

Strategic Planning Workshop on Role of media in implementation of National Plan of Action against Gender Based Violence

11 December 2009

Strategic planning workshop on the role of media in implementation of National Plan of Action against GBV was organized as to discuss about the coordination strategies and the role of media in implementation of National Plan of Action. Invitees comprised of media persons, government officials, advertisement makers, journalists, representatives from NGOs, Civil servants to discuss the roles and responsibilities of other stakeholders.

This event was an initiative to collaborate and coordinate with all the stakeholders to successfully implement the action plan. During the programme various spokespersons claimed that media played a crucial role in educating, awaring, evaluating and advocating the people about the GBV. They also said that the media played a significant role in helping the victims to the access of justice and work as a coordinator of disseminating the situation of GBV.

Ms. Brinda Hada, Secretary of Ministry of Women, Children and Social Welfare said that media must be cautious while reporting the gender based violence adding that the violence against women was alarmingly increasing by each passing day. Highlighting the action plan, she said that access for justice, medical services, encouraging the zero tolerance, establishing the care centers was the main aim of 2010.

Journalists and other professionals joined hands in a group work in making the strategic plan for the implementation in 2010. Seperate group of print media, electronic media including alternative media like internet and blogs; advertising agencies come up with different ideas and suggestions that can be put into action.