

## Gender Equality & Women Empowerment Program

### A.) Gender Sensitization with Journalists in Sindh

Follow up and implementation of CEDAW & NPA and linking it with GRAPS at social level, Takhleeq Foundation in collaboration with Action Aid Pakistan initiated gender sensitization and capacity building program for journalists in five districts of Sindh. The basic objectivity focussed on link the progress on women issues explained in CEDAW / NPA / GRAPS etc. etc. Media become as a trend setter in social norms and values and being gender blind media persons set values, words and notions as source of information for an overwhelming majority of a country's population. This was an effort to arrange seminars and capacity building workshops for vernacular journalists to raise their awareness of issues and gender sensitivity to enable them to provide the local perspective on issues of national and international concern. For this purpose media advocacy meeting comes up with local Press clubs in five districts of Sindh to organize capacity building and gender sensitization workshops for district reporter with the basic skills of newsgathering and news writing with gender sensitive lens. These journalists were also introduced with social and development issues, gender sensitivity and portrayal of women in media. It comes out as a strong need training programs for rural journalists as a long term program to understand better chance of being relevant to the needs of local communities.

### B.) GENDER SENSITIVE MEDIA NETWORK

Progress on women issues explained in CEDAW requires active popular support and since the vernacular media are the main source of information for overwhelming majority of a country's population, it is necessary that information on these issues be made available in local languages. To orient vernacular journalists to raise their awareness of issues of vital concern in rural areas and enable them to provide the local perspective on issues of national and political concern particularly covering the diverse range of complex issues affecting their communities especially women and children.

A series of gender sensitive training program with journalist, writers and media person was carried out in the five districts of Sindh i.e. **Hyderabad, Sanghar, Nawabshah, Khairpur and Larkana**. In Sindh there are about **20** daily newspapers in Sindhi and a strong network of district reports reach the newspaper.