustainable Development Goals (SDGs) in the local context.

Good governance measures provide positive discrimination in favor of those groups (especially women) that have been historically marginalised, and provide them an equal platform so that they are included in the process of governance. Gender Responsive Governance (GRG) talks about equal participation of women and men in decision making, equal opportunities in influencing the management of economic, political and social affairs and equal access to benefits. Women want and need to make decisions about the issues that affect them, their families, their communities and country. Without women's voices, the legislation, policies, plans and programs won't be able to respond to the needs of the whole community. Gender Responsive Governance (GRG) is central to the notion of good governance. To promote women's participation in local governance, media can play an important role. Media reporting trend on women's political participation and leadership has been limited till now and the focus is only on specific issues.

The findings of the 2005 Global Media Monitoring Project show that progress in improving women's participation and representation in the news has been slow. There have been some improvements – the proportion of news items reported by women increased from 28 per cent in 1995 to 38 per cent by 2005. However, the overall the situation does not differ greatly from the earlier reports. The findings show that women remain under-represented as subjects of news stories, as sources for them, as experts commenting on them, and as reporters of the stories.ⁱ

The purpose of the media engagement strategy is to strengthen women's political participation and leadership in local governance by creating an enabling environment including a positive media outlook for Gender Responsive Governance (GRG) and sensitisation of media on the issues of women participation in local governance. The media engagement strategy will provide an open platform for discussion and build a common understanding of different stakeholders on local governance issues through training and capacity building workshops, exposure visits, media fellowships, dialogue platforms, media partnerships etc.

The media engagement strategy will in long term, promote the participation of women in decision making in local governance by creating an enabling environment. The perspective building of journalists, online reporters including community radio reporters will advocate for quality reportage on women's participation in governance and women leadership. The media engagement strategy is a roadmap to engage different stakeholders and bring relevant issues pertaining to their participation in local governance to the fore. With the help of this strategy a clear picture of media reporting trend can be observed in a specific time frame.

Objectives

To promote gender responsive governance and creation of an enabling environment for women's enhanced participation in Governance

Outputs

1. Increase in number of effective training programmes, capacity building exercises, dialogue platforms, exposure visits, fellowships and awards at different levels and for different stakeholders
2. Enhancement in numbers of stakeholders engaged, networks formed and so on

Outcomes

1. Increase reportage (mainly print and online) on local governance issues (as compared to the present coverage status)
2. Media reporting trend from 'ignorant' behavior to 'responsive' behavior, that is, increase in policy based analytical media reporting rather than only issue based reporting leading to outcomes like editorials being written, social campaigns being initiated, summits being organised by Media, awards being given by media houses and so on.

Impact

1. General masses more aware on grassroots' level realities of women participation in PRIs and thereby their involvement becoming more meaningful and result oriented.
2. Enhanced participation of women in Panchayati Raj as their issues and concerns will get shared, discussed and probably addressed through media interventions and thereby through policy influence.

Strategy to Engage Media

Media engagement strategy is to involve and engage the media in a meaningful way by sensitising them on the issues and concerns, challenges and prospects of women participation in local governance and ensure that this level of information reaches people in the right perspective.

This process of engagement involves 'Perspective Building' and this comprises of activities in the following two areas:

1. **Building Networks:** This is related to building network of like-minded journalists/experts to interact and build on synergies. For example, there may be grassroots level journalist who have good stories but don't have ways to get them published and on the other hand, there is a journalist associated with news agencies who doesn't have good stories. If through the process of media engagement, a bridge gets formed between these two stakeholders, the purpose gets solved.
2. **Content development:** This aims towards developing media content with observations from ground and some analysis on the existing policies pertaining to women's participation in Governance.

To take forward this work of media engagement, the following stakeholders need to work together:

- Media personnel including journalists and Community Radio Reporters (CRRs)
- Civil Society Organisations, Community Based Organisations, Women Collectives
- Panchayat members
- Academic and Research Institutes
- Media institutes
- Government through their Ministries and officials and Young Legislatures
- UN agencies

The strategy is designed based on situational analysis. It is observed that media is not seen to

be interested in covering stories on women in local governance. This brings the core issue to the fore as to why media should cover stories on women participation in governance.

- Does it give them any kind of appreciation or are they awarded for emphasising on these issues?
- Does this give them any kind of satisfaction of being a responsible citizen?
- Is it part of their job and their responsibility to bring such issues to the fore and does their training encompass 'this' as a core aspect?

Based on the understanding of these aspects, the strategy is designed and its components and the plan is shared here in the following pages.

