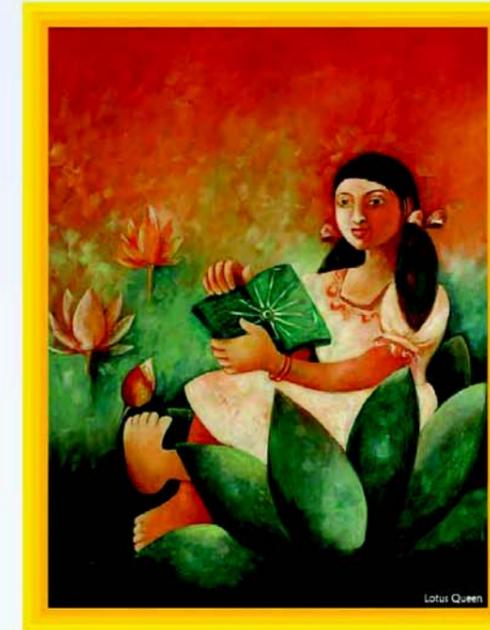


**CMS TEAM**

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<b>Ms. Vasundhara</b>	Researcher
<b>Ms. Ishwarya</b>	Researcher
<b>Ms. Shilpa</b>	Researcher
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<b>Mr. B. Krishna Mohan</b>	Video Technician
<b>Mr. Venu Gopal</b>	General Asst.
<b>and</b>	
<b>Mrs. Alka Tomar</b>	Dy. Director (CMS, Delhi)
<b>Mr. Ashwini Sinha</b>	Sr. Manager - Projects (CMS,

**First**
  
**UNICEF AWARDS for Gender Sensitive**
  
**Programmes in Telugu TV Channels**



**Commemorating the Girl Child Day**
  
**January 24, 2010**

**Channels in focus**



Initiative of :



Organized by :



- The MMR in the state as per SRS of 2004-06 stands at 154 which should be further improved.
- SEX RATIO figures
- Education and literacy figures.
- But issues faced by the girls cannot be solved merely by government legislation. A huge investment in education - particularly girls' education - and intensive social mobilisation and women's empowerment initiatives are needed to help make women and girls' voices heard.
- A recent research article from professors of North Carolina University points out that maternal autonomy is inversely related to child stunting in Andhra Pradesh. It further says that the low status of women is thought to be one of the primary determinants of under nutrition across the lifespan. Low female status can result in compromised health outcomes for women, which in turn are related to lower infant birth weight and may affect the quality of infant care and nutrition. Maternal autonomy (defined as a woman's personal power in the household and her ability to influence and change her environment) is likely an important factor influencing child care and ultimately infant and child health outcomes.
- **The State of the Asia Pacific's Children Report 2008** pointed out that *"Unless discrimination against women and girls is addressed as part of overall strategies to improve child and maternal health, high rates of maternal and child mortality will remain stubbornly entrenched,"*
- This is where we believe television has an important role to play. With more and more time being spent by audiences in front of the television, it just can't be merely a tool for advertisers to capitalize on its convincing power.
- The stereotypical imagery projected by the daily dose of film and television programmes must change so as to uplift the status of women. UNICEF believes that using its emotive appeals, television can play an important role in bringing in the correct perspective on the issues faced by the girl child as well as bringing about underlined behavioral change.
- UNICEF has thus embarked upon this ambitious new initiative to enlist the cooperation of Telugu TV Channels in focusing on issues concerning the girl child.
- The objectives of the initiative are to encourage the

TV channels and professionals to be sensitive to the gender content in their entertainment and news related programmes. It is hoped that the initiative would help bring to centre stage the key issues confronting the girl child in Andhra Pradesh. In the long term the aim is also to encourage increased focus in TV content by highlighting issues related to Girl Child's welfare, development and empowerment in a sustained manner.

• **For us in UNICEF Six key results for adolescent girls in India are**

**By 2015:**

- **Education:** 80% adolescent girls have access to quality elementary education
- **Protection:** 80% adolescent girls remain unmarried until age 18 or beyond
- **Nutrition:** 80% adolescent girls benefit from anemia control programme in their schools/communities
- **WES:** 80% adolescent girls benefit from hygiene promotion and have toilets at home and at school
- **HIV:** 80% of adolescents girls have access to correct knowledge on HIV and HIV protection services
- **Health:** 80% adolescent girls who become pregnant benefit from an institutional delivery
- Without your support it's not possible. We are extremely thankful that the onerous task of monitoring the prime time programming is headed by none other than honorable Dr.V.S.Rama Devi, former Governor of Karnataka. We are also grateful and delighted to have other members of the Jury including former Station Director of All India Radio Dr. P. S. Gopala Krishna; Broadcaster and Writer Dr. C. Mrinalini; Professor of Law in Nalsar University Dr. M. Sridhar and Media Analyst Dr. Nagasuri Venugopal.
- My thanks to Dr Bhaskar Rao and his team in CMS to streamline the whole process as per UNICEF objectives.
- We hope that all the TV channels would try and out do each other in showing girl child issues in a correct perspective. Through this award we look forward to continue this fruitful and engaging partnership with the Andhra Pradesh Television fraternity and see many more engagements in future.
- All the best.
- Thank-you!

Appendix – 6

CONTENT

**Speaking Points at Media Consultation with Telugu TV Channel Heads**

Leading to First

“UNICEF AWARDS for Gender Sensitive Programming amongst Telugu TV Channels”

November 3, 2009 – 10 am

**Michel Saint-Lot**

Chief, UNICEF, Hyderabad

Hon’ble Dr. V. S. Rama Devi ,  
Smt. Chaya Ratan, Principal Secretary- WD, CW & DW Government of AP  
Smt. Amala Akkineni, UNICEF’s ardent supporter and friend,  
Dr. N. Bhaskar Rao,  
Honourable Jury members,  
Members from all Telugu TV channels who have specially come here today  
Friends from Women organizations and Civil Society organizations

**Ladies and Gentlemen**

- Today we all have gathered here to kick start the new initiative we are about to embark upon. At UNICEF we believe that television has tremendous potential for social change and given the focus it has the capacity to influence the normative behaviour.
- Since we all are equally responsible for the society we live in it’s befitting that we begin this through a joint consultative process. This would also serve as the platform for us to announce the modalities for the First “UNICEF AWARDS for Gender Sensitive Programming amongst Telugu TV Channels” commemorating the Girl Child Day on January 24, 2010.
- In AP this unique way of highlighting the issues faced by the GIRL CHILD through the eyes of television producers and film makers has now entered its fourth year. This year its being unveiled in a new, more comprehensive and holistic avatar for the whole television fraternity in Hyderabad.
- You may Ask – Why only focus on Girl Child Issues? Before I explain the rationale I would like to share my background. I am also from a third world country like yours and its called Haiti – a small island closer to West Indies that you are familiar with - and I

have worked in several African countries. I am here in Andhra Pradesh for the past five years. The vicious cycle of poverty and how it affects women remains same across the world and so also in AP. Consequently, our state has high levels of malnutrition among children, high rate of anemia among women, highest IMR and MMR among the southern states.

- The ‘development enigma’ in India and consequently AP is that despite a booming economy growing at nearly 10 percent annually, social indicators - particularly those pertaining to children and women - are not showing the same performance.
- Why is economic growth ‘not doing its magic’? There is no easy answer to this question, and for sure there is no magic bullet to solve this paradox. However, we in UNICEF India believe that addressing the situation of women in India is at the heart of the answer.
- **Let me share six key facts about adolescent girls in India**  
According to the latest census data (2006), in India there are 115 million adolescent girls;
  - 22% have no education
  - 24% have begun child bearing
  - 36% have not heard of HIV/AIDS
  - 47% are married
  - 55% live in HH without toilet
  - 56% are anemic
- Looking at AP let me share few statistics to illustrate my point:
- The National Family Health Survey 2005-06 has reported that 44.5% of girls in India (54.7% in AP) are married by the time they are 18.
- As per the SRS data the Infant Mortality rate in AP is 52 just one point higher than the India Average and lowest amongst all four southern India states.

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awards. Entertainment channels should realize that age of never ending soaps is over. Exceptions will always be there of course. Channels should not remain prisoners of early successes. It is time to relearn – of course for all of us. Every thing is changing, not just the technologies and techniques.

#### **Seven Mantras!:**

Experimentation potential of TV is hardly explored. Once after taking investment risk in setting up a channel, there is hesitation to take risk as to priorities and programmes, their formats and schedules. Russian media cannot be an inspiration, for our news channels, whether it is about news anchoring or the kind of sources relied for news. Cutting the branch of the tree on which one is sitting, is what a better off news channel recently experimented with its “prime time news” anchoring. There is neither courage, nor innovation in that experimentation. I will talk about it more at CMS's next news channel awards time.

Based on my four decades of media research, I could say, that in media six things for sure distinguish and are rewarding. One is larger concern, second is courage to

initiate?, Third is constant experimentation, fourth is to have beyond a temporal view of competition. Fifth, I will further say that programme people in channels must find time (they do not get time now) to think originally and retrospect as often. Sixth is engaging view of viewers as participants to think and consider as a follow up, specifically discussion based programmes. Seven, and, as importantly, special training, at least three days a year. CMS Academy developed strategic communication, specific to channel.

As an independent research body of professionals, CMS completes 20 years this March 2010. As a research based think-tank, it looks beyond and analyses and appraises systems, operations and processes involved in the development and social change.

The idea of promoting social development issues by special efforts of channels deserve to be kept up with what ever modifications. The idea and efforts should not end with this awards function rather it should be a turning point for a new beginning on the part of channels and also civil society.

the fourth is “no giving and no taking” or any *quid pro element* is awarding.

#### Limitation:

This experiment has certain limitations apart from the turbulence aspect. First, the period of two months considered was too short for TV channels in a competitive scenario and under intense pressure, to gear up and do special programmes on girl child. Second, the time taken, 7 to 10 PM, is viewed as prime news time, whereas issues like girl child need not be confined to this time segment. Third, there is no participation of viewing public in this exercise as it should be. These are some lessons. I am sure next time we would correct and consider the coverage over a longer period. The channels will do even better.

Both CMS and UNICEF expect that channels take to programmes on social development on their own as an ongoing concern and create programmes deliberately but with a strategy to bring change in the mind set, values and behavior of people. Last year, CMS – UNFPA had tried out Awards on the same theme of girl child nationwide; but among Fine Arts Schools of India. That has attracted 500 paintings of amazing concern, quality and ideas about girl child. These paintings could be seen on the net.

For this first such initiative, some 17 Telugu channels participated and together they telecast 69 programmes featuring girl child between November – December and upto 10<sup>th</sup> January not including 40 on *Sambhavi*. However, only a few, hardly 15%, were on girl child as an issue as a priority or as a concern. The others were to do more with a crime, atrocity, harassment or molestation or some controversy involving a girl; and the coverage was only incidental and, in any case, nothing to do with girl child issues as such, nor was there any attempt to link the event with the larger systemic phenomena. HM TV, Gemini News, and of course Doordarshan, devoted relatively more time for one or other items on girl child. But, no channel had any item during the period on infant mortality and even on low educational attainment among girls. Also, no channel used a subject specialist or has put out a panel discussion or created a debate or taken to campaign mode – perhaps all such initiatives call for planning and efforts, unlike in the case of political debates.

#### Lessons:

This analysis indicate that a more intense efforts are needed. The channels need to realize the relevance and significance of girl child issues for sustained viewership, better and long term standing of the channel. I consider a few observations are pertinent on an occasion like this. With the permission of the Jury Chair Dr. Rama Devi.

TV channels will be better off to unleash their power and relate themselves. This they could do, if only they take on and *reflect societal issues, systematic problems and citizens’ concerns*. Chasing TRPs, as they do so astitously; (on the other, would only be of temporal value). They need to, *atleast occasionally*, get out of that ratings trap. Only, then they would realize their real power. They need to, realize the kind of creative talent locally available. The kind of gratitude people express, as the Anusha sisters in Rajamandhy..... or the Bandar girls did recently about a TV channel, for the kind of assistance or support they got. Such instances should motivate a shift in the paradigm of channels. Covering *Sambhavi*, the way channels went about last several weeks, is more exploring and generating a controversy, whereas doing a programme or even a message on dowry or drop out of girl child or an analysis of molestations of girl child is not the same. One has to have a concern. Because covering Anush and the like will give the channel decades of lead and loyalty among those whose percent in the TV audience is significant with, than covering politicians of the day or such controversy which are forgotten to sooner. In any case such coverage to the extent they do, as if in competition, will not distinguish the channels from one another.

Some of the channels consider that issues of this kind should be limited to afternoon schedules. I know some channels cover unique stories more during the day rather than in the evening. I wonder what will happen if channels for a fortnight experiment by scheduling all political debates in the afternoon. No wonder why the tendency of flocking back to good old Doordarshan is gaining ground, not just in Andhra Pradesh, but in others states too, despite proliferation of channels under intense competition. In fact, this experiment brings out, once again as the earlier CMS studies, why Doordarshan model is more durable. Doordarshan distinguishes with its programming sensitivities far more with families, community and basic issues, notwithstanding the quality aspect. No wonder that Hyderabad DD has won this afternoon four of 11

## FOREWORD

This initiative of UNICEF, Hyderabad, is unique. It is the only experiment of its kind on specific girl child issues involving television channels in the country. Girl child issues need all possible support and attention to make better world for our children !

The insights from this experience have implications for future strategies in promoting social development. Deep rooted issues in this regard cannot be addressed in isolation or in a quick and short duration interventions. As such this experiment among Telugu channels should be viewed as a pilot for a more specific evidence based communication projects.

It is with such a concern that CMS has gone beyond to document the processes involved in motivating television channels for proactive role. This being a fourth experiment that CMS was actively involved recently in designing and implementing schemes to motivate media. It could be said that such experiments yield outcomes only when they are repeated more than a couple of times and after incorporating insights from each round of intervention of media support for social development.

CMS is in a unique position to assess and appraise programs / strategies to help effect behavioural and social change with appropriate methodologies, and also monitor and analyze the processes. So that new and innovative strategies could be devised more effectively.

Assuring CMS commitment and concern to more such endeavours.

**P. N. Vasanti**  
Director, CMS

Appendix – 5

TV Awards for Channels For programmes on girl-child

**UNICEF – CMS Experiment**

Keynote remarks of **Dr. N. Bhaskara Rao**, Chairman, CMS

**What:**

This idea of awards to TV channels for gender sensitive programmes is very unique, perhaps first time in the country, such an experiment is being held here. Bear with me. This exercise has immense potential – to be a “turning point” for channels. If only we together retrospect.

This experiment is based on the belief that Television could *change the face of this country* in terms of quality of life and disparities. What we could not accomplish over the decades in the case of hard core social development issues, could be achieved now, if only TV channels take to them *as a concern and with some priority in their programming*.

Girl child issues are at the core of social development of the country in every sense. Today that matters as much as GDP. Six specific issues to do with girl child are tried out as part of this experiment. The real test of effectiveness of Governments and media should be by this criteria as to how much or to what extent they helped the cause of social development.

**Six Issues of Girl Child:**

Those at the helm of our TV channels are as interested in making impact, such a lasting impact, including on the standing of girl child. Some channels in fact have all along been doing so on their own. May not be with as much impact. But since channels operate in a competitive scenario, and going by certain market compulsions inherent in the very nature of television, it was felt by UNICEF that with some special efforts, drive and support, coverage by channels of social development issues could make a difference.

Unfortunately, the period of experiment, November and December 2009, had witnessed unprecedented upheavals. First, it was sad sudden death of most popular leader Y. S. Rajasekhara Reddy, then a political crisis in the party in power, followed by polls to Greater Hyderabad and then KCR’s hunger strike which had triggered a month long massive agitations as a result of which the normal life

was paralysed and television channels unleashed themselves devoting most of their time in covering all that. In the midst of all that some channels tried to cover girl child, may be without adding up!

**The Jury:**

The five member Jury was headed by eminent personality, who herself is a role model. Mrs. Rama Devi. She held highest public offices that one could dream of in the country. Each of the other Jury member is distinguished, made a mark, and showed their own concern on social development issues. Each of them devoted several hours of their busy time for this process. Mrs. Mrinalini, scholar and **senior** editor; Mr. Gopalakrishan, retired as a distinguished Director of All India Radio; Nagasuri Venugopal, a media critic, author and senior programme producer of Prasar Bharati and Dr. Madabhushi Sridhar, distinguished Professor of Nalsar Law University and an eminent social analyst, including media. Mr. Krishna Rao of CMS ably aided the jury. So also Dr. GVK Murthy, Vasundhara and Isherya. Of the six sittings the jury had, three were with screenings of the programmes by various channels on the six themes.

**4<sup>th</sup> in the Series for standards:**

Some concerned viewers in the country are interested in publicly recognizing TV channels for their concerns. CMS is getting enquiries with interest to offer awards for efforts of TV channels towards better quality and relevance of their contents.

This is a fourth exercise (of CMS) of awarding media that CMS took interest over the last 8 years. The other ones being CMS Vatavaran festival since 2002, CMS awards to news bulletins and channels since 2007 and for exposing corruption (2007). And now this one for girl child coverage is by UNICEF. Each one is based on a different model as to the selection process and methodology. Four factors are common in all these. First *transparency* in the process, second *objective* criteria in the selection, third *professional* way of designing. And,

work deserves to be recognized. I would wholeheartedly congratulate the award winners today for their commendable work.

