

Media should be self-regulatory: Neera

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Only five per cent of media space is provided to women while eighty per cent of it is sensationalised. The need of the hour is to create a dialogue between various social development agencies and the media as a small step towards proper portrayal of women.

This was stated by chairperson-trustee of Draupadi, a rehabilitation empowerment awareness media care trust, Neera Mishra, while talking to 'The Pioneer' on the sidelines of a seminar on 'Role of Media in Women Empowerment' at the Awas Vikas conference hall here on Friday. The seminar was

organised by Draupadi and the Women's Welfare department with the support from the Journalism and Mass Communication department of the Lucknow University.

Mishra said that the aim of the seminar was to have an interactive session with the media and the future media (students) about the correct portrayal of the common woman. She said that they had already held two sessions in Delhi and Chennai and the one in Lucknow was the third in line. "Consequent to these sessions, a monitoring cell has been set up by the Information and

Broadcasting Ministry to keep a tab on the contents of various serials," Mishra disclosed.

Asked how the Arushi case got such sensational coverage despite the presence of the cell, Neera admitted it was a difficult battle ahead.

"The Information and Broadcasting Minister personally requested queen of soaps, E. Kapoor, not to telecast any of the episodes on honour killing but she did not heed," she claimed.

Mishra explained that her outfit had been named Draupadi because it was felt that every woman was facing

a dilemma vis-a-vis her identity and the way she was perceived by the world. "I am looking to the future where the media itself gets self-regulatory," she added.

The seminar had six sessions in which she spoke from 6.30 pm to 8.30 pm in the evening.

Seminar on women empowerment held

Lucknow: A day-long interactive seminar on 'Role of media in women empowerment' was organised by Draupadi Draam Trust in association with the department of women's welfare and department of journalism and mass communication here on Friday.

After the formal inauguration of the programme, Neera Mishra, chairperson of Draupadi Team Trust, presented 'samman patras' to two women achievers- Prof Sabra Habib and Prof Nishi Pandey of Lucknow University- and to RK Mittal, a social worker, Brijesh Mishra, information commissioner, RS Verma, secretary, department of women welfare, and Shashank, director, Doordarshan, for their co-creating