A related aspect is, about the geography as to where this initiative should take place. As per the experts' advice, to start with, it is always better to have these initiatives away from the metro cities. For example, cities like Ahmadnagar, Ratlam (Maharashtra), Jodhpur (Rajasthan), Allahabad (UP) etc. where the journalists may have some time and realise the value of this kind of work and even people as masses can relate to this kind of work.

As funding options, Ministries like Ministry of Panchayati Raj, Human Resource Development, Rural Development, Information and Broadcasting, Women and Child Development can spend on these aspects under their schemes of information dissemination and outreach.

Modes of Engagement

Following are the five modes of media engagement. These are components of the entire strategy, but it needs to be mentioned here that they can be used as standalone intervention points as per the situation and funding options. The outcome can be measured as the number of stories published on local governance issues in vernacular and national media is in a set time frame.

A. Training and Capacity Building Workshops

To make positive a base for women's participation in local governance, it is necessary to conduct training and capacity building workshops for different set of stakeholders, like journalists and community radio reporters (CRRs), CSOs and CBOs and Women collectives. These capacity building workshops help in building perspective on Gender Responsive Governance (GRG) at national and at regional level.

The design of the workshops is target specific This activity is designed to bring awareness among different stakeholders, more specifically the journalists on issues of local governance, its importance, issues and concerns of EWRs, the role normally played by media in this context and what can be their possible role to strengthen the processes. These training programmes for journalists will be conducted as class room sessions but the tools will be designed to make it 100 per cent interactive. Sessions from experts will also be conducted to make it more meaningful. For other stakeholders, the content will be based on contemporary issues and these sessions will be planned differently to make them meaningful and interactive.

This activity directly feeds into the deliverable of making the target group aware and also gives opportunity to stakeholders to build networks. Here in the plan, the training sessions are kept short (two days) considering that journalists won't have longer duration of time to participate in these sessions but the recommendation is to keep the trainings little longer (if possible 4-5 days) to make sessions more meaningful.

B. Exposure Visits

Exposure visits are specifically for journalists and these are to be organised to the selected locations for developing their understanding on grassroots' level realities, existing mindsets of important stakeholders and the critical local governance issues. It will also help them in getting substantive evidence for writing stories and hence can later lead to good media coverage.

The visits will be organised in groups of two or slightly larger groups. The advantage of organising visits in groups is that the journalists can share ideas and bring new perspectives in stories through internal discussions. The organiser of the visits has to do the homework beforehand as to where the journalists have to go, whom they have to meet, what questions they have to keep in mind, what observations they have to make and so on.

In these exposure visits (7-8 days) the journalists are recommended to promote citizen journalists. There, meetings can be organised with stingersⁱⁱ as well as the CRRs. Through these three categories of people the number of media stories can be increased and the coverage on qualitative aspects of the news will be enhanced. By taking this initiative in a strategic manner during the exposure visits, the process of citizen journalism can be enhanced substantially. During these visits they will meet women collectives (women Self Help Groups, Mahila Mandals, and so on) as well as EWRs.

For senior and seasoned journalists, the exposure visits will get designed differently. They have to be done separately and duration for the same also has to be different. They need not be structured as the other exposure visits organised for the identified 70-80 journalists.

C. Awards and Recognitions and Fellowships

Awards and recognitions will be given to the participant journalists including Community Radio Reporters (CRRs) on the coverage of issues/themes pertaining to gender responsive governance. The visits will be planned to specific areas which are not very far from the city location and where most of the village level stakeholders can be met, and meetings can be held.

As a design of the fellowship, the mentors are identified by the organisers and these mentors work closely with the selected fellows. Under the fellowship, the grantees are asked to cover ten stories on gender governance's themes/issues and getting them published in regional and national print media. Each journalist who is

selected as a fellow can be asked to submit all the published stories to the organisers of the fellowships. The fellowships can be organised both for senior and budding journalists (in this case the role of mentor is important). Since the grantee has to spend time with communities to cover stories, they can be asked to write two versions of the stories - one for publication, and one as an analyzed research input to substantiate their findings.

The journalists who have (after their exposure visits) done good reporting on gender and governance issues will be motivated by awards and recognitions (identification, incentivisation and facilitation will be the role of the organisers).

Government and other agencies of the UN under its various programmes and schemes can anchor the fellowships, awards and engage with partner organisations to organise these events. They can be the funders and can design the process accordingly.

D. Dialogue Platforms (Meetings)

These are platforms where different types of stakeholders are present and they all discuss the theme of women in local governance as per their expertise and perspective. Such forums provide good opportunity to participants to learn from each other and develop linkages and networks.