- And the second reason is that we see these awards as Mr. Obama himself put it — “a call to action” —to confront gender bias in the society. We hope that these awards would move the channels to action and we would be able to see TV channels trying to out-do each other in showing girl child issues in a correct perspective.
- I am grateful and heartily commend the Jury headed by none other than honorable Dr.V.S.Rama Devi, former Governor of Karnataka including former Station Director of All India Radio Dr. P. S. Gopala

Krishna; Broadcaster and Writer Dr. C. Mrinalini; Professor of Law in Nalsar University Dr. M. Sridhar and Media Analyst Dr. Nagasuri Venugopal.

- We are extremely thankful to Dr Bhaskar Rao and his team in CMS having completed the tough task of monitoring the prime time programming smoothly.
- Through this award we look forward to continue this fruitful and engaging partnership with the Andhra Pradesh Television fraternity and see many more engagements in future.
- All the best.
- Thank-you!

## INTRODUCTION

*As long as the birth of the girl does not receive the same welcome as that of a boy, so long we should know that India is suffering from partial paralysis*

– Mahatma Gandhi

### 1.1. Background

The President of India Mrs. Pratibha Devisingh Patil participating in a programme in Hyderabad in 2009 deplored that Girl child infanticide was unfortunate, more so as it was happening not only among the illiterate families but also amongst the educated and the affluent house-holds. It was a blot on the nation that the moment it was known that a woman in the family was carrying a girl child, immediately the in-laws spring into action to kill the girl in the womb or throw away the newly born girl child into trash cans or sell it away for a consideration. In a country which considers woman as incarnation of wealth and power these happenings cast a shadow on our cultural sophistication.

The child sex ratio is an indicator of the societal health of any nation. Calculated as the number of girls per 1000 boys in the age group of 0-6 years, it has shown a decline from 976 girls to 1000 boys to 927 according to the 2001 census figures. In certain regions of the country there are less than 800 girls for 1000 boys. The falling child sex ratio is due to the practice of sex selection or commonly known as determining the sex of the foetus and eliminating if found to be female foetus. The use of sex determining technology and its easy accessibility started in the early eighties and has led to the fall in the child ratio.

Therefore, the girl child in the womb is confronted with insecurity and data indicates that nearly eight lakh girl children are dying in the country in the very birth. Hyderabad itself is a centre of girl child infanticide. According to data the male female ratio in the country is 1000:933 and in Andhra Pradesh it is 1000:978, but in

Hyderabad it is 1000:943. Even though the 1996 Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act (PCPNDT Act) banned sex selection medical tests, the Act is not enforced effectively.

Inequality has become a curse to the girl child in the fields of health, education, nutrition and marriage. In Andhra Pradesh only 46 percent of the girls are going for higher education and the rest are away from higher education, unable to afford as the parents are incapable of sending their girls to far off places. It was recorded that 40 percent of the government educational institutions in the state woefully lack sanitary facilities for girls and the stipulation that only woman teachers should be employed in girl hostels is not being observed. The State Government has not yet fulfilled its promise that it would setup at least one girls’ hostel in each assembly constituency.

Over 2.85 lakh adolescent girls in the state are suffering with anemia. Though the state government issued instructions that those girls should be supplied with folic acid tablets rural medical institutions are unable to implement for want of funds. The proposal to distribute six kilograms of rice to BPL families having girl children weighing less than 35kgs has not seen the light of the day.

About 76 percent of girls in the state are married off every year even before becoming majors. While the national average of girl child marriages is 50 percent, it is much more in Andhra Pradesh and so far the state governments have not taken any concerted action to prevent child marriages.

In such a deplorable situation the state and central governments should be alert now itself. They should encourage birth of girl child through a series of incentives to the people. Girl child foeticide and infanticide should be effectively curbed and the people should be educated about social evils like dowry, child marriage etc. The 1996 Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act should be strictly implemented and the punishment for the violation of the act should be increased from the present five years to seven years with a fine of five lakh rupees as recommended by a national level committee. Details of pregnant women should be prepared village wise and surveillance should be kept on hospitals and nursing homes. By making registration of marriages obligatory it is possible to prevent child marriages to a certain extent. Measures to improve education among girls will go a long way in creating awareness about their rights. Sexual harassment, dowry and girl child labour should be tackled on a war footing.

### **1.2. Discrimination against girl child**

Even today in the age of computers and space technology after her birth the girl child is discriminated against on several counts in respect of nutrition, education, and health; She is a victim to a number of atrocities and violence such as rape, trafficking, early marriage and childhood pregnancies and the resultant high maternal and infant mortality.

The Government of India in its report to the U.N. Committee on the Rights of the Child mentioned that "Every year" 12 million girls are born – three million of whom do not survive to see their 15<sup>th</sup> birthday. About one third of these occur in the first year of life. One out of every six girls does not live to see her 15<sup>th</sup> birthday. Every sixth female death is directly due to gender discrimination. Condition of majority of those who

survive is no good, as 22 million girls below the age of 18 years are forced into marriage against their wishes many a times to males twice their age. Female mortality exceeds male mortality in 224 out of 402 districts in India.

Almost all government's health policies seem to have an underlying family planning agenda. Health activists have analyzed that with its emphasis on population control; the rural health mission is no different. Over the years it has become quite clear that if people are forced to limit the size of the families, they shall do so at the cost of the girl baby, even if it means that they have to "import" brides from outside their states or their communities.

Little girls are often used as domestic labour, apart from working in factories, which make matches or fire crackers. There was a hot debate when India made legislation making use of child labour a criminal offence. With this legislation, the nation hoped to remove this blot from her social landscape and that the children would be sent to school. However, in a situation of acute poverty and hunger, anyone who can bring in income – infant, child, woman, old – has become crucial. When girls are moved out of earning a wage, often they are sold into prostitution in explicit and subtle ways or abandoned in order not to have to feed another mouth. When looking at the bigger picture of equality between boys and girls it is important to be aware of these layers of concern and consequence in looking at the girl child.

### **1.3. Slew of measures**

The Government of India and the state governments have been implementing a series of measures to improve the status of girl child and mitigate her suffering and discrimination. Noteworthy among them in recent times is the preparation of the "Platform for action – 10 years after – India Country Report" in 2006.

## Appendix – 4

### **Speaking Points at UNICEF AWARDS 2010**

for January 23, 2010- 11.am

**Michel Saint-Lot**  
Chief, UNICEF, Hyderabad

Honourable Speaker of the AP legislative Assembly, Mr. Kirankumar Reddy

Respected Dr. V. S. Rama Devi, Head of the Jury

Smt. Amala Akkineni, UNICEF's ardent supporter and friend,

Dr. N. Bhaskar Rao,

Honourable Jury members,

Heads and Members from all Telugu TV channels who have specially come here today

Friends from Women organizations and Civil Society organizations

Ladies and Gentlemen

- In commemoration of the National Girl Child Day tomorrow we are gathered here today for this important awards presentation. These awards are being presented to those TV programmes and channels who have given prominence to the issues faced by the Girl Child in Andhra Pradesh in the last few days.
- As you all are aware this initiative was kick started on November 3<sup>rd</sup> at the same place through a joint consultation with all Television Channels. It started with a simple belief that television has tremendous potential for social change and given the focus it has the capacity to influence the normative behavior.
- We have seen that with more time being spent by audiences in front of the television, it has become an important tool for advertisers to capitalize on its convincing power. But at the same time we also see that Girl Child in AP faces host of issues viz. early marriage, female feticide and infanticide, high infant and maternal mortality, lower educational attainment among girls, girl child trafficking and girl child labor.
- UNICEF believes that using its emotive appeals, television can play an important role in bringing in the correct perspective on these issues as well as bringing about underlined behavioral change.

Television has the essential and avowed duty to fight discrimination against women and girls in their programs because unless it is addressed as part of overall strategies to improve child and maternal health, high rates of maternal and child mortality will remain stubbornly entrenched.

- In AP this unique way of highlighting the issues faced by the GIRL CHILD through the eyes of television producers and film makers has now entered its fourth year. This time around it was unveiled in a new, more comprehensive and holistic avatar for the whole television fraternity in Hyderabad.
- Thus were born the First "UNICEF AWARDS for Gender Sensitive Programming amongst Telugu TV Channels" with the primary focus on encouraging the television channels to include the correct discourse on gender content.
- Ever since we started the process of monitoring the programs our state has been witness to political events keeping all the eyeballs glued for related news. It's not difficult to understand that television channels too reflected the same in their programming.
- We have noticed that not much time was devoted by channels highlighting the issues related to girl child in AP. So you may ask why are we giving these awards to the channels when they have not been able to move away from only looking at news with a political lens?
- Well, we all know recently US President Barack Obama received the Nobel Peace Prize and everybody questioned "For what?" Looking at the abysmally low amount of time devoted by the television channels on girl child issues in the last few days many of us may be tempted to ask the same question.
- First I would like to say that these awards are in clear recognition of the work put in by the producers and the channels however small it maybe. Even in this small body of work available for review we have seen that the quality has been very good and good

7. Award for focus on burning issues
8. Award for presenter
9. Award for Script
10. Award for reporting
11. Award for Channel most concerned for Girl Child

While deciding the awards we have taken into consideration the qualitative and quantitative aspects of the programmes.

In this first exercise there was a joint effort in the script which won the award. The Jury recommended award for both. Similarly there were two channels which focused on the burning issues and the Jury recommended award

for both. Accordingly the Jury has decided the following thirteen awards.

The Jury felt that the monitoring time of two months was not adequate for the channels to present proper programmes on the girl child issues. It would be ideal to have a four to six months evaluation period. Further the prime time concept also should be enlarged which would encourage the channels to direct their programmes to the target audience. The Jury was of the opinion that 'one swallow does not make a summer'. An effort of this nature should be sustained and repetitive so that the players involved would develop the desired mindset to enable the UNICEF achieve its set goals.

Accordingly certain challenges in improving the status of girl child are recognized. They include, i. need for strengthening the measures to help in change social norms and perception that affect the well being of the girl child, ii. integrating early childhood care and education needs with schooling system to address the 3-6 year old girl children, and iii. since well being of girls is dependent on availability of childcare ways are needed to relieve older daughters from burden of sibling care. Further ensuring fuel, drinking water and sanitation will impact on both time available to young girls for study and recreation and their general well being.

#### **1.3.1. Campaign for the girl child's right to life**

The Central Social Welfare Board and state Welfare Boards launched a year-long awareness drive on against female foeticide and celebrated the World Human Rights Day 2003 as *Man Sanrakshan Diwas* (protection of women day). The objective of the drive was to make people aware of the seriousness of the problem and generate consciousness against sex selection, through seminars, rallies, print and audio-visual campaigns. Key target groups identified were women's groups, SHGs, youth, medical practitioners, resident welfare associations in urban areas and panchayats in rural areas.

#### **1.3.2. Save the girl**

The Government of India launched 'Save the girl' campaign to lessen son preference and highlighting achievements of young girls. Ms. Sania Mirza was appointed 'Brand Ambassador' for the campaign for 2004 and Ms. Aruna Keshavan for the year 2005.

#### **1.3.3. Pilot project of Planning Commission**

The Planning Commission of India launched a pilot project of nutrition for adolescent girls in 51 backward districts of the country in 2002-03. Food grains are provided through the project to under nourished girls.

#### **1.3.4. Kishori Shakti Yojana**

The scheme Kishori Shakti Yojana launched in 2000-01 for self improvement of girls is now being implemented in 2000 blocks in the country. The scheme helps in improving nutrition, health status and literacy and numerical and vocational skills of girls in 11-18 years of age.

#### **1.3.5. Schemes of Government of Andhra Pradesh**

The state government claims that the measures for the development and welfare of the girl child under implementation in the state are higher than anywhere else. (Mahe Jabeen. "Intiki Deepam Adapilla". *Andhra Pradesh*, A.P. Government's Information & Public Relations Department, Hyderabad, December 2009). They include: the prestigious *Mata Sisurakshak*, which provides ambulances services for the poor pregnant women and also free travel in State Road Transport buses for them; *Janani Suraksha Yojana* intended to encourage institutional deliveries through financial assistance of Rs. 1000 for deliveries in rural government hospitals, Rs. 800 for private rural nursing homes and Rs. 600 for the urban institutional deliveries to the women from BPL households; *Balika Samrakshana* launched on March 8, 2005 that provides insurance cover for girl child; *Kasturba Gurukul Paathasala & Sarva Siksha Abhiyaan* which encourage girl child education through residential system; *Indira Jeevita Bima yojana* that assists a family in interrupted continuance of girl child education in the event of sudden death of bread winner of the family through lump sum assistance and scholarships for school going girls; *Sree Padmavati Ammavari Pustaka Prasadam*, which supplies free text books for girls studying in all government educational institutions, and *Chaduvulatalli Pathakam*, that provides financial assistance to girls of Scheduled Caste and Scheduled Tribe families.

## INITIATIVES ON GIRL CHILD ISSUES

Over the last many years UNICEF India office has undertaken imaginative partnerships with media experts

### 2.1 UNICEF Efforts in India

A series of workshops were organized by UNICEF in 2002 with Doordarshan programmers. The idea was to increase the skills in working with children on the screen. It was followed by 'Meena's animation series made in India 1990s' with Rammohan India's answer to Walt Disney. Twenty episodes of Meena in Hindi, English and some regional languages were shown many times on Doordarshan and private channels.

UNICEF Hyderabad in partnership with Prasara Bharathi initiated a special award for "Films as change agents" in 2005. It ran for two years till 2007 and encouraged budding, amateur and professional film/documentary makers to make films centering the issues faced by the girl child.

UNICEF commissioned a full-fledged soap opera on prime time Doordarshan titled "Kynki Jeeanaa Issie Ka Naam Hai" meaning "because what you call life" was a big success.

### 2.2. Centre for Media Studies (CMS)

CMS has vast experience in girl child related projects partnering with international agencies. The United Nations Population Fund – India (UNFPA) -CMS Arts for social Awards: First National Painting Competition 2008 on the theme "Delite in Daughters" was conducted by CMS in the entire country in twenty four states and sixty seven cities. Various stages of the competition starting with the planning to evaluation and distribution of awards were carried out by CMS in four phases from October 2007 to September 2009.

CMS instituted awards for Telugu News channels from 2007 to promote healthy competition in dissemination of information. It was introduced for the first time in Andhra Pradesh and for news channels in the country, the awards were unique in nature.

A four phased methodology that includes content analysis, house hold survey, focus group discussion with experts and consideration of awards by a five member jury of eminent people was evolved to finalise the winners.

#### 2.2.1. CMS Vatavaran

CMS Vatavaran is India's premier environment and wildlife competitive film festival. Instituted in 2002, the festival so far ran into four editions, 2002, 2003, 2005, 2007 and 2009. The festival aims at environmental awareness, education and is an outreach programme on environmental conservation, wild life preservation, livelihoods, climate change, water, nature & people and forests.

CMS Vatavaran traveling film festival to more than twenty cities including Hyderabad was organized in 2006 and 2008. More than forty nationally and internationally acclaimed films were the focus of the festival in every selected city.

#### 2.2.2. CMS on women issues

CMS conducted several programmes in the areas of gender equality, woman empowerment and girl child issues. Prominent among these are:

A content analysis of print media coverage on maternal mortality advocacy campaign in Rajasthan was taken up during 2007. The study was aimed at content

## JURY REPORT

Dr. V.S. Rama Devi,  
Chairperson

### Ladies and gentlemen

I am thankful to the organizers, the Centre for Media Studies which has undertaken the commendable UNICEF initiative of UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels.

The organizers have identified four other members of eminence Dr. P. S. Gopala Krishna, retired Station Director of All India Radio Hyderabad; Dr. C. Mrinalini, broadcaster, anchor, writer on women issues and a well known personality in media and literary circles; Dr. Madabhushi Sridhar, Professor of NALSAR University of Law and an expert commentator in Telugu Channels on different subjects; Dr. Nagasuri Venugopal, Programme Officer in All India Radio and media analyst to associate with me in this exercise.

The speakers earlier have thrown sufficient light on the poor status of Girl Child not only in Andhra Pradesh but also throughout the country. This is not confined to India only. It is a global phenomenon. Through out the world we hear about discrimination of the women in several respects. It is therefore appropriate that UNICEF has taken up the stupendous task of promoting gender sensitivity in the most popular medium of mass communication.

After the jury was constituted we had the first meeting with the organizers during the second week of October last. In this meeting we have discussed the monitoring tools that can be applied for judging the gender sensitivity of channels. The tools, broadly speaking, are based on point system and grading method.

While judging the news bulletins the positioning of the news story, its treatment, packaging, presentation, scripting and the image of the girl that emerges from the news story are taken into consideration.

For news based specials like interviews, discussions, features etc the educational value of the programme, presentation, scripting and the image of the girl presented are taken note of.

In respect of entertainment programmes image of the girl, time devoted, packaging, scripting and the message

of the programme are the relevant aspects. Based on these parameters the Jury applied the tools to the programmes presented to it for evaluation.

The Jury has also taken note of the suggestions made at the media consultation held in early November. The civil society groups have made certain points for the benefit of the channels especially about the image of women as a whole in the visual media.