In the city locations the platforms can be for the journalists, CRRs, CSOs, law students, media students, young legislators etc. and at Block and village levels with EWRs, CBOs, women collectives, Block and District level Panchayat officials.

There may be journalists who would like to cover the stories on local governance issues, but do not get the story idea to cover story. In such circumstances a person or organisation working on local governance issues can support him/her to find out a story/story idea. In short, this mode offers opportunities to connect the journalists with the organisations and agencies who are working on the same theme but with different perspectives.

These dialogue platforms are half a day meetings where different types of stakeholders are brought to one forum to share their ideas, concerns and views on a particular theme of women participation in PRIs and its coverage. These will get organised for different set of stakeholders at different locations and experts will also be different.

E. Media Partnerships

These are partnerships which are developed with media people for a slightly longer term and are done with defined objectives and deliverables. In this process, the media personnel are asked to walk with the engaging partner agency and bring the pertinent issues to the fore as and when needed. At times there may be disadvantages like other media houses can think that the agency already has a media partnership hence may not be proactive to cover their story.

During this activity, partnership building exercises will be designed which bring synergies based on the complimentary roles which each of the stakeholders can play. The target of this activity is to get substantial and substantive coverage in the media.

There have been examples in the past when the media partnership with any ongoing 'movement or struggle' has reaped the benefits. This was mainly in terms of very good coverage on several aspects of the movement as working together leading to good quality coverage.

Influencing Education for Long term impact and for Content development

This work is not directly related to mode of engaging media but this is a background work for strengthening concepts of media engagements and for content development. As background work and preparation, media training institutions, mass communication colleges can be encouraged and motivated to incorporate gender perspectives in courses for journalism.

If gender responsive governance is developed as the theme of research based internship program for mass communication students and they are asked to publish research based articles as assignments, then their involvement level will definitely enhance.

Similarly linking the NGOs with the journalists will help in content development. NGOs and women organisations who are working in the area of women empowerment, women socio political participation, capacity building of women, have immense experience and relevant content, but they are not equipped to get this published. This collaboration can help in bringing forth the real issues of women in PRIs at the fore.

Media Engagement Plan

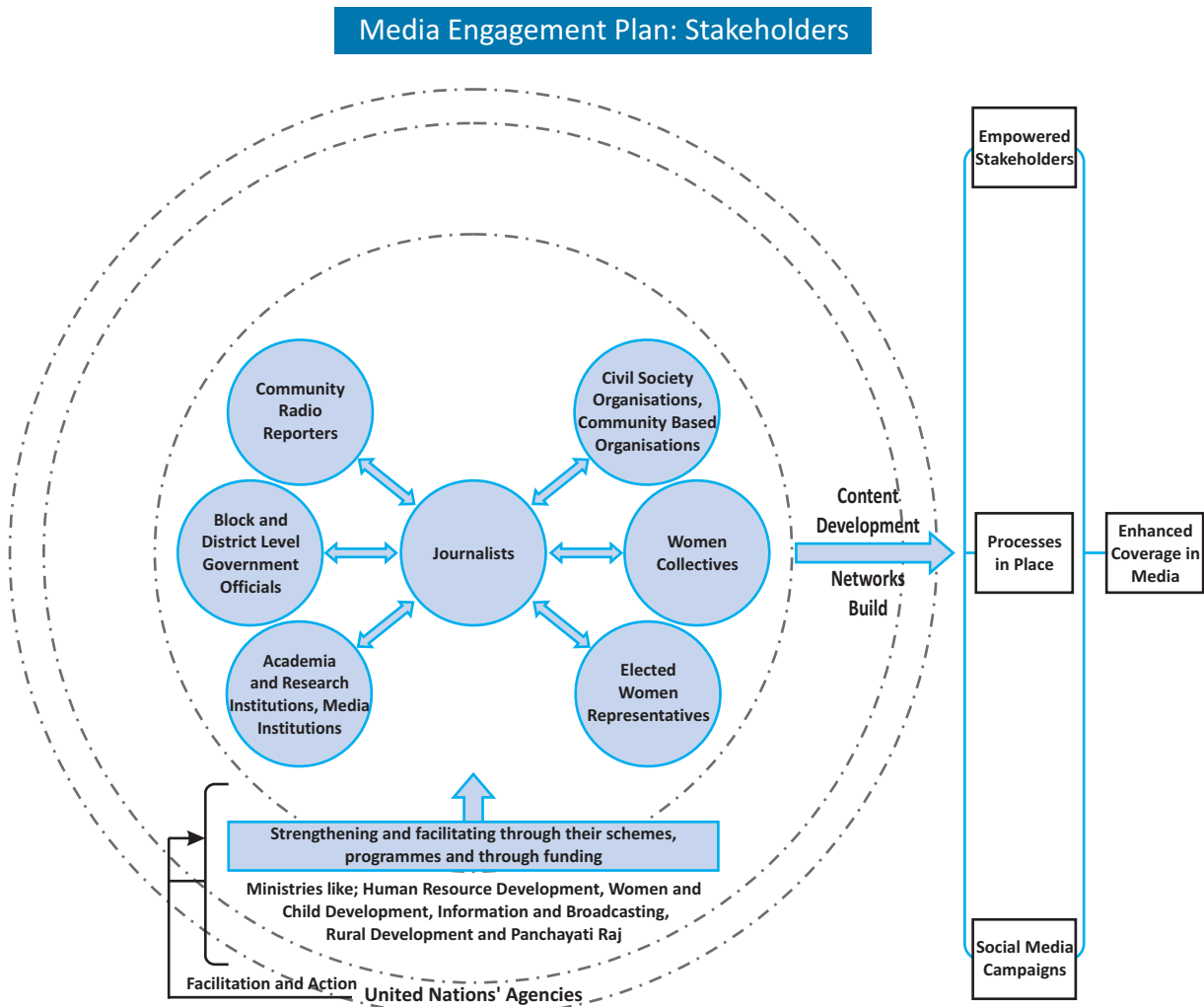
Before initiating the process of media engagement plan, getting clarity on the following aspects is essential:

- On the types of stakeholders involved, geography and target population
- On the modes to be used, their frequency, duration, designing and implementation
- Decisions on stakeholders involved, both as target stakeholders and as secondary stakeholders
- Anchoring agency, its roles and responsibilities

Detailed plan is attached as Annex-1, where in an excel sheet all the proposed modes of engagement are mentioned in details with emphasis on objective, mode, target, output, relevance (reason or importance of that particular activity), duration, tools, when (time of activity), number and frequency of events, with whom, and finally the role of the organisers. This sheet in a nutshell gives the needed information on the plan.

Following figure (Fig.1) is given to illustrate the details on types of stakeholders engaged in the process leading to the desired output and outcome.

Fig.1: Media Engagement Plan depicting different types of stakeholders

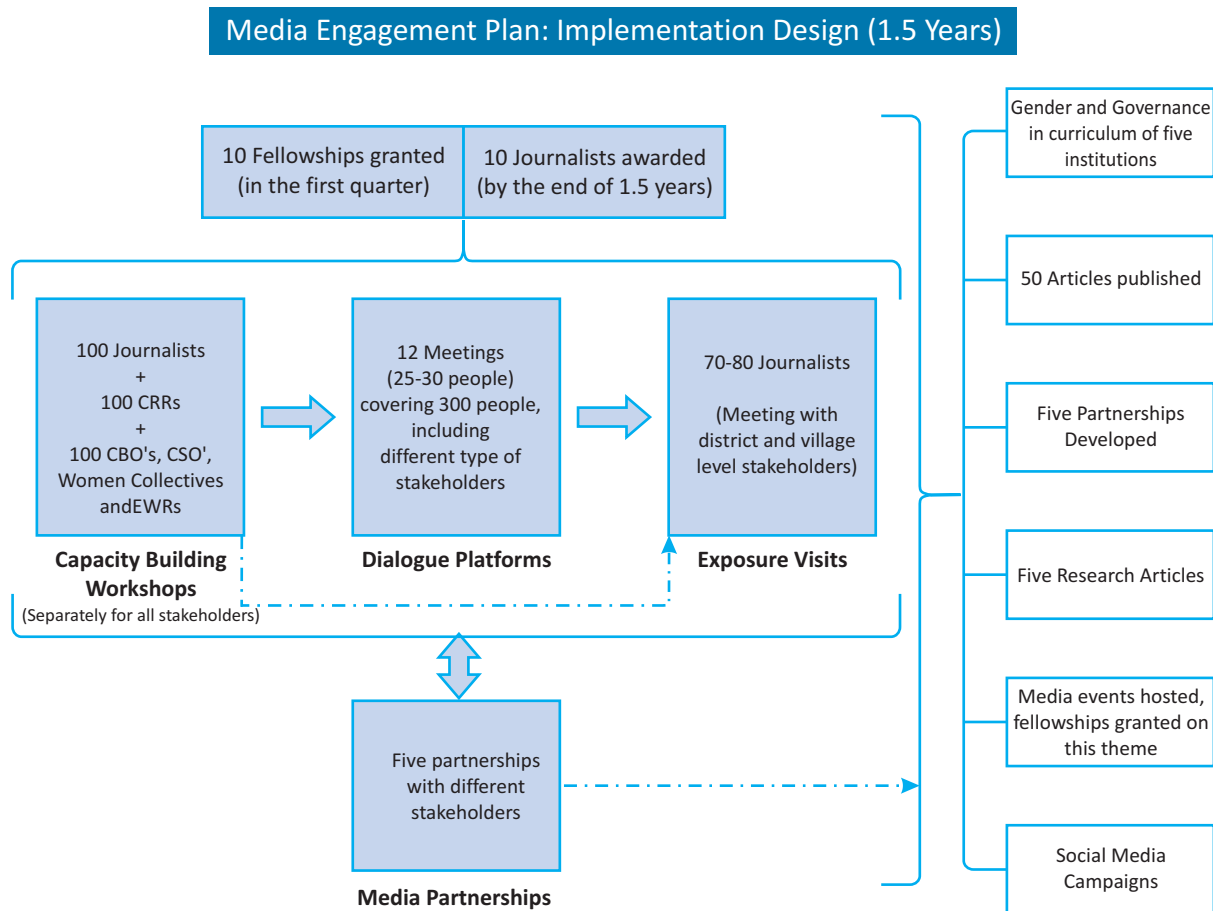


As per this plan, the journalists are at the center and hence are the main agents who are stakeholders. They have to work with different types of stakeholders like the CRRs, EWRs, Block and District Level Government officials, Academia and Research Institutions, Media institutions, Civil Society Organisations, Community Based Organisations and Women Organisations, Women collectives, which will help them to get different perspectives. As these stakeholders will work toward the common objective of enhancing meaningful coverage of EWRs in media, networks will get formulated and appropriate type of content will get developed in the process.

The mode of engagement of the journalists with these stakeholders will be through different activities like meetings, workshops, exposure visits, dialogue platforms and fellowships, and motivation will be through awards and recognitions.

Figure 2 illustrates the Implementation Design of the Media Engagement Plan, where the activities are mentioned with the numbers so as to give some idea about the detailed 1.5 years plan and the tentative flow of the process.

Fig.2: Media Engagement Plan depicting the tentative implementation design



The figure above explains the plan and the deliverables in slightly more details. It also shows the numbers as to which particular activity is to be done with what number of people. As the figure depicts, the main activities are the capacity building workshops followed by the dialogue platforms. Exposure visits can be either with the people who have gone through the dialogue platforms or can be directly with people who have undergone capacity building workshops. Media partnerships can be one of the major outcome of these processes as this will be designed in the activity plan. Fellowships mode will help in engaging with both senior and fresh journalists, though the design of both will be different. As shown in the figure above, the outcomes are mentioned as - enhanced coverage in media, media events, research articles and substantively good coverage of such issues in the media and social science courses.

This is an inclusive plan where different activities will happen simultaneously and in succession. The designing of these activities will be done keeping the larger and the short term goal in mind. The duration of the entire plan is 18 months and as per the plan, attempts are to be made to engage Government Ministries as they have Women and development as overarching agenda. Ministries like the Human Resource Development, Women and Child Development, Information and Broadcasting, Rural Development and Panchayati Raj can be engaged in the programme to strengthen and facilitate the initiative through their schemes and programmes and through funding.

UN Agencies can be in the facilitating and anchoring role who can give directions and track results. The overall results will be as empowered stakeholders, processes in place and campaigns running to engage the masses. It is assumed that this multipronged approach will enhance the coverage of women participation in Panchayati Raj in the media.

Guidelines to manage the process of Media Engagement

There is a need to develop media guidelines for gender sensitive reporting which also contributes to creating a positive image of women in leadership and governance and this work can be well anchored by any one of the above mentioned list of ministries.

Following are the steps to implement the media engagement strategy aiming towards better coverage of issues and concerns of EWRs.

Designing of the engagement process: To accomplish successful media engagement, the first step is to identify the engagement goal. This includes the decision on the steps and activities, the time frame, the available resources and the team who is anchoring the process.

Identification of partners and stakeholders: This is an important step as bringing different stakeholders (with specific purpose of engagement in mind) is time-taking, and for activities like workshops and exposure trips, this coordination becomes key to success. It may be interesting and meaningful if after designing the process the organisers can find out champions who support to get desired engagement level for successful promotion of women's political participation & leadership.

For example, a known face working on women's issues can be the champion to get the desired media engagement.

Segment specific customised content: The content needed for media engagement steps has to be specific and the tools have to be well designed. The activities of media engagement can be successful only if the organisers are able to design the substance well suited for the activities.