A total of 112 programmes were placed before the jury for consideration. This included 40 programmes on the Sambhavi episode. Perhaps most of you are aware that a five year old girl Sambhavi was exploited by her parents projecting her as god incarnation. It was a developing story and went on for more than a month. Here I must congratulate the Telugu TV Channels for the investigative reporting which ultimately resulted in restoring the childhood to the innocent girl.

The Jury held six meetings in CMS Office where all the recorded programmes on girl child were screened. The Jury applied monitoring tools supplied by CMS. The meetings were also attended by the external evaluator Dr.G.Chakradhar and Gender Expert Dr.C.G.K.Murthy. The Jury has examined a total of 89 stories of news channels and 23 programmes of other channels. Taking a holistic view of the entire initiative, the Jury felt it is desirable to institute awards of generic nature so that the exercise can be repeated. It was also thought since it is an effort first of its kind, the channels may not have a definite view of the exercise. Therefore, if awards are generic there will be better response in future, since an exercise of this nature demands a repeated effort to derive the desired results. The following categories of awards were recommended for this inaugural initiative;

1. Award for Documentary
2. Award for short film
3. Award for interactive programme
4. Award for creative message
5. Award for analytical programme
6. Award for inspiring programme

## Girl Child – News Based Programmes Evaluation Coding Sheet

### C1. Subject Classification

Girl child Issues					
Female Foeticide	1a	Girl child marriage	1b	Girl Child Labour	1c
Girl Child Trafficking	1d	Meternal Mortality	1e	Lower Girls Education Attainment	1f

### C2. Image of Girl Presented in the Programme

Positive	10	Negative	0	Neutral	5
Can not be Determined	0				

### C3. Message/ Educational value of the Programme

Yes	10	No	0
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### C4. Priority

Total Number of Programmes on Girl Child Issue	30 (5*5)
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### C5. Time Devoted on Girl Child Issue (Excluding Ad)

Total Time Devoted on Girl Child Issue During 7 – 9.30 pm	In %
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### C6. Scripting

Poor	1	Average	2	Good	3	Very Good	4	Outstanding	5
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### C7. Packaging

Video (Visuals editing)	Poor	A1	Average	A2	Good	A3	Very Good	A4	Outstanding	A5
Audio (Background Score, editing)	Poor	B1	Average	B2	Good	B3	Very Good	B4	Outstanding	B5
Depth of Information	Poor	C1	Average	C2	Good	C3	Very Good	C4	Outstanding	C5

### C8. Presentation

Presenter Performance	Poor	A1	Average	A2	Good	A3	Very Good	A4	Outstanding	A5
Gender Sensitiveness of the lead roles	Poor	B1	Average	B2	Good	B3	Very Good	B4	Outstanding	B5

analysis of print media coverage in Rajasthan (in Hindi and English) on issues related to child marriage, public health, IMR, CMR, MMR and the 'Jaisa Dekha Abhiyaan' an initiative of Rajasthan Patrika.

CMS organized a national media scan on abortion and related issue during 2005. The study was intended to understand the quantity and quality of message designed so far on PNDT, MTP and declining sex ratio issues. The study also attempted to monitor important news channels and news papers for analysis of coverage on such issues.

CMS conducted information needs assessment for women's voices HIV/AIDS Journalism training, INTERNEWS for INTERNEWS Net Work in India during 2005. The study was intended to identify the key areas to address during a journalism training programme that INTERNEWS had organized.

A pre intervention baseline survey report for 'local voices project' in Tamilnadu was conducted by CMS for INTERNEWS network during 2006. The study aimed at conducting a baseline to benchmark the present situation in media content in the context of HIV/AIDS and related issues.

### 2.2.3. CMS with UNICEF

CMS conducted a media monitoring and analysis of coverage of MMR issues at national and state level for UNICEF India office during 2006. CMS developed a comprehensive baseline study at national and state level and compared the quantitative and qualitative changes in relation to the baseline study along with progressing state level after the UNICEF intervention across the states and national level.

CMS also conducted several pre testing of messages relating to woman and child development in various states of the country. These include i. Pre test of creatives and messages related to vitamin A in UP for

UNICEF, 2004-05, ii. Pretest of creative developed for 'school chalo abhiyan' in UP for UNICEF, 2004 and iii. Pre test of creative related to universal salt iodization in Bihar, Gujarat, UP and Rajasthan for UNICEF 2005.

CMS conducted the 'Meena Communication initiative – An evaluation study in Bihar, Orissa and UP' for UNICEF during 2003-04. The study through quantitative household survey, qualitative participatory evaluation techniques and through interviews and workshops tried to understand the impact of Meena communication initiative. The channels of information dissemination in each of the states were different and so the impact also differed from state to state.

CHAPTER 3

**THE NEW INITIATIVE OF UNICEF**

Media plays an important role in shaping the societies. Along with art and literature media can help the people in their struggle against social evils that still plague our country.

Media has been reflectors of dominant values and work as an active agency aiming at reinforcing and strengthening dominant value structure. There are no two opinions that mass media like Television, film, radio, newspapers and magazines mould opinion, thinking, attitudes and behavior. TV and films are more powerful as their reach and impact is greater than that of other media.

**3.1. Why Television media?**

Everyone knows Television can change and motivate the people. It sets the national agenda and can bring about a sea change for the better. And even for the worse in absence of restraint. When the 24X7 news channels emerged it was hoped that India would become a knowledge society much faster. It was anticipated that these channels would bring people together, make citizens more responsible towards their fellowmen and the society especially the woman and the vulnerable and that there would be a level playing field for one and all. Channels did this to some extent but not to the expected level leading to a feeling that the world would be happy without the channels. More channels meant more problems, more conflicts and more behavioral aberrations. Perhaps this is because the priorities of channels have fallen short of the expectations of the people and also the channels might not have unleashed their full potential.

It is rightly pointed out that mass media mirrors the society. But in case of women and gender issues, the

media, it appears is caught up in a stiff neck competition show casing the negative and stereotyped and mostly on the same theme. No attempt is made to focus on the realities since much of the programming was nothing but an extension of TV commercials. In this rat race the actual issues such as girl child, marriage, sex selection, maternal mortality, infant mortality, girl child education, girl child trafficking and girl child labour are relegated to the back burner. Leaving out the entertainment channels even the news channels do not bestow much attention while reporting girl child and woman related matters.

**3.2. Television in Andhra Pradesh**

Television media has far larger reach in Andhra Pradesh. The time spent on TV by the people is far higher compared to news papers or magazines. The daily dose of entertainment and infotainment by the growing number of news channels is much higher when compared with news papers or magazines. However the small screen has thrown up only serial killers which have little concern for the viewers' intelligence but their popularity can be gauged from the fact that some big screen stars gained a fresh lease of life after their TV stints.

The new muse of TV is making news and then breaking it. Now everything in news is unpackaged like a soap opera. News is developed and woven on air. The content here is not looser but it is treated in a more comprehensive manner. Politics is a commercial subject which sells 24x7 on the small screen. All the while there is desperate attempt to break the news, nay, to create news.

Filmi entertainment, exclusive channels for Telugu songs, cartoon shows (in Telugu) and quiz shows promising tons of money or gold or a house as the prize has made

**Girl Child – News Channel Evaluation Coding Sheet**

<b>C1 subject Classification</b>				
1a. Girl Child Marriages				1b. Female Feticide
1c. Maternal Mortality				1d. Lower Girl education Attainment
1e. Girl child Labor				1f. Girl Child Trafficking
<b>C2. Priority (Positioning of headline)</b>				
2a. Early part of headline 10.		2b Latter part of headline 05		
<b>C3 Priority (Positioning of story in Bulletin)</b>				
3a Early part of Bulletin 10.		3b Latter part of Bulletin 05		
<b>C4 Type of Coverage/ Reporting</b>				
4a. Initiative based reporting 10	4b. Event based reporting 05	4c. cannot be determined 00		
<b>C5 Image of Girl Presented in the story</b>				
5a. Positive 10	5b. Neutral 05	5c. Negative 00	5d. Cannot be determined	
<b>C6 Message /Educational value of the Story</b>				
6a. Yes:10		6b. No: 00		
<b>C7 Time devoted on girl child issue (Excluding AD)</b>				
In Percentage				
<b>C8 Scripting</b>				
8a. Poor 1	8b. Avarage2	8c. Good 3	8d. Very good 4	8e. Out standing 5
<b>C9 Packaging</b>				
<b>9A) Video (visual, editing)</b>				
9a. Poor 1	9b. Avarage2	9c. Good 3	9d. Very good 4	9e. Out standing 5
<b>9B) Audio (background Score, editing)</b>				
9a poor:1	9b. Avarage:2	9c. Good :3	9d. Very good 4	9e. Out standing 5
<b>9C Depth of Information</b>				
9a poor:1	9b. Avarage:2	9c. Good :3	9d. Very good 4	9e. Out standing 5
<b>C10 Presentation</b>				
<b>10A. Anchor and reporter Performance</b>				
10a poor:1	10b Avarage:2	10c. Good:3	10d .Very good 4	10e. Out standing 5
<b>10B Gender Sensitiveness of anchor, reporter guests</b>				
10a poor:1	10b Avarage:2	10c. Good:3	10d .Very good 4	10e. Out standing5

APPENDIX – 2

**Monitoring Tools**

**Girl Child – Entertainment Channels Evaluation Coding Sheet(CMS)**

**Girl child - News Based Programmes Evaluation coding Sheet**

<b>C1 subject Classification</b>				
1a. Girl Child Marriages	1b. Female Feticide			
1c. Maternal Mortality	1d. Lower Girl education Attainment			
1e. Girl child Labor	1f. Girl Child Trafficking			
<b>C2. Priority (Number of programmes on Girl Child )</b>				
2a. Number of programmes on Girl Child	30 (6*5)			
<b>C3. Type of Coverage/ Reporting</b>				
3a. Initiative based reporting 10	3b. Event based reporting 05	3c. cannot be determined 00		
<b>C4. Image of Girl Presented in the story</b>				
4a. Positive 10	4b. Neutral 05	4c. Negative 00	4d. Cannot be determined	
<b>C5. Message /Educational value of the Story</b>				
5a. Yes - 10	5b. No - 00			
<b>C6. Time devoted on girl child issue (Excluding AD)</b>				
Total time devoted on Girl Child issue in Special programmes during 7 pm – 9.30 pm	In %			
<b>C7. Scripting</b>				
7a. Poor - 1	7b. Avarage -2	7c. Good - 3	7d. Very good - 4	7e. Out standing - 5
<b>C8. Packaging</b>				
<b>8A) Video (visual, editing)</b>				
8a. Poor - 1	8b. Avarage-2	8c. Good - 3	8d. Very good -4	8e. Out standing -5
<b>8B) Audio (background Score, editing)</b>				
8a. poor - 1	8b. Avarage-2	8c. Good - 3	8d. Very good- 4	8e. Out standing -5
<b>8C) Depth of Information</b>				
8a poor:1	8b. Avarage:2	8c. Good :3	8d. Very good 4	8e. Out standing 5
<b>C9. Presentation</b>				
<b>9A) Anchor and reporter Performance</b>				
9a poor:1	9b Avarage:2	9c. Good:3	9d .Very good 4	9e. Out standing 5
<b>9B) Gender Sensitiveness of anchor, reporter guests</b>				
9a poor:1	9b Avarage:2	9c. Good:3	9d .Very good 4	9e. Out standing 5

the Telugu Television truly a star. TV programmes are no different from the Telugu cinema – old wine in a new bottle.

However with its unique aspects, durable impact and sheer convincing power through its melodramatic episodes Television media can play an important role not only in imparting information but also in bringing about behavioural changes on crucial issues. While there are clearly a range of media initiatives and programmes relating to gender issues and rights of the child and high visibility of women in commercial media, the coverage is inconsistent and the impact is hard to measure. Positive messages are over shadowed by a plethora of simultaneous negative messages in the vibrant and ubiquitous commercial media sector, from satellite TV stations to the Tollywood songs and billboards which re-enforce gender stereo types.

The large educated middle class of Andhra Pradesh as the prime consumer of Television programmes offers a potent opportunity that no media can ignore to influence for a social change. Right cues in programming towards girls’ education, nutrition, preventing early marriage and gender equality can have a significant influence on the society as a whole. There are several opportunities to do this. In the process it is possible to revitalize and insert fresh programme ideas to the ongoing Television dramas and films.

**3.3. UNICEF – CMS**

Considering the potentiality of Television in Andhra Pradesh, UNICEF has embarked upon a new initiative, ”UNICEF AWARDS for Gender Sensitive Programmes in Telugu TV Channels”. UNICEF enlisted the expertise of the Centre for Media Studies to conduct the whole exercise and organize the initiative. The purpose of the project, “Developing monitoring tools to track gender sensitive media coverage in Telugu TV

media & institute and organise the awards for gender sensitive channels/programmes at Hyderabad coinciding with the Girl Child Day” was to :

- ❖ Sensitize and generate awareness amongst TV channels in Andhra Pradesh on issues relating to the girl child, and
- ❖ Create a platform by which the TV media could be recognized and rewarded for their efforts in covering these issues.

**3.3.1. Outcome**

The expected outcome of the above said initiative was :

- ❖ Editorial staff and producers were to bestow attention on gender sensitive programming content, and
- ❖ TV fraternity would serve as its own monitor

**3.3.2. Tasks enroute**

It was estimated that around 16-17 channels, at least 2.30-3.00 hours of prime time content would be generated every day. This would be monitored and recorded by CMS and its researchers would segregate the girl child content every day from the recordings which were to be supplied to Jury members for evaluation.

CMS would have an elaborate process of identifying the programmes, developing technical tools for evaluation, constituting the Jury, fine tuning the systems for tracking and monitoring and conducting the Jury meetings. A parallel thread work included aspects of mobilizing TV media programmers and sensitizing them about the whole initiative and ensuring their cooperation in this exercise.

CMS was to finalize the timings of recordings in consultation with UNICEF during the first round table. However it was understood that the prime time programmes/news bulletins were worthwhile for

consideration. The contents would be analysed and a brief note was to be prepared by the analysts. The identified video clippings were to be copied on DVDs and supplied channel-wise to the Jury members periodically. To carry out the monitoring of TV programmes researchers of CMS Media Lab would be adequately briefed and oriented on the list of issues of the project at the round table meeting by the UNICEF. The researchers would also be oriented on the methodology of the study at CMS Hyderabad by the Project Coordinator in the presence of Senior Advisors and Consultants. CMS in consultation with UNICEF and the Jury members would categorise the TV programmes within the broad theme of woman empowerment and girl child issues. At this stage the number of awards would be finalized. CMS would also develop criteria or tools for judging and evaluating the programmes which the Jury members would utilise in their evaluation and judgment.

CMS would have a one-one meeting with key people related to TV programmes so as to build rapport and initiate them in the larger realm. After the tools had been identified and key people contacted CMS was to hold a one day workshop/media consultation with Television group of editors to brief them about the initiative and solicit their cooperation. The agenda for the workshop

would be worked out in consultation with UNICEF. The workshop was to be followed by interaction with media people and all press clippings including the electronic media coverage would be documented and followed up.

The entire project was to culminate towards the media awards ceremony on the Girl Child Day, January 24, 2010 in Hyderabad.

### 3.3.3. Objectives of initiative

In a nutshell the main objectives of the exercise were

- To make the Hyderabad based Telugu Television channels and professionals aware of the need to make gender sensitive programmes, especially during prime time viewership.
- To arrive at a guideline for gender sensitivity and ethical guidelines as a code when dealing with the gender issues in their programmes.
- To create qualitative and quantitative indicators for judging the content of TV channels. This would be done in conjunction with the jury (basically to establish the monitoring tool)
- To recognize the Most Gender Sensitive Telugu TV Channel.

- Story about her birth – shown as a normal innocent girl of her age.
- 3. Nov. 22 : I-News : 7.00 pm – Duration:01.07.14 (Sambhavi real story - Commentary + Discussion with Psychiatrist – Jana Vignana Vedika State Convener – religious leader) 
- 4. Nov. 24 : I-News : 8.30 pm – Duration 15.22 mts : Sambhavi shown in Suryanandi – with Dalailama – worshipped by people. 
- 5. Nov. 25 : I-News : 7.00 pm – Duration 2.56 mts : (Sambhavi shown in headlines also) – Kurnool District, Nandyal report on RDO enquiry of Sambhavi – details given. 
- 6. Nov. 25 : I-News : 8.00 pm – Duration 3.05 mts : RDO enquiry completed – Sambhavi goes away without appearing before media – details by the reporter. 
- 7. Dec. 17 : I-News : 10.00 pm – Duration 0.29 mts : Sambhavi's care – taken Usha Rani says sorry to the officials – confession – investigation taken up. 

### ZEE 24 GANTALU

- 1. Nov. 24 : Zee 24 Gantalu : 8.30 pm – Duration 0.22 mts : (Head Lines Top 10) – Enquiry of Shambavi's Mother at Sub-Collector's Office as directed by Human Rights Commission. 