Conducting activities: These can be single or combined, running as staggered activities or can be done simultaneously but should be with clear milestones and indicators for success or failure.

Tracking and making interim corrections: For successful delivery of any task there is a need of continuous tracking and monitoring. This has to be done as an ongoing process to understand as to whether the work is leading to the achievement of identified milestones and where it is not proving of much use. Accordingly, the corrective measures are to be taken keeping track on the processes and results.

Measuring impact and acknowledgement: As preparatory measures, the process of tracking impact should be inbuilt in the process and this has to be part of the design process.

Conclusion

The Beijing Platform for Action recognises the considerable potential of the media to contribute to the advancement of women. The role of the media is also the focus of a separate critical area of concern, under which, the Platform for Action sets out two strategic objectivesⁱⁱⁱ.

- Increased participation and access of women to expression and decision-making in and through all forms of the media and new technologies of communication.
- Promote a balanced and non-stereotyped portrayal of women in the media.

Country reports for the ten-year review and appraisal of implementation of the Beijing Declaration and Platform for Action noted a range of challenges in relation to the media and ICTs, including - the under-representation of women in the media, particularly at the decision making level, the persistence of gender stereotypes and negative images of women in the media. (ibid)

The media engagement plan given in the document has taken into consideration the issues and concerns which have been seen to emerge as challenges in media coverage on

EWRs. As mentioned above in the background, the issue of coverage has various aspects - there should be agencies which make such news written appropriately so that it makes sense for the journalist; the journalist should have the interest (motivation) to cover such news; the news should be presented in a way that it makes an interesting read, which catches readers attention (fulfilling the criterion of selling news) and yet bringing the core issues to the fore and so on.

Different Ministries (Ministry of Panchayati Raj, Ministry of Women and Child Development, Ministry of Rural Development, Ministry of Information and Broadcasting and Ministry of Human Resource Development) have the agenda of showcasing their work.

Attempts can be made to explore such opportunities and bring relevant stakeholders on board.

National governments can play a role in

- Providing support to training
- Pilot and experimental initiatives
- Awarding fellowships and Awards

And organisations like the UN can play a role in anchoring processes to bring this required synergy.

i Global Media Monitoring Project (2005). 2005 Global Report, Who Makes the News? www.whomakesthenews.org/who_makes_the_news/report_2005

ii In journalism, a stringer is a freelance journalist, photographer, or videographer who contributes reports, photos, or videos to a news organisation on an ongoing basis but is paid individually for each piece of published or broadcast work "Handbook of Journalism: Dealing with stringers". Reuters. Retrieved 2012-09-07.

iii Women and the Media <http://www.un.org/womenwatch/daw/beijing/beijingat10/J.%20Women%20and%20the%20media.pdf>

Annexure I

Timeline for the Media Engagement plan (1.5 years duration)																			
Sl. No	Activities	Months																	
		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			5th Quarter			6th Quarter		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1	Identification of partner and finalisation of design	■	■																
2	Identification and finalisation of location and local partners for logistic and other support	■	■																
3	Identification of target group and other stakeholders	■	■																
4	Capacity building workshops			■	■	■													
5	Identification of people for the exposure visits						■												
6	Exposure visits						■	■	■	■	■								
7	Media dialogue meetings- National			■										■					
8	Media dialogue meetings-State level		■				■			■			■					■	
9	Media dialogue meetings-Village level						■	■	■										
10	Awards giving activity																	■	
11	Awarding Fellowships		■	■															
12	Media partnerships			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
13	Influencing education			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
14	Articles publication			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
15	Tracking all work including that of fellows, emerging media partnerships and mid - course corrections (as per the need)																	■	
16	Report writing						■	■	■	■	■	■	■	■	■	■	■	■	

Annexure II

Media Engagement Activity Plan (1.5 years duration)

Location: This plan is for one location and the numbers will get changed as the number of locations are increased. The organising agency can be one for all the locations or can be as per locations.