- 2. Nov. 24 : Zee 24 Gantalu : 9.00 pm – Duration 2.42 mts : Enquiry at Sub-Collector's Office – In camera enquiry of Usha Rani in RDO office, Nandyal. 
- 3. Nov. 25 : Zee 24 Gantalu : 7.30 pm – Duration 1.08 mts : Enquiry of Sambhavi and Usha Rani at Sub-Collector's office. 
- 4. Nov. 25 : Zee 24 Gantalu : 9.00 pm – Duration 1.04 mts : 25<sup>th</sup> Nov 7.30 pm story repeated 
- 5. Dec. 17 : Zee 24 Gantalu : 8.30 pm – Duration 0.24 mts : Write Petition filed by Sambhavi's care-taker Usha Rani in High Court – objection on enquiry conducted by RDO. 
- 6. Dec. 17 : Zee 24 Gantalu : 9.00 pm – Duration 8.09 mts : Enquiry by officials on Sambhavi episode – Detailed Story form the beginning till Human Rights Commission's intervention and enquiry of Usha Rani. 
- 7. Dec. 18 : Zee 24 Gantalu : 7.00 pm – Duration 5.38 mts : Usha Rani confesses no supernatural powers in Sambhavi – edited story of 17<sup>th</sup> repeated. 
- 8. Dec. 21 : Zee 24 Gantalu : 10.00 pm – Duration 0.33 mts : DNA tests to be conducted to confirm the parents of Sambhavi – RDO's report to Human Rights Commission. 

2. Nov. 27 : TV 5 : 8.00 pm – Duration 2.17 mts : (Anchor reporting) – Endowment Asst. Commissioner for legal action on Sambhavi and Usha Rani. 
3. Dec. 18 : TV 5 : 10.00 pm – Duration 0.23 mts : (English Bulletin) - The guardian of wonder child Sambhavi says she is the mother – Usha Rani owns up Sambhavi. 
4. Dec. 25 : TV 5 : 9.00 pm – Duration 0.53 mts : Kurnool District Administration takes up the case of Sambhavi – decides to conduct DNA tests on Usha Rani & Soumyachari – Notices given to vacate Suryanandi – orders issued by Collector to the effect. 
5. Dec. 25 : TV 5 : 10.00 pm – Duration 0.22 mts : (English Bulletin) – (Edited) – Above story in English. 
6. Dec. 27 : TV 5 : 9.00 pm – Duration 0.52 mts : Sambhavi's father Soumyachari escapes from Police custody – gone to Haridwar in Utthar Pradesh – search by Police. 

#### SAKSHI TV

1. Nov. 14 : Sakshi TV : 9.00 pm – Duration 30.35 mts : Sambhavi with Dalailama shown – (Anchor) announces to do Homam + Special Pooja at Suryanandi Smitha Sabarwal – JC Kurnool – Live talk with Sambhavi + discussion in the studio. 
2. Nov. 23 : Sakshi TV : 7.00 pm – Duration :01:31:22 (Childhood) (Anchor voice) Human Rights Commission intervention in Sambhavi case. 
3. Dec. 01 : Sakshi TV : 7.30 pm – Duration 1.16 mts : Sambhavi – Telugu girl – Usha Rani plays a crooked game – proved in the enquiry. 
4. Dec. 04 : Sakshi TV : 7.30 pm – Duration 3.18 mts : The real story of Sambhavi revealed in exclusive enquiry by Sakshi team – they met the parents – Sambhavi's caretaker Usha Rani condemns all allegations. 

#### NTV

1. Nov. 23 : NTV : 9.00 pm – Duration 2.52 mts : Hot topic in Suryanandi is Sambhavi – her parents contradictions – Notices to attend enquiry pasted on the wall as Usha Rani is not available. 
2. Nov. 25 : NTV : 8.00 pm – Duration 0.46 mts : Usha Rani attends enquiry – Sambhavi busy playing with Soumyachari. 
3. Nov. 27 : NTV : 10.00 pm – Duration 4.31 mts : Dalailama tour postponed – reporter from Kurnool – sambhavi made scapegoat to collect funds. 
4. Nov. 28 : NTV : 9.00 pm – Duration 0.35 mts : Usha Rani vacating the Suryanandi Ashramam – No change in Dalailama's tour says Usha Rani. 
5. Nov. 30 : NTV : 8.00 pm – Duration 0.41 mts : Dalailama tour finalized – Usha Rani starts construction of new house. 
6. Dec. 25 : NTV : 9.00 pm – Duration 0.30 mts (News item) : RDO directed by Kurnool District Collector to conduct DNA tests to Sambhavi's parents. 
7. Dec. 31 : NTV : 9.30 pm – Duration 4.57 mts (Crime Time): The Indian belief in both God and Devil – Encashing the weakness of people – Belief in god sometimes leads to their exploitation – The story of Sambhavi is a good example. 

#### I-NEWS

1. Nov. 20 : I-News : 8.00 pm – Duration 3.46 mts : Complaint to Human Rights Commission by various organizations to rescue Sambhavi from the clutches of Usha Rani, her guardian for her schooling. 
2. Nov. 20 : I-News : 9.00 pm – Duration 38.53 mts : Sambhavi shown in headlines (first headline) – Not even 10 years old – speaks about even Dalailama – Complaint by various organizations to Human Rights Commission 

## CHAPTER 4

### METHODOLOGY AND INITIAL PROCESSES

Identifying the Gender Sensitive Channels under the initiative involved many stages ranging from monitoring to evaluation by the Jury.

#### 4.1. Preparing for the process

A clear understanding of the modalities of the actual field level implementation is of prime importance for the successful completion of an initiative. The stake holders should come around and discuss various steps of the exercise, the equation of consultation and mutual co-ordination, the aspects of the broad theme to be considered etc., to achieve convergence in intent and implementation. Accordingly a round table between UNICEF and CMS team was the first step planned to finalize the roadmap.

##### 4.1.1. Round Table

The project started with a round table meeting of UNICEF and CMS officials on 20<sup>th</sup> August 2009. This was attended by Mr. Vikas Verma from UNICEF, Mr. R.V.V. Krishna Rao, Mr. Prabhakar Mrs. Indira and Dr. C.G.K. Murthy from CMS.

The meeting reviewed all existing Telugu TV channels numbering 26 on their extent, their reach, popularity and standing. Based on these parameters, out of 12 news channels seven were identified for analysis. They were ETV 2, TV 9, TV 5, NTV, Gemini News, Sakshi TV and I-News. Among the 10 entertainment channels seven - ETV, Teja, Gemini, Zee Telugu, MAA, Sitara and Doordarshan's Saptagiri were chosen for analysis. Since Vanitha Channel was devoted to gender issues it was felt to study the channel on exclusive basis. However a final decision regarding number of channels for evaluation was to be taken in consultation with the jury.

As the viewership would be at its peak between 7 to 9.30 PM it was felt ideal to monitor the content for evaluation during that time. It was also decided that the period of evaluation could be for two months from 20<sup>th</sup> October 2009.

Since the configuration of the channels to be monitored was different for news and entertainment, the meeting felt different approaches should be adopted. It was also thought a comprehensive methodology of qualitative and quantitative analysis should be adopted while deciding the top performers.

It was suggested that scientifically evolved monitoring tools might be developed exclusively for the project, so that those tools could serve as model for future exercises. CMS promised to take into consideration these aspects and standardize the monitoring tools which would be sent to UNICEF for information and suggestions.

The meeting felt that sensitization workshop is of utmost use for the initiative. The idea was to appraise the channels about the significance of the awards. Along with channel operators and jury members, it was felt desirable to involve women activist groups and media experts to provide inputs for the exercise besides feedback on the girl child programmes.

The meeting decided to have a panel of five member jury selected on the basis of their social standing, knowledge of the issues, eminence and their availability. Further there should be a meeting of the jury ahead of the workshop which would help acquaint the members about the whole concept and methodology.

It was also decided that the monitoring tools developed by CMS should be pretested during the month of

September. The test report should be made available at the preliminary meeting of the Jury.

#### 4.2. Tools for evaluation

CMS developed exclusive tools “Guidelines for Grading & Ranking of TV programmes on Girl Child issues” for evaluation separately for news and entertainment channels. The objectives were:

- ❖ To measure the priority given to girl child issues by Telugu TV channels
- ❖ To grade TV programmes/news stories for UNICEF awards on girl child issues
- ❖ To measure gender sensitiveness of TV programmes/news stories
- ❖ To rank TV channels for UNICEF awards on girl child issues

The grading procedure was based on point system and grading method separately for news channels, news based programmes and for entertainment programmes. There was also a weightage system for programme/news story.

The procedure for news story contained such parameters like priority positioning in headline/bulletin, type of coverage and reporting, image of girl presented, educational value and the time devoted excluding advertisement. There was also a grading system for scripting, packaging and presentation. The range of the grading scale was up to a maximum of five or ten points for each parameter and the scale had highest points for early part; initiative based; positive message and good educational value. The grading scale for scripting and packaging was from outstanding to poor with five points for top, four for very good, three for good, two for average and one for the lowest.

The news based programmes to be considered for evaluation were interview, discussion, feature, etc. The

parameters were priority; type of coverage; image of girl presented; educational value; time devoted; and gradings for scripting, packaging and presentation. As in the case of news stories, the range of the points here also was up to maximum of ten or five and similar points for grading.

For entertainment channels the parameters included image of girl presented; educational value; priority; time devoted besides grading for scripting, packaging and presentation. In this case also the points ranged up to a maximum of five or ten and the grading also carried the same points.

##### 4.2.1. Testing the tools

According to the schedule CMS had taken up piloting of tools from 1<sup>st</sup> September 2009. However there was a sudden change in the politico-social environment of Andhra Pradesh with the tragic death of Chief Minister Dr. Y.S. Raja Sekhar Reddy on 2<sup>nd</sup> September. In that extraordinary situation all channels totally devoted their news and new-based programmes to the late chief minister and the political developments for one month. It was followed by a natural calamity of devastating floods in several parts of the state. However CMS tracked some news items and special programmes relating to girl child. On 30<sup>th</sup> September TV 9 had telecast a news story on preference for male child. CMS also tested the tools on some of the girl child stories available in its Media Lab. On 16<sup>th</sup> July 2009 I-News put out a story on female foeticide in certain tribal habitations. It also mentioned that the practice was not confined to tribal belts only and doctors in certain areas located in the heart of the state were making a fast buck, performing abortions for women with girl child in their wombs. The story was properly packaged according to the tools and carried positive message. The monitoring tools were also applied for another news channel Sakshi which had put out a TV spot

16. Dec. 30 : Doordarshan : 9.50 pm – Duration 20.08 mts (*Shirt Film*) : Story on consequences of early marriage. 

17. Jan. 02 : Doordarshan : 7.30 pm – Duration 13.57 mts : To encourage Girls Education – discarding girl child because of poverty – benefits of Balika Samrakshana Padhakam explained – various welfare schemes by Government to encourage girl children. 

#### VANITA TV

1. Dec. 09 : Vanitha TV : 08.30 pm – Duration 22.11 mts : Special focus on how to save the girl child - Implementation of effective implementation of the existing laws stressed. 

2. Dec. 19 : Vanita TV : 7.00 pm – Duration 22.05 mts (Voice of Vanita) : Story on 

#### SAMBHAVI NEWS STORIES

##### TV 9

1. Nov. 20 : TV 9 : 10.00 pm – Duration 3.26 mts : Complaint on Sambhavi issue to Human Rights Commission – The Commission directed Kurnool Collector to submit report. 

2. Nov. 22 : TV 9 : 10.00 pm – Duration 1.15 mts : Notice issued to attend the enquiry – Jana Vignana Vedika’s complaint to Human Rights Commission. 

3. Nov. 26 : TV 9 : 10.00 pm – Duration 2.36 mts : Three days enquiry into Sambhavi’s issue completed as ordered by human Rights Commission – Report to be submitted by thye officials to the Collector. 

4. Nov. 27 : TV 9 : 8.30 pm – Duration 0.16 mts : Enquiry over – report to be submitted. 

5. Nov. 27 : TV 9 : 10.00 pm – Duration 1.52 mts : Sambhavi’s predictions – contradicted by Jayendra Saraswathi of 

child-labour (documentary on both boys and girls) – girl children also engaged in labour – interviews of girls.

3. Jan. 02 : Vanita : 7.00 pm – Duration 21.40 mts (Voice of Vanita) : Special focus on trafficking of girls – poverty – exploitation of trust – role of Political leaders, Police officials etc. 

4. Jan. 06 : Vanitha : 7.00 pm (repeated in 7.30 pm & 9.00 pm bulletins) – Duration 1.10 mts : Child marriage discouraged, Girl education encouraged – for social change – A lady lending a helping had to the girl child bride to fulfill her desire of continuing her studies. 

5. Jan. 07 : Vanitha : 8.00 pm – Duration 1.10 mts : Above story repeated. 

Kanchi Kama Koti Peetham – says nothing to worry.

6. Dec. 12 : TV 9 : 10.00 pm – Duration 4.43 mts : All details of Sambhavi episode repeated – Sambhavi’s future is a question mark. 

7. Dec. 17 : TV 9 : 7.30 pm – Duration 32.31 mts : It is proved Sambhavi has no supernatural powers – Usha Rani alleges it is all media creation – All previous details of the story repeated. 

8. Jan. 01 : TV 9 : 10.00 pm – Duration 3.20 mts : Usha Rani – Soumyachari – Sambhavi’s parents – Kurnool District Collector’s confirmation after enquiry – Reports to Human Rights Commission. 

##### TV-5

1. Nov. 25 : TV 5 : 7.00 pm – Duration 2.22 mts : Enquiry of Sambhavi in Nandyal RDO Office – reporters from Kurnool – Notices issued to Usha Rani – Sambhavi attended. 

(Childhood broken to pieces) – Atrocities of fathers – infanticides of girl children.

3. Jan. 4 : Zee 24 Gantalu : 10.30 pm – Duration 3.20 mts : Srikakulam District – Atrocity on girl students – case registered – by police.

4. Jan. 05 : Zee 24 Gantalu : 10.30 pm – Duration 5.44 mts : 6 years old girl Srilatha killed by uncle Bheema (Khammam District) in a drunken state.

#### E TV

1. Dec. 09 : ETV : 7.30 pm – Duration 2.16 mts : Turupu Velle Railu Serial – Mother abused for giving birth to a girl child for the second time mother-in-law not happy.

#### DOORDARSHAN

1. Dec. 7 : Doordarshan : 7.00 pm – Duration 0.52 mts : (UNICEF / Special Action Plan by National Balika Vidya Scheme / Sarva Siksha Abhiyan) – for educating girl child labourers – Kadapa District ( Storyby Sasisree).

2. Dec. 7 : Doordarshan : 9.30 pm – Duration 0.21 mts : Only pictures – garbage – baby crying (background) – Don't discard – save girl child – slogan displayed.

3. Dec. 8 : Doordarshan : 9.00 pm – Duration 0.24 mts : Above item repeated (Repeated one more time) (Total - 2 times)

4. Dec. 9 : Doordarshan : 7.00 pm – Duration 0.32 mts : National Girl Child Day – Mother + Child care programmes pregnant women tested in Primary Health Centres.

5. Dec. 12 : Doordarshan : 9.30 pm – Duration 0.24 mts : December 8<sup>th</sup> story repeated.

6. Dec. 14 : Doordarshan : 8.00 pm – Duration 2.05 mts (Vaarthavani) : National Girl Child Day – Dec. 9 Story (elaborate) repeated – visit of Sweden Medical

Team to Medak District – Action Plan formulated to strengthen mother – child care programme.

7. Dec. 14 : Doordarshan : 8.00 pm – Duration 1.02 mts (Vaarthavani) – Dec. 7<sup>th</sup> story (edited) repeated.

8. Dec. 14 : Doordarshan : 9.00 pm – Duration 0.24 mts : Dec. 8<sup>th</sup> item repeated.

9. Dec. 20 : Doordarshan : 7.00 pm – Duration 0.50 mts : Rehabilitation Education – Programmes for street children / orphans in Kadapa District under Sarva Siksha Abhiyan.

10. Dec. 21 : Doordarshan : 8.00 pm – Duration 1.56 mts (Vaarthavani) – Dec. 14<sup>th</sup> story (edited) repeated.

11. Dec. 26 : Doordarshan : 9.30 pm – Duration 12.18 mts : Durga – Short film on child marriage – *Message given to educate girl child and stop child marriages.*

12. Dec. 27 : Doordarshan : 9.30 pm – Duration 11.07 mts (short film) : Story on Girl Child Education – to discourage child marriage – The teacher in the class encourages the girls - to set high goals like Kalpana Chawla – Pratibha Patil, Kiran Bedi etc., and work hard to achieve the goal.

13. Dec. 28 : Doordarshan : 8.00 pm – Duration 0.53 mts (Vaarthavani) : Story on Rehabilitation of orphans – street girls and child labourers – girls admitted in Bridge under Sarva Siksha Abhiyan in Kadapa District.

14. Dec. 28 : Doordarshan : 9.30 pm – Duration 15.07 mts : Short film on Girl's Education – story of a village girl, Jyothi –message to discourage child marriages.

15. Dec. 29 : Doordarshan : 9.30 pm – Duration 18.35 mts : Story on Child Marriage – A 7<sup>th</sup> class girl, 'Malli' wanted to pursue higher studies. While for father wanted her to marry. The marriage was cancelled effort.

of 2.01 mts. It was found that the tools developed for the purpose were workable and could be effectively applied for the evaluation.

#### 4.3. Jury

CMS in consultation with UNICEF identified five jury members based on their eminence, standing and knowledge of media. **Dr. V.S. Rama Devi** former Governor of Karnataka and Himachal Pradesh was to head the panel. A well known literary personality, Dr. Rama Devi earlier worked as Secretary General of Rajya Sabha and as Election Commissioner of India also.

Other members of the jury were:

- ❖ **Dr. P.S. Gopala Krishna**, a retired senior officer of Indian Broadcasting Programme Service. A linguist having good knowledge of twelve Indian languages and an author of standing in Telugu literature Dr. Gopala Krishna had experience of programming in electronic media for over three decades.
- ❖ **Dr. C. Mrinalini** a broadcaster, anchor, writer on woman issues and a popular personality in Television media and literary circles. Presently she is Professor in P.S. Telugu University, Hyderabad.
- ❖ **Dr. Madabhushi Sridhar** is Professor of NALSAR University of Law, Hyderabad. An expert commentator in Telugu TV Channels on a wide range of subjects Dr. Sridhar is author of several law publications.
- ❖ **Dr. Nagasuri Venugopal** is a media analyst and authored several books on trends in Telugu Television programmes. He is a columnist on Television programmes in Telugu channels.

**Mr. R.V.V.Krishna Rao** would coordinate the initiative and ensure timely completion of the schedules. Mr. Rao, a retired Senior Officer of Indian Information Service

worked in various media units of Information & Broadcasting Ministry for over three-and-half decades.

**Dr. C.G.K. Murthy** former Director of Press Information Bureau and Field Publicity of Government of India was the Gender Specialist for the Project. Dr. Murthy had a vast experience as Editor of *Yojana* and had organised a number of campaigns on women and child health and gender equality. He was also Regional Film Censor Officer of Hyderabad CBFC.

The whole initiative process was to be examined and analysed by an external evaluator. **Dr. G. Chakradhar**, a media analyst and teacher of journalism and communication was the external evaluator. Dr. Chakradhar had valuable stint as Principal of Rachana College of Journalism and authored a number of books on mass media. He was former member of Central Board of Film Certification and also served as panel member AP Government Journalist Awards Committee.

#### 4.3.1. First Meeting of Jury

An elaborate meeting of the organizers, the UNICEF and Jury members was held on 3<sup>rd</sup> October 2009 in the UNICEF Office. It was presided over by the Jury Chairperson Dr.V.S. Rama Devi. The other Jury members Dr. P.S. Gopala Krishna, Dr. C. Mrunalini, Dr. M. Sridhar and Dr. N. Venu Gopal attended. The Chief of UNICEF Hyderabad Field Office Mr. Michel Saint-Lot, Communication Specialist Mr. Vikas Verma participated from the UNICEF side. The CMS was represented by Mr. R.V.V. Krishna Rao, Ms. Indira, Vasundhara, Ishwarya and Dr. C.G.K. Murthy Gender Specialist/Consultant.

Dr. V.S. Rama Devi complimented UNICEF and CMS for launching such a commendable exercise as advocating on behalf of the girl child. She said it was the need of the hour when day in and day out there were reports in the media on gender discrimination, harassment, and

even homicide perpetrated with animalistic tendencies. Dr. Rama Devi hoped that recognizing the channels that support the gender equality would usher in a desirable mind set and positive trends in the society.

Mr. Michel Saint-Lot said that UNICEF had always been in the forefront in advocating child rights especially in favour of the girls. He added that a number of media initiatives were put in motion to create awareness in the programmers about girl child and gender issues. He said that since the initiative was first of its kind undertaken so far in the country the Jury should come out with appreciable results so that such efforts could be replicated in other states and in other languages.

Mr. Vikas Verma explained the initiative, the modalities and the channels those were identified. He said the monitoring tools were already in place and UNICEF was of the opinion they were workable for this type of exercise.

Mr. R.V.V. Krishna Rao Project Coordinator said that CMS had vast experience in working with international agencies like UNFPA, UNICEF etc. He said this was a unique initiative requiring special equipments and tools as well as research capabilities. He disclosed that CMS Media Lab had state-of-the-art technology which could track all the programmes of the channels for 24X7, now being utilized to research the channel content.

Dr. C.G.K. Murthy explained the monitoring tools and how to apply them in evaluating the channel programmes. He said that the tools were useful for qualitative and quantitative analysis which was essential for identification of gender sensitive programmes. He informed the tools were tested in the CMS Media Lab by applying them to some sample programmes. Those programmes were specially screened for the Jury members.

The meeting discussed about the type of content that

should be considered for conferring the awards. Six issues pertaining to girl child and were of utmost concern to UNICEF had been identified which could serve as the basis for selection of content. They were:

- ❑ Girl child marriage
- ❑ Female foeticide and infanticide
- ❑ Maternal mortality
- ❑ Low girl child education
- ❑ Girl child trafficking, and
- ❑ Girl child labour.

Regarding the criteria behind selection of channels for monitoring it was felt that those channels having satellite transmission and a standing of about a year should be considered. Accordingly 17 channels were identified for monitoring. They were: nine news channels – ETV 2, TV 9, N TV, TV 5, Sakshi, Gemini News, I News, HM TV, Zee 24 Gantalu and seven entertainment Channels – E TV, Gemini, MAA, Teja, Sitara, Zee Telugu, Doordarshan Saphthagiri and one dedicated channel Vanitha TV.

The Jury members opined that channels had little concern for gender equality or girl child issues since they got a fixation for TRP ratings. Therefore, they felt much effort was needed to bring them into the fold and much care should be taken in organizing the media workshop. They suggested that any programme telecast during the prime time on the identified six issues might be placed before the Jury for its consideration. Such programmes could also include scrolling on girl child issues, public service telecast and portions of serials referencing the identified issues etc. It was also suggested that reporters from moffusil areas who filed reports on discrimination against women and girls should be encouraged for focusing issues concerning gender equality.

Girl found in an unconscious state – man punished.

3. Dec. 04 : N-TV : 9.30 pm – Duration 5.59 mts (Crime Time Story) : Sexual harassment of young girls by a Political leader – Nellore Town – Girl escapes and complaints to Police with the help of mother, seeks protection / message to be scared of anti-social elements, to come forward and complain. 

4. Dec. 21 : NTV : 10.00 pm – Duration 1.01 mts : Harassment of 14 years old Ruchika by Rathore, former DGP Haryana – sexual harassment – Ruchika commits suicide after three years – Judgment after 19 years of trial - six months rigorous imprisonment to Rathore. 

5. Jan 04 : NTV : 9.30 pm – Duration 1.57 mts (Crime Time Story): A man forcing a 6 years old girl to consume liquor – when she refuses shoots and kills her in a drunken state. 

6. Jan. 07 : NTV : 8.00 pm – Duration 2.10 mts : Gang rape of a 15 year old girl, Pragati in Vishakha Beach – She was kidnapped and raped by three auto drivers – the culprits were nabbed. 

7. Jan. 09 : NTV : 9.30 pm – Duration 6.09 mts (Crime Time Story) : Special focus on atrocities on women – India occupies 3<sup>rd</sup> place in the world and Andhra Pradesh among top in the country – It is suggested that number of Police Stations be set up and also stringent punishment without delay is the main solution in such crimes. 

#### I-NEWS

1. Nov. 26 : I-News :– Duration 2.41 mts : Feticides highlighted – Nalgonda District – Scanning Centres Rules to be followed for abortions explained by doctors – but in many cases they are violated. 

2. Dec. 09 : I-News : – 11.18 mts : Girl Child Infanticides – ( Girl Child Protection Discussion ) – Feticides Day – Problem more in middle income group – The reasons explained – Dowry – male domination 

money – mindedness of doctors etc – the create motivation and change the mind-set of the parents.

#### HM TV

1. Dec. 09 : HM-TV : 9.30 pm – Duration 21.00 mts : Girl Child Protection Day – 5 to 12 year girls – sexual abuse - AP top in these crimes / to prevent child abuse girls to be encouraged to complain either to the parents or teachers voluntary organizations giving counseling in schools to create awareness about Child Rights. 

2. Jan. 07 : HM TV : 9.00 pm – Duration 2.37 mts : Male teacher's atrocity on a minor 4<sup>th</sup> Class girl – Bhavana (Headline) – the teacher was beaten up by the parents and locals (Konaraopet) 

3. Jan. 07 : HM TV : 9.30 pm – Duration 19.56 mts (Big Story – Sandarbham) : Sexual exploitation of a small girls – Solutions suggested – parents and victims should come forward to complain, investigation is to be speedup – awareness to be created among the people 

4. Jan. 09 : HM TV : 7.30 pm – Duration 26.51 mts (Twinkle Twinkle Missing Stars) : Story on Foeticides – infanticides – decrease of male – female ration etc., - steps to be taken to save girl child – in the last 20 years on crore girls disappeared throughout the country – Awareness campaigns, through Puppet Shows, traditional songs, opinions, etc., to save girl child are shown in the programme. 

#### ZEE 24 GANTALU

1. Nov. 16 : Zee-24 Gantalu : 9.30 pm – Duration 2.40 mts (Crime File Programme): Rape attempt by father on his 9 year old daughter – Karimnagar District – Maddigunta Village – Father Kishan beaten up by men and women for his attempt to rape his 9 year old daughter – handed over to Police. 

2. Dec. 14 : Zee – 24 Gantalu : 10.00 pm – Duration 13.52 mts : (Crime File Story – Chidramavuthunna Baalyam – 

7. Dec. 16 : Sakshi TV : 9.30 pm – Duration 2.50 mts : Save girl children in Adilabad District – The woman gives birth to the third girl child – ready to sell the baby - Sakshi correspondent complains to officials – baby rescued 
8. Dec. 31 : Sakshi : 8.00 pm – Duration 2.01 mts : Girl child born – drowned in the tank water by father (infanticide) – but it is the girl child who helps and takes care the parents – “Aadapille Aadukuntundi (Caption)” 
9. Jan. 01 : Sakshi : 10.00 pm – Duration 0.50 mts : Madhupriya – Aadapillamma song – parents happy when a male child is born but sad when girl born. 
10. Jan. 10 : Sakshi : 8.00 pm – Duration 2.37 mts : Girl child discarded in a drainage (at Visakhapatnam). 
11. Jan. 10 : Sakshi : 11.00 pm – Duration 3.23 mts : A male teacher’s sexual harassment of a 4<sup>th</sup> class girl, Bhavani – The teacher (Vidya Volunteer) was beaten up by parents and villagers. 

#### GEMINI NEWS

1. Nov. 13 : Gemini News : 9.30 pm – 28.00 mts : Discussion on Child Rights with panel of 4 members – Girls explaining their views on child rights shown – girls denied of their rights – let kids build their own world – Slogan displayed. 
2. Nov. 14 : Gemini News : 8.00 pm – Duration 3.23 mts : Vijayawada – Harassment of his 12 year old daughter. 
3. Nov. 17 : Gemini News : 9.30 pm – Duration 3.09 mts : Ill-effects of child marriage focus – Medak District – Tekmal Mandal – Kosangi Village – Short film by girls of the village on child marriages – Message to discourage child – marriages. 
4. Nov. 18 - Gemini News – 9.30 pm – Duration 3.44 mts : Story on a Short Film made by girls on the ill-effects of child-marriage (Medak District – Kusngi Village) (Nov, 17<sup>th</sup> Story repeated) 

5. Dec. 09 : Gemini News :- Duration 3.05 mts : West Godavari District –Eluru – Girl Child Labor highlighted – girl child labor – Abortions – trafficking – the ill-treatment meted out by women and girl child – explained. 
6. Dec. 09 : Gemini News :- Duration : Focus on Child marriages – in Vizayanagaram District – Parents forced to send their children for work because of poverty – no school, no education – girls between 12 to 14 years getting married. 
7. Dec. 09 : Gemini News : 7.30 pm – Duration 2.43 mts – Child Labor (Elimination) Act – The change brought about with the Act is explained - Nizamabad District – Armour Manal – Perkit Durgabai Mahila Sisu Vikas Kendra Rehabilitation to orphan girls child labor, livelihood. – Girls happy and thankful. 
8. Dec. 09 : Gemini News : 9.30 pm – Duration 7.10 mts (City Lights) : Balika Samrakshana Diwas – Girl Child Protection Day – The steps taken by the Govt. explained – The media to play crucial role in creating awareness among people. 
9. Dec. 29 : Gemini News : 9.30 pm – Duration 21.18 mts (City Lights) : Views on “Challenges faced by Rural Girl” (Interviews) even after 60 years of Independence – challenges faced by rural girl children success stories. 

#### N-TV

1. Nov. 17 : N-TV : 9.00 pm – Duration – 1.17 mts (Prime Time) : Atrocity of a father on his won daughter – Karimnagar District – Hustabad Mandal – Maddikunta Village – Father Kishan rapes 10 years old daughter – Punished by the people of the Society. 
2. Nov. 23 : N-TV : 9.30 pm – Duration – 2.36 mts (Crime Time Story) : Atrocity of a man on his brother’s daughter (School going girl) – Karimnagar District – Rayakula Mandal – Mytapur Village – The man rapes a small girl, his own brother’s daughter in a drunken state – 

#### 4.4. Media Workshop

The workshop was a kingpin in the whole process because it had to acquaint the Television programmers about the race that UNICEF was to start very soon. For an initiative of this sort any amount of oral explanation in one-to-one meetings were to be supplemented by reference material about the initiative at the first instance.

##### 4.4.1. Brochure

As a first step of the initiative a colourful six page brochure containing the problem, the scope, the issues, the objectives, the channels in focus and the broad expectations of UNICEF was brought out for wider circulation among the media and stake holders. It presented the problems of girl child and women empowerment in an inspiring manner reminding the media programmers about their pivotal role as moulders of public opinion.

##### 4.4.2. Poster

Among other things the poster contained the logos of the players participating in the initiative. With a colourful figure of the girl child soliciting support the poster was meant for display in all Television channel offices, in the halls of the channel programmers’ offices and other stakeholders.

##### 4.4.3. One-to-one meetings

Before the Media workshop CMS representatives met the CEOs of the 17 participating channels explaining the concept, soliciting their cooperation and inviting them for the workshop. The programmers of the channels were also personally contacted and elaborated the prospects of the initiative. There was lot of enthusiasm among the channel operators and every channel was hopeful winning the title of most gender sensitive channel. They also expressed that though the award was not their uppermost concern their objective was social responsibility which they would reflect in their programmes.

#### 4.4.4. Touch with academicians

Apart from the channel operators CMS representatives got in touch with academicians, members of civil society groups and media experts. They were explained about the exercise and were invited to the workshop to provide more inputs to the channel programmers and convey their viewpoint about the quality of programmes concerning girl child.

#### 4.4.5. The workshop

The media workshop was held according to the schedule. Dr. V.S Rama Devi presided over the workshop. The urgent need to focus on girl child issues to resolve social imbalances in spite of booming economic development in the country was debated in the workshop.



Mr. Michel Saint-Lot addressing the workshop

#### Mr. Michel Saint-Lot:

Addressing the workshop Mr. Michel Saint-Lot called for intensive social mobilization for girl child education and women empowerment to bridge the imbalance between economic development and social justice. Commenting that Television has tremendous potential for social change and influence normative behavior he said that the awards for Telugu channels would help change the perceptions of the people towards the girl child as it was hoped that channel programmers would bestow more attention and produce pro girl child oriented programmes.



Ms. Amala Akkineni advocating for girl child

### Amala Akkineni:

Green activists and campaigner for girl child Ms. Amala Akkineni said that planting trees and girl child education would have a stellar impact on the economic development and social transformation of the society. She opined that media and communication channels should reorient themselves on girl child issues for overall social well being.



Dr. N. Bhaskara Rao unleashing the power of Channels

### Dr. N. Bhaskara Rao:

Dr. N. Bhaskara Rao Chairman of CMS in his key note address “Unleashing power of Channel” complimented the channels in Andhra Pradesh for their societal concerns and innovative coverages. Describing the UNICEF initiative as a win-win opportunity, Dr. Rao explained that a majority of viewers were children, young and women and channels would be better off doing anything that concerns and interests them. This would

not only ensure viewership for programmes but also helps cultivate loyalty for channels for over a much larger period – than what other kind of coverage or programmes aimed at other segments would, he added. Pursuing issues of concern to children and women meant benefiting and making a difference for many more and this was what unleashing power of Television was all about, said Dr. Rao. Stating that innovation and wisdom become evident from such endeavours, Dr. Rao said girl child issues provide immense opportunities for channels to experiment and make a lasting impact, in their own interest as well as the larger interests of society.

### Mrs. Chaya Ratan:

The Principal Secretary, Women and Child Development Mrs. Chaya Ratan made a case for banning personalized advertisements in media as they were playing havoc on the psyche of adolescent girl child.

The CEOs and programmers of participating channels attended the workshop and contributed for the discussion. The channels requested to extend the prime time monitoring up to 10 pm. and assured their whole hearted support for the exercise.

Members of the civil society groups and woman activists were critical of the present portrayal of women in the media. They felt woman was being depicted as a commodity but not as an individual in her own right. They wanted this trend to change for the better.