Sl. No	Objective	Modes	Target	Output	Why	Duration	How (what tools and methods)	When	Number and frequency of events	With Whom	Role of Organisers
1	To build Perspective among media (mainly print and online) on Gender Responsive Governance (GRG) and build ecosystems in form of networks, content development and so on	Training and Capacity Building	Journalists, CRRs and group of CSOs CBOs, women collectives, and EWRs	100 journalists; 100 CRRs personnel; 100 CSOs CBOs and women collectives; 80 EWRs and 50 social scientists, reserachers, mass communication institutes' people trained	This activity is designed to bring awareness among different stakeholders more specifically the journalists on issues of local governance, its importance, issues and concerns of EWRs, the role normally played by media in this context and what can be their possible role to strengthen the process	two days each	Training programmes will be conducted as class room sessions but the design will be 100 per cent interactive with sessions from experts.	During the first four months of the start of the activity	Four trainings (2 days each) for journalists training 100 journalists; four trainings (2 days each) for CRRs training 100 personals; two trainings (2 days each)for CSOs CBOs and women collectives training 100 people; four trainings (2 days each) for EWRs training 80 EWRs and two trainings (2 day each)for social scientists, reserachers, mass communication institute people training 50 individuals	Editors, Bureau Chiefs, Magazines (Scroll, The Wire etc), Mid and senior level journalist, Local Journalists and CRRs, CSOs, CBOs and Women collectives	To be well prepared on the time frame, content and methodology of training keeping in mind the target population (their mindset, availability of time, their interest points etc); ensure that the design of the sessions is such that they are interactive, and content is customised as per the target audience.
2		Exposure Visits	Journalists	75-80 Journalists having exposure to field in a team of two to three; each team having met with at least 50-60 CSOs, CRRs, Women Collectives and EWRs; having identified 10-12 citizen Journalists	This activity is designed to make the journalists aware on the grass root level realities regarding EWRs and to make them interact to village level stakeholders like the CRRs, CSOs, CBOs, women collectives and Citizen journalists	7-8 days each	Exposure visits, meetings organised with different stakeholders (especially EWRs)and participation in the ongoing meetings	At the start of the third quarter and continuing upto the fourth quarter of the project	Visits will be organised twice a year and identified journalist will be travelling once for a period of 7-8 days in identified locations. In nutshell each participant journalist will be having the exposure for 7-8 days in the field	Vernacular and National Media Journalists in the proportion of two third and one third. Each getting exposed for a duration of 7-8 days in the field. These visits will be organised twice a year and will be identified from the one who have got training	To be vigilant and well prepared on the purpose of the visit, proper logistic arrangements to save time and energy; organising meeting with different stakeholders and the follow up process to get good outputs in form of published media reports
3		Awards and Recognitions and Fellowships	Journalists, CRRs,	10 journalists awarded; Five teams awarded and 10 CRRs awarded. 20 articles published and 10 radio programmes broadcasted; 10 fellowships granted based on identified criterion	Awards are important as they motivate the journalists to keep doing the good work of getting good stories published in media and fellowships for long term association with the journalists to go deep in to the theme and not only do coverage of isolated stories but bring out different facets of each story and bring compilation of well researched stories and getting them published at appropriate forums	NA	Screening committee in place to screen participants for awards, for team work and for the fellowships. The criterion of selection identified for each of the three categories. Awards give for the work done in one year (annual basis) and so for a media engagement plan for two years the awards will be given twice. The tools used will be criterion for selection committee, for mentors, for awards and for fellowships, its tracking and for its final deliverable	Awards given once during the 1.5 yrs duration in the last quarter and fellowships awarded in the first quarter	Awards and Fellowships for all the categories will be done once a year and in this 1.5 years media engagement plan only once the awards will be given and this will happen at the last quarter of the engagement plan. Fellowships will be awarded in the first quarter of the first year and the total duration of the fellowship will be one year. By the end of the fellowship the grantees will have to show their work.	Of the 75-80 journalists sent to field for exposure visits and from the stories submitted by them, awards will be given to 10 journalists whose stories are substantially rich and have got published. Five teams comprising of journalists and CRRs or national and vernacular journalists awarded whose stories got published in National media; 10 CRRs awarded for bringing stories from ground and getting radio programmes broadcasted	To prepare the criterion and the screening committee for awards and for fellowships, the process of selection for the fellowships and the awards, to coordinate and track for the outputs in case of Fellowships, organise mentors for the fellowships
4		Dialogue platforms (meetings)	Journalists, CRRs, CSOs, CBOs, women collectives, EWRs, young legislators, block and district level panchayat officials	Total 12 meetings covering around 300 people from different set of stakeholders	These dialogue platforms are half a day meetings where different types of stakeholders are brought to one platform to share their ideas, their concerns and their views on a particular theme of women participation in PRIs and its coverage	Half a day each	These will be structured meetings where the topics of discussions for all the three set of meetings are pre determined and minutes will be recorded. In needed senior expert can be called at national and state level workshops to anchor and facilitate the discussion	The national level meetings will be conducted in first quarter and in the fifth quarter of the project	Efforts eed to be made to bring at least half of the same participants of the first meeting. The state level five dialogues meeting will be conducted as follows: First at the onset of the programme, second third and fourth at the sixth, 9th and 12th month of the prorogect and fifth and last one at the last month of the project. The five village level meetings will be done during the exposure visits	Total 12 dialogue platform meetings: Two at national level; five at the district level where the programme is anchored and five at the village level (during the exposure visits) where all the village level stakeholders (CSOs, CBOs, EWRs, Women collectives, and CRRs)	Identification and coordination with set of stakeholders to capture the diversity and to develop synergies. Should have the ability to design dialogue platforms in a way that meeting objectives gets fulfilled.
5		Media Partnerships	Journalists, CRRs, Media houses, Academic and research institutes, media training institutes	Five partnerships developed	These are partnership building exercises which bring synergies based on the complimentary roles each of the stakeholders play. The target is anyways to get good coverage in the media	NA	Media partnerships are developed by agencies who want media coverage and this can be for dessimination of information or taking views of others. The tools are the terms of reference which are agreed upon.	Anytime	As and when they get formed. Better if they get formed till the project reaches mid way so that there is time to see the output of these partnerships in terms of enhanced coverage	In this context the media partnership means partnership of journalists with media houses or with other agencies or individuals who want to be partners in taking forward the issues and concerns of EWRs from the field to public forums through print or online media	To facilitate the process and define parameters of partnerships
6		Content development and to strengthen the base of the programme	Influencing education	Academic institutions, mass media institutions	Relevant material developed and incorporated in the curriculum; Students of the institutions more aware and responsive on gender and governance issues	This is needed as an ecosystem approach where the institutes and training agencies start realising their social responsibilities towards marginalised women and take ownership to develop curriculum, discuss issues, assign work, do research.	Ongoing work	By identifying and contacting such institutions, develop their understanding on the cause, its implications on EWRs life and on the society; decide of terms and conditions of this engagement, decide together on identified deliverables with timelines and seeing as how this plan coincides with the other activities or how this initiative helps in bringing rigour to the work done by the journalists	Ongoing work	NA	This association has to happen with institutes and agencies who are operational in the area of project operations. Their identification has to happen based on their mandate, their readiness to get engaged on a long term basis and who want to join hands to strengthen the base of the programme



About UN Women

UN Women is the UN organisation dedicated to gender equality and the empowerment of women, with specific focus on the elimination of discrimination against women and girls, empowerment of women, and achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace & security. UN Women's office based in New Delhi covers four countries: India, Bhutan, Maldives and Sri Lanka. In these countries, UN Women strengthens women's rights by working with women, men, feminists, women's networks, governments, local authorities and civil society. With all of them, UN Women helps to create national strategies to advance gender equality in line with national and international priorities. In India, the nodal ministry for UN Women is the Ministry of Women and Child Development.

UN Women stands behind women's equal participation in all aspects of life, focusing on six priority areas:

1. Ending violence against women
2. Promoting Leadership and Participation
3. National Planning and Budgeting
4. Economic Empowerment
5. Peace and Security
6. Migration

UN Women's work in local governance space in India: UN Women is currently implementing the second phase of its programme on Gender Responsive Governance (GRG) (2015-2018) in partnership with Ministry of Panchayati Raj (MoPR).

The Programme is being implemented in partnership with the Ministry of Panchayati Raj across six states, namely Andhra Pradesh, Telangana, Karnataka, Madhya Pradesh, Rajasthan and Odisha. The programme aims at strengthening capacities of governance institutions to ensure that gender concerns are embedded in the design and implementation of legislation, policies and programmes. The current phase of the GRG programme builds on learnings that emerged from the first phase of UN Women programme on 'Promoting Women's Political Leadership and Governance in India' (2011-13), also implemented in partnership with the Ministry of Panchayati Raj, in 15 districts across 5 states of the country.

UN Women

Office for India, Bhutan, Maldives & Sri Lanka

C-83, Defence Colony

New Delhi - 110024, INDIA

Tel.: +91-11-40452348, Fax: +91-11-40452333

<http://asiapacific.unwomen.org>



About Development Alternatives Group

Development Alternatives (DA), the world's first social enterprise dedicated to sustainable development, is a research and action organisation striving to deliver socially equitable, environmentally sound and economically scalable development outcomes. DA's green technology innovations for habitat, water, energy and waste management, which deliver basic needs and generate sustainable livelihoods, have reduced poverty and rejuvenated natural ecosystems in the most backward regions of India.

Development Alternatives Group

B-32 Tara Crescent, Qutub Institutional Area

New Delhi 110 016, India

Tel: +91-11-26544100, 26544200, Fax: +91-11-26851158

Email: mail@devalt.org, Website: www.devalt.org