CEO, HMTV and other programme personnel at the workshop

## Appendix – 1 The entries

### TV – 9

- Nov. 11: TV9 - Duration 2.24 mts : School Teacher Rajender Singh of Mumbai arrested for harassing a 12 years old 7<sup>th</sup> class girl Jyothi. 
- Nov. 14 : TV9 : – Duration 1.14 mts : Karimnagar District – Sirisilla- New born girl child discarded in the hospital by parents. 
- Nov. 15 : TV9 : – Duration 1.37 mts : Vizayanagaram District – Bogapuram Mandal – Gumcity School – The Principal tries to molest a 5<sup>th</sup> class girl – The Victim complaints to teachers but no use – complaint to Police by Parents – Criminal Arrested. 
- Nov. 17 : TV9 :– Duration 3.53 mts : Karimnagar District – Maddikunta Viillage – Father’s atrocity on his 10 years old daughter in drunken stage – Beaten by villagers – case registered by Police. 
- Dec. 02 : TV9 : 9.30 pm – Duration 1.29 mts : East Godavari District – A handicapped girl discarded by parents has grown up to a wonder girl – always happy. 
- Jan 08 : TV 9 : 8.00 pm – Duration 5.46 mts : Story on Trafficking girls Missing of 1000 girls last year in the state. State is top in trafficking – The girls are sold engaged in bars, Men’s massage centers etc. 
- Jan. 08 : TV 9 : 9.00 pm – Duration 5.46 mts : Same story repeated. 
- Jan. 10 : TV 9 : 9.30 pm – Duration 29.56 mts : Story on evolution of infant in mother’s womb Sperms/Ovaries/Chromosomes/Genes. 

### TV – 5

- Nov. 14 : TV-5 : 8.00 pm – Duration 0.38 mts : ad – save innocent childhood – child marriage pictures shown. 

- Nov. 14 : TV-5 : 9.30 pm – Duration 3.33 mts (Crime Time Story) – Rape attempt by The Principal –The girl complains to the parents at Parents’ meeting. 
- Dec. 15 : TV-5 : 9.30 pm – Duration 4.11 mts : Khammam District – Sattupalli – three daughters to a Brothel Home in Mumbai – The girls escape & Complain to Police – sent back to the parents. 
- Jan 04 : TV 5 : 9.00 pm – Duration 2.01 mts : Facilities provided by the government to girl-child under various schemes like Rejeev Arogyasree, Abhagya Hastam, Kalyanamastu etc. 

### SAKSHI

- Nov 11: Sakshi – 9.18 pm — Duration 18.4 mts : The story is on Girl Child infanticide. Girl Child abandoned on roads, railway tracks thrown into dustbins, etc are visuals. 
- Nov 12: Sakshi - 7- 20 to 7.30 pm — Duration 9.47 mts : Edited version of above story repeated with another anchor. 
- Nov 14: Sakshi – 9.04 pm - Duration 4.9 mts: Male teacher’s atrocity on a girl student. In a school in Ravivalasa, Vijayanagaram district. Parents attack the teacher. 
- Nov. 15 : Sakshi : 7.00 pm – Duration 7.24 mts : Nov, 11<sup>th</sup> edited story shown. 
- Nov. 21 : Sakshi : 7.00 pm – Duration 11.21 mts : VII Class student Madhupriya – interview (Breaking barriers) – victim of discrimination against girls – writing & singing songs. 
- Dec. 15 : Sakshi TV : 9.30 pm – Duration 2.33 mts : Story on fake Babas (Bihar) – Tramping of infants in the name of curing diseases – ignorance of parents – some infants die in the process – at last Police arrest the Baba. 



Television Programmers at the workshop

Those who participated included Professor of Journalism of Osmania University Dr. Padmaja Shaw, Chairperson of State Resource Centre of Andhra Mahila Sabha Smt. Lakshmi, Secretary of Progressive Organisation for Women Smt. Sandhya, Director of Juvenile Homes and Rehabilitation Services of Government of Andhra Pradesh Mr. Kismet Kumar, Head of Department of the Department of Public Administration in Railway Degree College Dr. P. Mohan Rao and senior journalists from the print and electronic media.

#### **4.5. Counseling**

CMS began counseling the channels to start focusing the girl child in right earnest and informed the channels that monitoring the programmes had commenced from the day of the workshop. The Chairman of the CMS Dr. N. Bhaskara Rao personally met the CEOs of TV9, NTV, and HMTV and impressed upon them to put out more programmes on the girl child issues. He wrote personal letters to other channel heads in this regard.

Other CMS representatives contacted the programmers of channels and promised all help, advice and support in making girl child programmes.

#### **4.6. Interface with channels**

The Project coordinator had written a series of personal communications to channels from time to time particularly on special occasions. Channels were reminded about events like Children's Day, Girl Child Day and International Children's Film Festival in his letters. During the course of the initiative, there were frequent requests from channel programmers for source material on various issues concerning the girl child. Apart from supplying background material they were also advised as to how they could go about with various programmes. This service was extended even to moffusil reporters of the channels.

#### **4.7. International Children's Film Festival**

Hyderabad hosted the 17<sup>th</sup> International Children's Film Festival during 14-20 November 2009. CMS seized the occasion and displayed posters and distributed brochures on the Awards for Telugu TV Channels for focusing on girl child issues at the venues of the Festival.

#### **4.8. Media Advisories**

CMS sent as many as six media advisories from 3<sup>rd</sup> November to 5<sup>th</sup> January 2010. The advisories apart from providing suggestions on possible programmes that could be made also contained background material on various schemes of State and Central Government for the welfare of girl child. The channels were also advised to probe the extent and impact as well as the feed-back on the government schemes. These advisories were a rich source of reference material for the channel programmes because they were able to plan their Television programmes, both investigative and educative, on all aspects of girl child.

## CHAPTER 5

### MONITORING AND ANALYSIS

CMS recorded the prime time content of the 17 participating channels using the state-of-art-technology. Everyday digital recordings were made from 7.00 pm to 10.00pm. The recorded content included all material concerning girl child, ranging from news items, news-based programmes, spots, scrollings and even serials where there was a reference to the girl child issue. In the media advisories the channels were informed of the various formats of programmes being monitored. On a daily basis CMS researchers segregated the girl child programmes of each channel and recorded them date wise, time wise and theme wise.

The time, duration, placement and treatment were noted on log sheets. A brief synopsis of the content of each item was prepared for the perusal of the jury members.

The recordings of each channel were transferred chronologically on to a DVD. Periodically the DVDs were then made available to the Jury along with the synopsis sheets.

The monitoring period was originally scheduled to conclude on 31<sup>st</sup> December 2009. But owing to some limitations explained separately in this report the monitoring time was extended to 10<sup>th</sup> January 2010 on request from some channel operators and in consultation with the Jury.

A total of 3519 hours of recording of the content was made in respect of 17 participating channels. Of this 112 programmes running into 14.10 hours on girl child issues were identified for evaluation (Table - 1).

**Table 1 : HIGHLIGHTS OF THE MEDIA MONITORING**

<b>News Channels</b>	<b>675.17 mts (11.15.17 hrs)</b>
<b>Entertainment Channels &amp; Vanitha TV</b>	<b>171.26 mts (2.51.26 hrs)</b>
<b>Total Duration</b>	<b>846.43 mts ( 14.1 hrs)</b>
<b>Total No. of recording</b>	<b>3519 hours</b>
<b>Percentage of time on girl child issues</b>	<b>0.40</b>

This constitutes 0.40 percent of prime time content. The total number of programmes on girl child issues put out by all the 17 participating channels is available in Table-2.

Sakshi Channel devoted the highest duration of 190.50 mts. for 15 programmes concerning girl child issues. It was followed by I-News with 145.44 mts. for nine programmes and Doordarshan's Saptagiri which put out the highest number of 17 programmes of 100.55 mts.duration. NTV telecast 14 programme but with lesser duration of time of only 36.0 mts. Similarly Gemini

News telecast nine programmes but with approximately half the duration of I-News time, 75.37 mts. Vanitha TV devoted 68.15 mts for only five programmes. The variation in time duration and number of programmes was due to the fact that news items could accommodate a maximum of 3.00 mts only whereas news based programmes and short films and documentaries consumed more time anywhere around 20 to 30 minutes and even more. Hence the comparison of number and time duration was incompatible when only numbers were taken into consideration.

### APPENDICES

**Table -2 : NUMBER OF PROGRAMMES TELECAST BY CHANNELS**

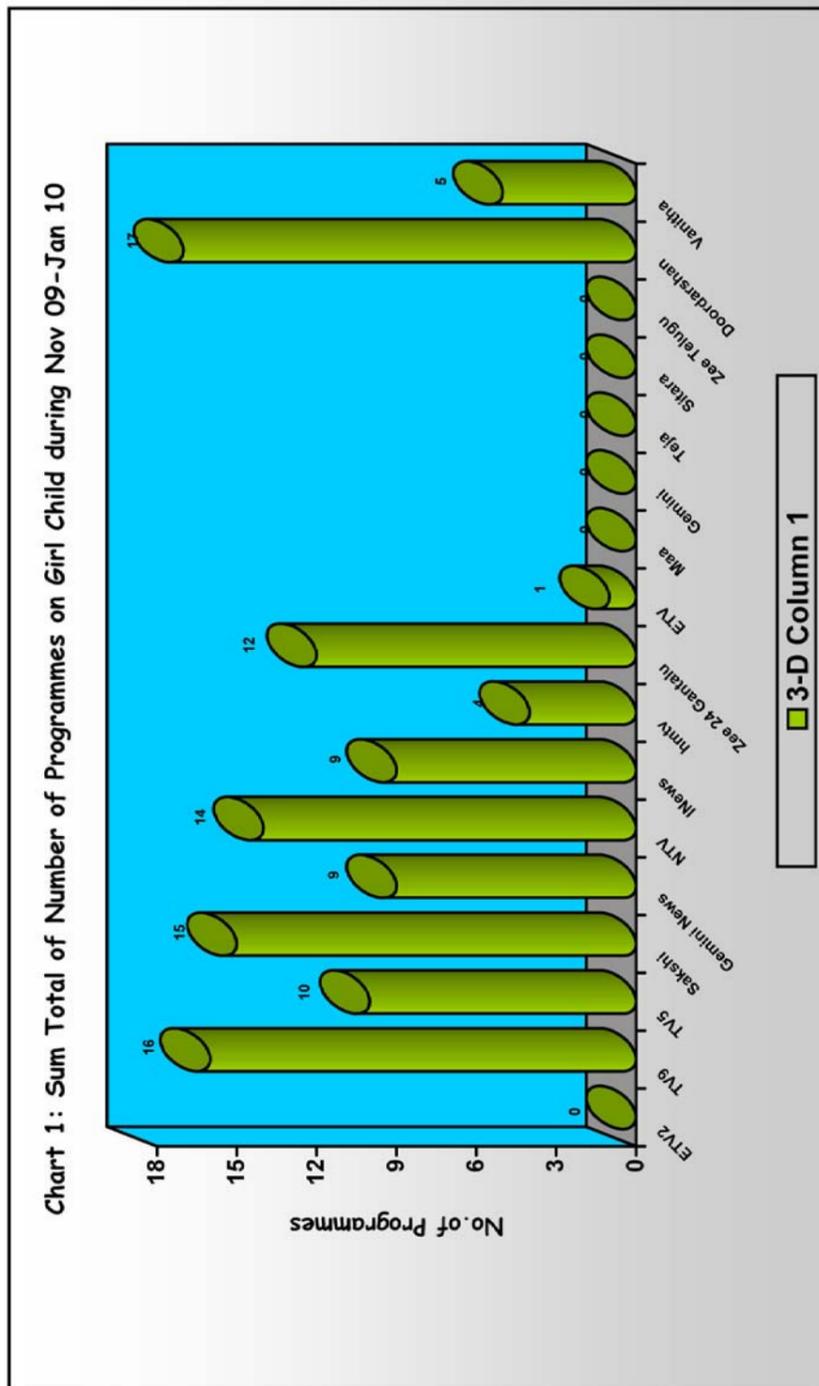
S.No.	Channels	Total No. of Programmes	Duration in Minutes
1.	ETV 2	Nil	Nil
2.	TV 9	16	94.33
3.	TV 5	10	17.32
4.	SAAKSHI	15	190.50
5.	GEMINI NEWS	9	75.37
6.	N TV	14	36.01
7.	I NEWS	9	145.44
8.	HM TV	4	70.24
9.	ZEE 24 GANTALU	12	44.36
10.	E TV	1	2.16
11.	MAA TV	Nil	Nil
12.	GEMINI TV	Nil	Nil
13.	TEJA	Nil	Nil
14.	SITARA	Nil	Nil
15.	ZEE TELUGU	Nil	Nil
16.	DOORDARSHAN	17	100.55
17.	VANITHA	05	68.15
	<b>TOTAL</b>	<b>112</b>	<b>846.43</b>

Except one news channel, the response from all the 24X7 news channels was encouraging. Their content was broad-based with news and news-based programmes. In case of entertainment channels five of them could not make a single programme as they expressed that they wanted much advance intimation to plan their programmes specifically on the girl child issues. The content of most of the entertainment channels was stereotypic either film based or live shows and serials running for more than three years. Their concern was more for their TRP rating which had become a rat race to keep their viewers glued to their channel. Further some of them were putting out translated versions of their parent channel. Hence they found it difficult to participate in the initiative though they were much

enthusiastic, as Mr. Sanjay Reddy Senior Vice President of Gemini Group of Channels explained, “It is really difficult for us even to telecast our own promos because our prime time is booked much in advance as much as two years from now.”

Theme-wise, Sakshi channel which stood at the top in time duration covered the theme female foeticide and infanticide. It devoted the maximum time to multiple issues, including the Sambhavi issue explained separately in this report. Doordarshan devoted its highest time to early girl child marriage. It also covered low education attainment and other issues besides girl child labour. I-News concentrated more on multiple issues, predominantly on the Sambhavi issue.

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anxious since time was running out. In fact on their request the monitoring period was extended by ten days which they have fully utilized. Their enthusiasm was palpable and was glaringly evident when the CEOs of the participating channels attended the consultation work shop and the awards function with their whole team.

- ✦ The news of the awards was welcomed by all the channels which put out scrollings about their awards. The awards function itself was covered live by two channels. Besides the venue of the award was fully packed. All this is an indication that the initiative has made considerable impact on the channel programmers. If this exercise is repeated subsequent editions will be more enthusiastic and participatory on the part of the channels.
- ✦ In view of the tremendous amount of enthusiasm generated about the initiative among the channels it is advisable that UNICEF may bring out a brochure of the award winning entries for wider circulation and emulation in other parts and languages in the country. A replication of such an effort will no doubt help in upgrading the image of girl child in different societies of this land.
- ✦ The channel programmes are meant for the viewers and the purpose is to educate the people about

the significance of the girl in the society. It is also the fond hope of UNICEF that if channels are encouraged to put out the messages championing the cause of the girl it will have an enduring impact on the mind set of the people and society at large. Therefore it is of utmost importance to assess whether the messages in favour of the girl child are percolating to the target audiences. This can be known only through an impact study of the girl child programmes. An audience research activity supplementing the application of piloting tools by the Jury will be more scientific in deciding the awards.

- ✦ Gender discrimination is as old as humanity. It requires much concerted attempts to correct the aberrations. The hope that persistent bashing may ultimately help achieve, to a certain extent, the goal of gender equality lives on and the initiatives of this sort definitely inspire. The feeling that there is such an event as UNICEF Awards on Girl Child issues to Telugu TV Channels has already set in.
- ✦ It is heartening that channels have agreed to observe restraint and adopt girl child supportive norms. This assurance from them will no doubt contribute to encourage and promote the girl child fulfill her part as the inalienable better half of mankind and the society at large in accordance with our fond hopes.

Table-3: Girl Child Issue-wise Programmes (Duration in minutes)

CHANNEL	Early Marriage	Female Foeticide & Infanticide	High Infant and Maternal mortality	Lower education Attainment	Girl child Trafficking	Girl Child Labour	Multiple	TOTAL in Minutes
TV9	-	-	-	-	11.32	-	83.01	94.33
TV5	0.38	-	-	-	4.11	-	12.43	17.32
SAKSHI	-	39.36	-	-	-	-	151.14	190.50
GEMINI NEWS	9.58	-	-	-	-	5.48	59.51	75.37
NTV	-	-	-	-	-	-	36.01	36.01
I NEWS	-	13.59	-	-	-	-	131.45	145.44
HMTV	-	26.51	-	-	-	-	43.33	70.24
ZEE 24 GANTALU	-	-	-	-	-	-	44.36	44.36
ETV	-	-	-	-	-	-	2.16	2.16
DD	77.15	-	-	14.47	-	2.47	6.06	100.55
VANITHA	2.20	22.11	-	-	21.39	22.05	-	68.15
TOTAL	90.11	102.37	-	14.47	37.22	30.40	571.06	846.43

### 5.1. Month-wise coverage

The month-wise coverage of girl child issues by the channels can be seen in Table. TV 9 telecast the highest number of programmes in the initial month of November

and in the following month its numbers fell down drastically to one-third. However when the monitoring period was extended to January 10, it best utilized the opportunity by telecasting more programmes than any other channel.

**Table 4: Month-wise (Nov 09-Jan 10) Number of Programmes on Girl Child**

S.No	Channel Name	Nov-09	Dec-09	Jan-10	Total
1	ETV2	-	-	-	-
2	TV9	09	03	04	16
3	TV5	04	05	01	10
4	Sakshi	07	05	03	15
5	Gemini News	04	05	-	09
6	NTV	07	04	03	14
7	INews	07	02	-	09
8	HMTV	-	01	03	04
9	Zee 24 Gantalu	05	05	02	12
10	ETV	-	1	-	1
11	Maa	-	-	-	-
12	Gemini	-	-	-	-
13	Teja	-	-	-	-
14	Sitara	-	-	-	-
15	Zee Telugu	-	-	-	-
16	Saptagiri	-	16	01	17
17	Vanitha	-	02	03	05
<b>Total</b>		<b>43</b>	<b>49</b>	<b>20</b>	<b>112</b>

Zee 24 Gantalu evenly spread its programmes at the rate of five programmes each in the two months and two programmes during the extension period. I-News channel started telecasting programmes with a bang in the initial month of November but ended in a whimper with only two programmes in December and none at all in January 2010. HM TV, Doordarshan channels did not telecast a single programme on girl child during November. But Doordarshan had given the highest number of programmes during December numbering 16 when other channels were busy with covering the Telangana agitation.

In spite of the unforeseen happenings like sudden declaration of elections to Greater Hyderabad Municipal Corporation, fast unto death by TRS Chief K. Chandra

Sekhara Rao and intensification of Telangana agitation channels devoted some time for girl child issues. This was an encouraging point. Probably in a normal situation even the channels those did not telecast a single programme during the entire monitoring period might have favourably responded by putting out good number of programmes.

Five of the ten channels those responded with their participation in the initiative, telecast at least one programme a month from 3<sup>rd</sup> November 2009 to 10<sup>th</sup> January 2010. Though HMTV could not telecast a single programme during November, it put out one programme in December and better utilized the extended period of monitoring by telecasting three programmes.

trafficking issue, they never mention about the scheme which can be of much help to the victims. Nor the channels make any effort to examine or investigate whether the welfare measures are properly implemented or not, nor do they elicit the opinions of the target groups or beneficiaries to make them more attractive and utilitarian to them. If such exercise is conducted misuse of funds like diversion, or misappropriation can be arrested in the beginning itself instead of the whole scheme snowballing into a big scam.

### 8.2. Suggestions

- ✦ An exercise of this nature demands an enabling atmosphere. In a country where the daughters are rampantly discriminated against in terms of expenditure on health and education it is a stupendous task to create a positive outlook. In fact, the problem relating to parent's decision starts at procreation stage itself rather than household budget allocation. In such a conservative society the programmers who form part of the society need considerable training and coaching to make them understand the full import.
- ✦ During the course of the initiative though media advisories were sent, the channel programmers were not able to grasp the spirit of the messages. Therefore they could not follow it up, may be the printed letter/word might not have trickle down to the right person. Therefore if a training programme with interactive component is arranged for the programmers the result would have been appreciable. UNICEF should consider providing for at least two short duration training programmes for the channel personnel during the course of the initiative. This would serve as an early warning system about promise and performance.

- ✦ The period of monitoring was too short for the channels to cope up with. In fact entertainment channels require much early intimation. Therefore it is advisable to increase the period of monitoring to a minimum of four months which would enable all the channels to produce programmes on all the issues. In such case it would be possible to have a comparative study of the channel programmes issue wise.
- ✦ All the while, the single most thought that continues to nag right through is why should the gender issue which is so perilous is not properly addressed through at least to the extent of establishing a favorable mind set for creating a conducive environment. The hard reality is that general deterioration, ignorance and neglect of the girl and woman have become more striking. It is commendable that at least a beginning has been made in this part of the country to focus this pernicious problem.
- ✦ A one time thing will not add up to empowering the girl child. As mentioned above it needs a sustained and determined effort to educate the society at large about these issues which are of much concerned for the general well being of the nation. Since this was the inaugural programme channels were not able to focus or even imagine the extent to which they could produce programmes. If this exercise is repeated the channel programmers will be able to involve themselves with much enthusiasm in the subsequent editions.
- ✦ There is much enthusiasm and great interest among the channels about the awards. At the fag end of the exercise channels were contacting the organizers that they were free from the road blocks and would like to do more and were very much

CHAPTER 8

CONCLUSIONS AND SUGGESTIONS

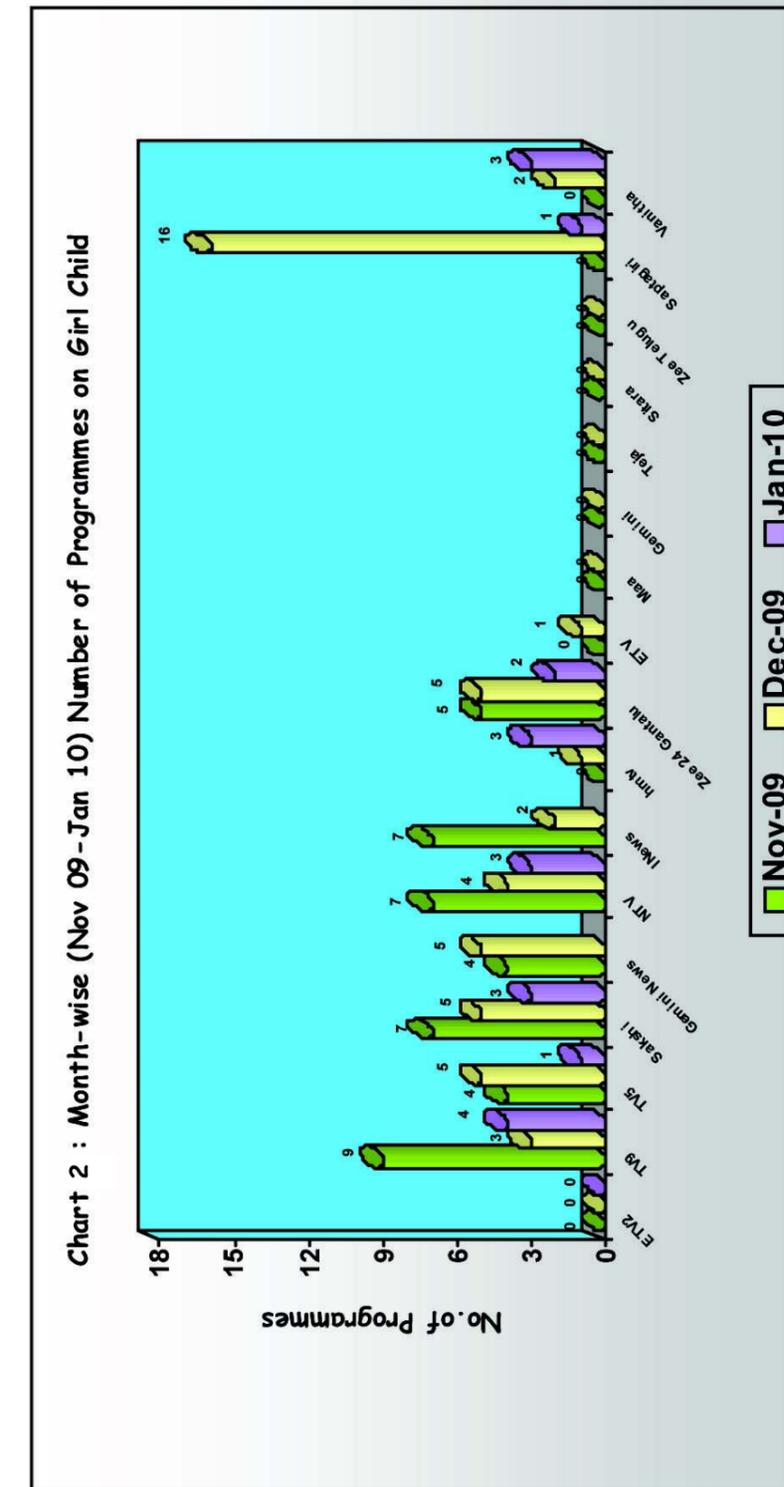
Conducting the UNICEF initiative of this nature was a splendid activity both for the organizers and for the participants. Through this exercise several achievements as well as experiences and problems were encountered which are discussed in this section.

8.1. Conclusions

- ✦ CMS is able to formulate guidelines for gender sensitivity and ethical guidelines as a code when dealing with gender issues by the channels.
- ✦ CMS has created qualitative and quantitative indicators for judging the content of Telugu TV channels on girl child issues. A systematic monitoring tool was established to evaluate the extent of gender sensitivity of the channels. By applying these tools the Jury had identified Doordarshan as the most gender sensitive Telugu channel.
- ✦ Through this exercise the Hyderabad based Telugu TV channels and programmers were made aware of the need to produce gender sensitive programmes during prime time. As an inaugural effort CMS was able to inculcate gender sensitivity among the channels and the programmers were induced to produce programmes on girl child issues through repeated proddings and goadings.
- ✦ The Channel Chiefs echoed their concern for gender equality and said that their programmes on the girl child issues were genuinely motivated and not for winning an award. This was expressed by the CEOs of the channels at the awards function. They assured that they would translate their commitment into action by devoting more time and attention for gender related programmes. Coming from the

channel CEOs, this is an ample testimony to the fact of fulfilling the objectives set by the UNICEF, viz. sensitizing the channel programmers on girl child issues.

- ✦ The issue of Sambhavi, a news item which was dealt with by all channels was felt by the Jury, was blown out of proportions and the whole episode was not perceived from the angle of a girl child issue like girl child education and proper upbringing of the girl. The perception of the gate keepers appears to be more that of a sensational issue rather than an innocent girl robbed of her childhood and deprived of her playmates and schooling.
- ✦ In their deliberations the Jury felt channels were allotting more time for atrocities and crime on the girl child but not devoting proper attention to other issues. In this connection, the Judgment of the Andhra Pradesh High Court advising the channels to observe restraint and bestow extra care with regard to programmes of crimes and atrocities is a welcome measure. The Judgment which was delivered after the awards function under this initiative, was a true reflection of the concern of the civil society on this issue.
- ✦ The state and central governments have designed and are implementing several measures for betterment of the condition of the girl child. Unfortunately these measures are not being properly highlighted by the channels resulting in their under utilization by the target groups. For example the Ujjwala scheme of Government of India provides rescue, relief and rehabilitation to victims affected by trafficking. While channels highlight the



**5.2. Month-wise duration of programmes**

The time duration for programmes on girl child telecast by channels month-wise indicated an uneven allotment of time during November – December and ten days in

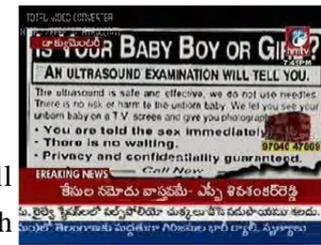
January. The duration of programmes on girl child issues from 3<sup>rd</sup> November '09 to 10<sup>th</sup> January 2010 is given in Table-5.

**Table 5 : Month-wise (Nov 09-Jan 10) Duration (in minutes) of Programmes on Girl Child**

S.No	Channel Name	Duration in minutes			Total
		Nov-09	Dec-09	Jan-10	
1	ETV2	-	-	-	-
2	TV9	18.33	38.43	37.17	94.33
3	TV5	8.50	6.41	2.01	17.32
4	Sakshi	172.02	11.58	6.50	190.50
5	Gemini News	38.16	37.21	-	75.37
6	NTV	13.18	12.27	10.16	36.01
7	INews	133.57	11.47	-	145.44
8	HMTV	-	21.00	49.24	70.24
9	Zee 24 Gantalu	7.26	28.36	8.34	44.36
10	ETV	-	2.16	-	2.16
11	Maa	-	-	-	-
12	Gemini	-	-	-	-
13	Teja	-	-	-	-
14	Sitara	-	-	-	-
15	Zee Telugu	-	-	-	-
16	Saptagiri	-	86.58	13.57	100.55
17	Vanitha	-	44.15	24.00	68.15
	Total	392.22	302.02	152.19	846.43

**Twinkle Twinkle Missing Stars 09-01-2010 / 7.30 PM**

Scintillating and well researched script with powerful message on foeticides – infanticides, and the undesirable consequences of a steep fall in gender ratio against the females. The script suggested convincing practical steps needed to save the girl child from the present deplorable state to a dignified and appropriate place.



**12. Award For Reporting – Sasisree**

**Doordarsan Reporter from Kadapa / 20-12-2009 / 7.00 PM / 0.50 mts.**



Rehabilitation and Education programmes for street children and orphans in Kadapa district under Sarva Siksha Abhiyan – 27 Residential Bridge Schools working in the district – 2000 girls given training in

various activities. It was a positive message. During the monitoring period Sasisree filed the highest number of stories covering different welfare programmes aimed at ameliorating the condition of the exploited girls. His reports were incisive and supported by suitable visuals. Hence won the award.

**13. Award For Channel Most Concerned For Girl Child – Doordarsan**

**Highest number of 17 Programmes T'cast.**



As a public broadcaster Doordarshan Saptagiri Channel did its best in focusing on girl child issues. It telecast original programmes specially focusing on early girl child marriage and girl child education. Considering that the channel bagged the best short film, inspiring programme and reporting awards apart from producing the highest number of programmes it was recognized as the 'Most Gender Sensitive Channel under this initiative.

child was dumped into a tank by him (infanticide). The girl rises and grows into a mature woman. She extends her hand to her father in his old age flashing the message “it is the girl child who helps the parents in time of need.”

**5. Award for Analytical Programme – TV9**

*Rahasyam* 10-01-2010/  
9.30 PM / 22.25 mts:

Is it the kettle calling the pot black? –



A Story on Evolution of infant in mother’s womb. If the x-chromosome of man unites with x-chromosome of woman, a girl is born. All the 23 pairs chromosomes from mother are x-chromosomes whereas only one chromosome of the father from the 23 pairs is x-chromosome and it decides the sex of the baby. So father is responsible for the birth of girl or boy, not the mother.

**6. Award For Inspiring Programme – Doordarsan**

*Oo.. Chinna*

*Prayatnam* 28-12-2009  
/ 9.30 PM / 15.07 mts.

An idea can change your life...



Short film on Girl Education - A village girl Jyothi studying 9<sup>th</sup> Class was interested in pursuing higher studies. Mother also wanted the girl to become a doctor. However the father forced her to get married but realized his mistake at the end. With a simple daily life idea raised by Jyothi, the marriage proposal was postponed. The message is to discourage child marriages.

**7. Award For Focus on Burning Issues - Zee 24 Gantalu**

*“Chidramavutunna Balyam”* - 14-12-2009 / 10.00 PM / 13.52 mts.

Chiddramautunna Balyam (Childhood broken to pieces)

Crime file story. Montage of various stories like – atrocities of fathers on daughters – infanticides – sexual harassment of teachers – punishments in the name of discipline – illegal contacts with innocent girls etc.



**8. Award For Focus on Burning Issues - TV5**

*“Rescue of Girls”* – 15-12-2009 / 9.30 PM / 4.11 mts.

In Rajeevnagar of Sattupalli, Khammam district Raghavamma, a cheat planned to sell off Narasamma’s three daughters to a brother house in Mumbai. The girls refused, escaped and complained to the Police. The girls were sent back to their parents.



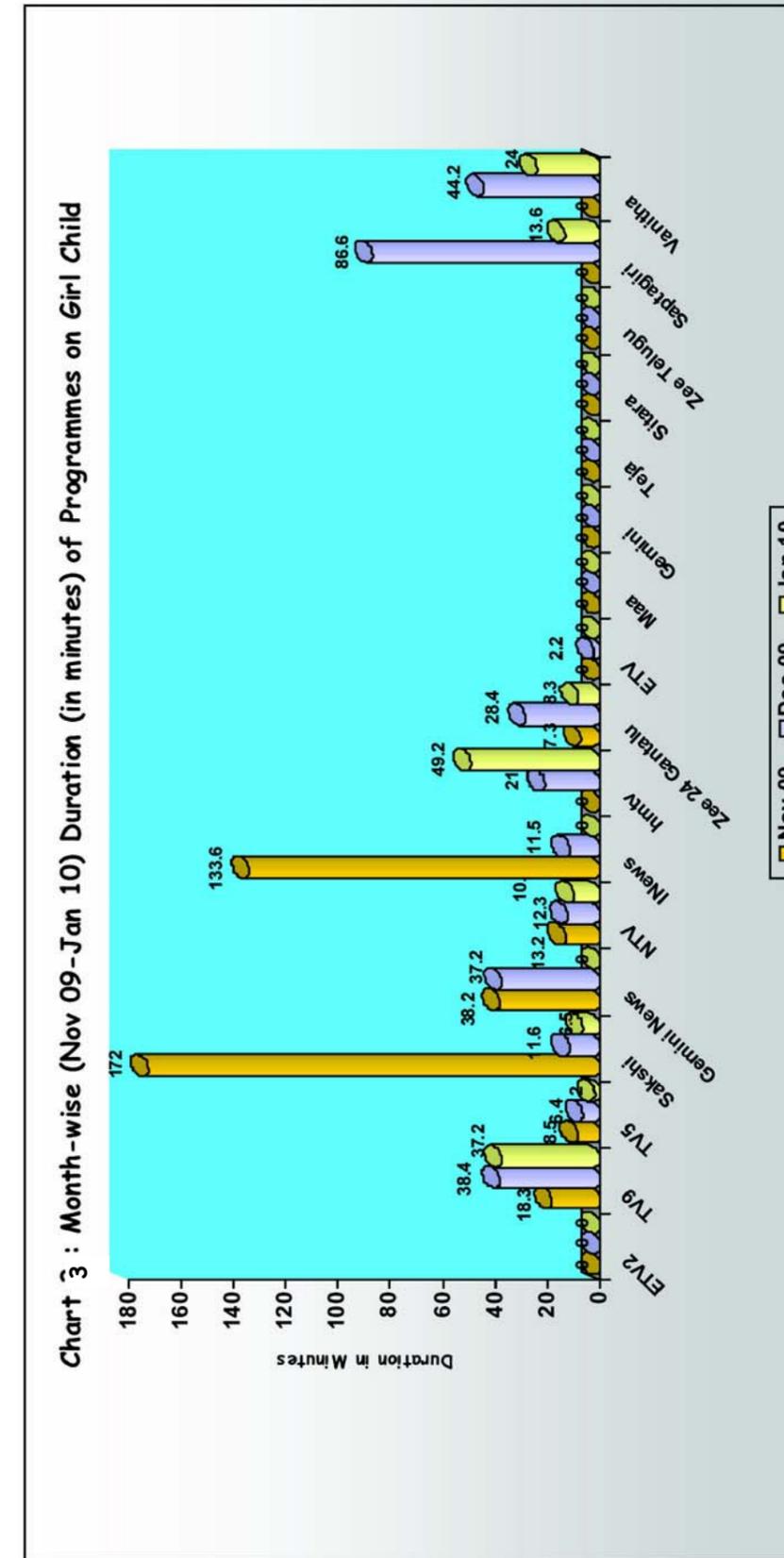
**9. Award For Presenter – Sri Devi / Vanita TV**

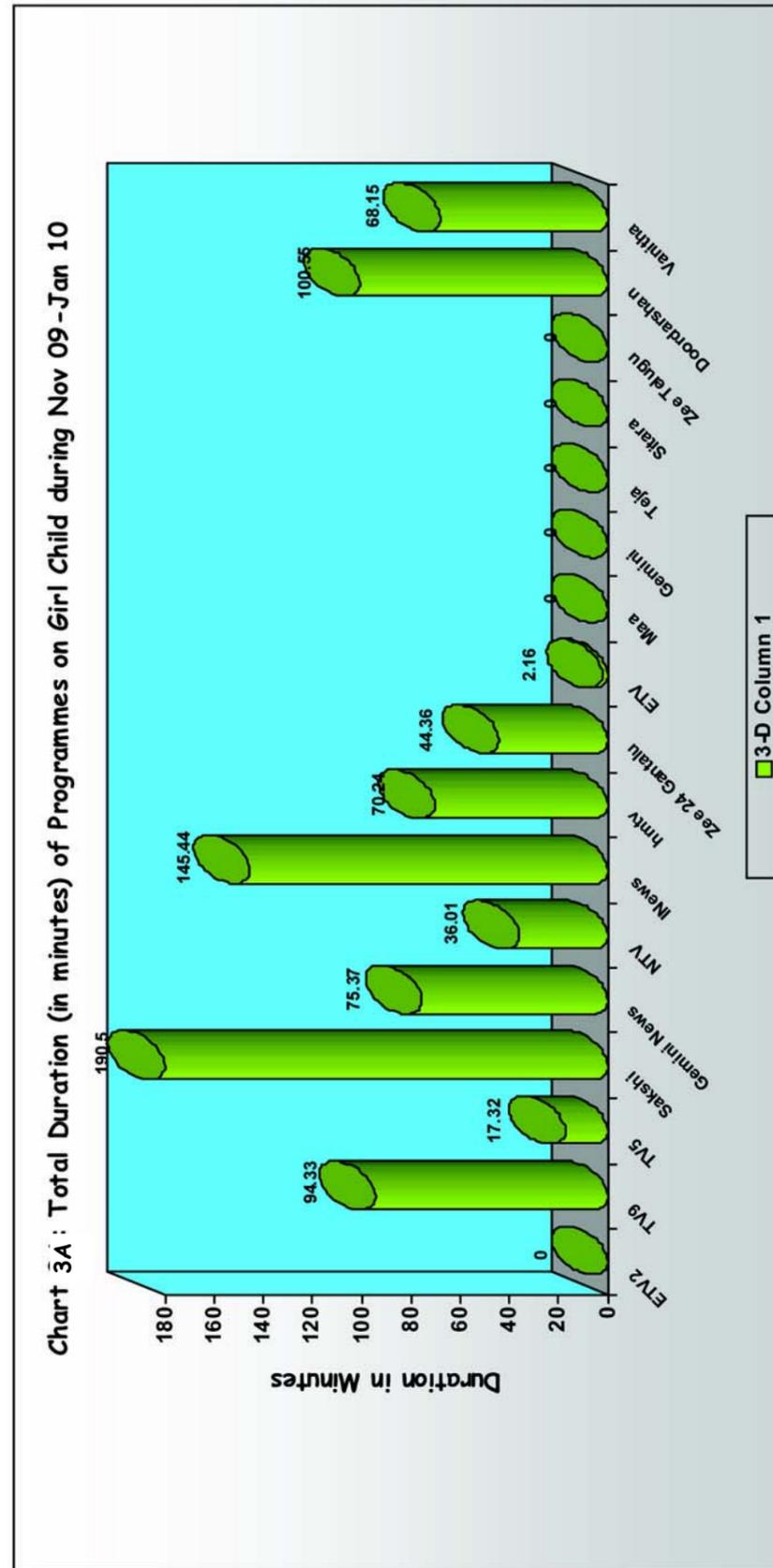
*“Sagabhagam Prasnardhakam”* - 09-12-2009 / 8.30 PM / 22.11 mts.



For a documentary or any news based programme the presentation muse enthuse the viewers and lead them by the hand to go through the whole programme. Therefore the presenter must create interest by his/her voice, modulation, diction and body language. The programme “Sagabhagam Prasnardhakam” was skillfully presented by Sri Devi with a pleasing narration appropriate diction and suitable body language. Hence bagged the award.

**10&11. Award For Script (Jointly) – MA Vasu & Devipriya**





**7.2. The Flying Colours**

The Jury felt that the awardees produced programmes of appreciable quality and deserve recognition. According to them the following awardees highlighted various themes under different categories of awards. A brief;

**1. Award For Documentary - HMTV**

**Twinkle Twinkle**

*Missing Stars* 09-01-2010 / 7.30 PM / 26.51 mts :



Well conceived and convincing arguments against female feticide with visuals of native atmosphere professionally matching the script.

It is a story on foeticides, infanticides and consequent fall in gender ratio etc., with steps to be taken to save girl child. In the last 20 years one crore girls were not allowed to be born or disappeared throughout the country, lakhs of foeticides have taken place in various states including the national capital of Delhi. The ratio of girls to boys is alarmingly decreasing. Even educated mothers, doctors are equally responsible for abortions. Awareness campaigns through puppet shows and traditional songs, opinions etc., in support of girl child may help in changing the mindsets.

**2. Award for Short-Film – Doordarshan**

**‘Durga’ - Short Film**

*on Child Marriage* – 26-12-2009 / 9.30 PM / 12.38 mts .

Revolutionary message from a dauntless girl ‘Durga’..

This is a message to educate girl child and discourage child marriages. The adolescent girl Durga did not want



to marry but was threatened and forced by parents. In real life the girl Durga committed suicide, but in the film the girl suggested the tragic end be changed. She revolted and lodged police complaint. Though the mother threatened to consume poison, she did not care. She escaped child marriage with the help of her teacher.

**3. Award For Interactive Programme – Gemini News**

**“Rural Girl Child – Challenges” (City Lights)** 29-12-2009/ 9.30 PM/21.18 mts.



The saga of Indian girl child–problems galore...

Depicts views on challenges faced by rural girl. Even after 60 years of independence, girls mainly rural girls face many challenges like illiteracy, child-marriages etc. Problem of girls were explained by Smt. Rama Lakshmi, Additional Chief Conservator of Forests. There is wide prevalence of child-marriages in Telangana districts like Warangal, Karimnagar, Adilabad etc. The attitude of parents and lack of awareness about family planning is responsible for the evil.

Mrs. Geetha, Principal, JNTU faculty says if given support and encouragement, rural girls will sure come up in life. Success stories explained by officials, professors and students.

**4. Award For Creative Message – Sakshi TV**

**Aadapille**

**Aadukuntundi**

*(Animation)* – 31-12-2009 / 8.00 PM / 2.01 mts.



Light at the end of the Tunnel, The Girl Child...

A girl child was born. The father was unhappy. The



TV9 team for Analytical Program



Doordarshan for inspiring programme



Sailesh Reddy of Zee 24 Gantalu for Focus on Burning Issues



TV5 for Focus on Burning Issues



M.A. Vasu & Devi Priya for Script



Sasi Sree for Reporting



Channel Most Concerned for Girl Child – Doordarshan Team

Out of a total 392.22 mts. of telecast time during November Sakshi and I-News channels between themselves telecast a total of 305.59 mts., 172.02 mts. and 133 mts. respectively. Sakshi devoted its highest telecast time during November followed by 11.58 mts. in December and 6.50 mts. during January.

HM TV totally neglected the month of November and started with a moderate 21 mts. in December. In the last lap of ten days the channel hiked its programmes to as much as 49.24 mts. which was the highest duration in the extended period.

Though Doordarshan failed to devote any time during November it telecast a bulk of its programmes 86.58 mts. in December. In fact during December it was the only channel which covered the girl child issues for the longest period. Perhaps the motivations from CMS side might have provoked Doordarshan into action. I-News devoted a lion's share of its time 133.57 out of its total 145.44 mts. to Sambhavi issue only during November and no programme at all in January.

TV9 allotted 18.33 mts in November and an almost equal time of 38.43 and 37.17 mts during December and January. N TV almost allotted an equal time for November and December while Vanitha devoted no time at all in November but 44.15 mts and 24 mts in the next two months.

### 5.3. The Sambhavi issue

During the month of November I-News channel unearthed a sensational news concerning a five year old girl. The girl Sambhavi was projected as possessing supernatural powers by her mother. The mother Usha Rani was all the while stating that Sambhavi was not her daughter but that she got her in Varanasi. She was claiming that Sambhavi has knowledge of previous life and also that she was connected with renowned Buddhist spiritual head Dalailama. The mother even produced video clippings of a meeting of her five year old daughter

receiving the blessings of Dalailama. The girl and her parents occupied a temple premises in the famous Mahanandi religious town in Kurnool district of Andhra Pradesh. They were claiming that Dalailama would descend to Kurnool to attend a joint spiritual programme they were planning with their daughter.

Civil Society groups sprang into action and questioned the claim of the parents about Sambhavi. They organized a campaign charging that the girl's childhood was being plundered by the ambitious mother out of avarice for popularity and pecuniary gains. The media entered the scene and brought into limelight both the versions. As the campaign intensified the coverage was exhaustive. The Civil Society Groups approached the Andhra Pradesh Human Rights Commission for its intervention and to restore Sambhavi's childhood. On the instructions of APHRC the district administration enquired into the episode and even went to the extent of conducting DNA test on the mother who was all the while stating that Sambhavi was not her daughter but was brought from Varanasi.

With the threat of the DNA test and timely intervention of APHRC Usha Rani spilled the beans and confessed that she was promoting her child only. The APHRC issued instructions that the girl should be sent to the school without further loss of time. It all ended well for the girl who was all the while acting at the behest of her mother, and pretending to be a goddess.

It was to the credit of Channels that the whole conspiracy was exposed and in innocent girl was rescued from the greed of her parents. Six channels widely covered the developing story from the outbreak of the incident. The coverage of the episode from November 200 is available in Table - 6.

**Table 6 : Coverage of Sambhavi issue (Duration in minutes)**

Channel	No of Items	Duration
TV9	8	49.59
TV5	6	7.09
Sakshi	4	126.31
NTV	7	14.52
I - News	7	131.45
Zee 24 Gantalu	8	19.00
<b>Total</b>	<b>40</b>	<b>349.16</b>

TV9 and Zee 24 Gantalu topped the coverages with eight items each out of a total number of 40. But I-News devoted 131 mts. for seven items and Sakshi devoted 126.31mts for only four stories, the lowest. It worked out to an average of 30 mts. each in the time allotted for the episode by Sakshi. It revealed the preference of channels for sensational news. The coverages by other channels were nowhere nearer to

these two. All the channels which covered the issue extensively concentrated more on the sensational aspect but not on the follow up or the restoration of the childhood of Sambhavi. This was in spite of the fact that CMS representatives advised the channels to focus various aspects concerning girl child education etc. centering on the Sambhavi so as to lend a credence of topicality to their programmes on girl child issues.



A group of the All the awardees



M.A. Vasu of HM TV for Documentary



Dr. P. Madhusudhan Rao of Doordarshan for Short Film



Sanjay Reddy of Gemini News for Interactive Programme



Priyadarshini Ram of Sakshi for Creative Message



An impressive Kuchipudi Dance – Krishna Priya & Harshini

Highlight of the function was a play enacted by children of ICRA Mission School, ‘Aglay Janam Mohay Bitiya Na Kijiyu’ (Oh Lord at least in my next birth don’t make me a girl) and a Kuchipudi dance by Krishna Priya and Harshini.

Other Jury members Dr. C. Mrunalini, Dr. P.S. Gopala Krishna and Nagasuri Venugopal also participated. All CEOs of the award winning channels personally attended the programme with their programme teams and received the awards with all gusto and jubilation. They conveyed their remarks while receiving the awards and reiterated their support for the cause of girl child. Dr. K. Rama Chandra Murty, CEO of HMTV that bagged the awards for documentary and script, Mr. Sanjay Reddy, Sr. Vice President and CEO of Gemini Group of Channels which bagged the award for interactive programme, Mr. Sailesh Reddy, Head of Zee 24 Gantalu which won award for covering burning issues on girl child, and Dr. P. Madhusudan Rao, Director of Doordarshan which won 4 awards including



A section of distinguished gathering

the title of most gender sensitive channel personally attended and received the awards with all happiness and joy. Mr. Priya Darsini Ram, CEO of Sakshi who received award for creative message surprised every body by singing an emotion packed song on the significance of women in the society. Other channel chiefs echoed his concern for gender equality and said their programmes were not made for securing an award but they were genuinely motivated by the UNICEF initiative. They assured that in future that they would express their commitment in their action by devoting more time and attention by producing gender related programmes.



The full media glare

The awards function was attended by several celebrities and eminent. They included academicians, media experts, representatives of woman activist organizations and civil society groups. Two channels, HM TV and Zee 24 Gantalu covered the two hour programme live, while Doordarshan and All India Radio presented a half-an-hour report. The print media also widely reported the proceedings of the awards programme.



Another flank of the audients

Table 7 : Comparison of Coverage of Sambhavi issue with other Girl Child Issue (Duration in minutes)

CHANNEL	Early Marriage	Female Foeticide & Infanticide	High Infant and Maternal mortality	Lower education Attainment	Girl child Trafficking	Girl Child Labour	Multiple	Sambhavi	Other	TOTAL in Minutes
TV9					11.32			49.59	33.02	94.33
TV5	0.38				4.11			7.09	5.34	17.32
SAKSHI		39.36						126.31	24.43	190.50
GEMINI NEWS	9.58					5.48	28.28		31.23	75.37
NTV								14.52	21.09	36.01
I NEWS		13.59						131.45		145.44
HMTV		26.51							43.33	70.24
ZEE 24 GANTALU							13.52	19.00	11.44	44.36
ETV									2.16	2.16
DD	77.15			14.47		2.47			6.06	100.55
VANITHA	2.20	22.11			21.39	22.05				68.15
TOTAL	90.11	102.37	-	14.47	37.22	30.40	42.20	349.16	179.30	846.43

## CHAPTER 6

### JURY MEETINGS AND AWARDS



Jury Members at one of their meetings.

The Jury held six meetings in CMS office where all the recorded programmes on girl child were screened for finalizing the awards. The first meeting of the Jury was attended by all the members besides the external evaluator Dr. G. Chakradhar, the gender expert and UNICEF representative. The CMS programmers explained the methods of monitoring that was followed while analyzing the channel content. Entire technical facilities and the coding methodology were also explained at length and shown to the Jury members and others. Since this was an effort first of its kind, it was felt that Channels might not be having a clear idea of the exercise. Also taking a holistic view of the entire initiative and the limitations explained in this report, the Jury felt that it was desirable to institute awards of generic nature so that the exercise could be repeated. If awards are generic there would be better response for future editions of the initiative, because an exercise of this nature demands repeated effort to derive the desired results.

As such the following categories of generic type of awards were decided for this maiden initiative.

1. Award for documentary

2. Award for short film
3. Award for interactive programme
4. Award for creative message
5. Award for analytical programme
6. Award for inspiring programme
7. Award for focus on burning issues
8. Award for presenter
9. Award for script
10. Award for reporting
11. Award for channel most concerned for girl child

The Jury applied the monitoring tools supplied by CMS vide Girl Child Entertainment Channels Evaluation Coding Sheet, Girl Child News Channels Evaluation Coding Sheet, and Girl Child-News Based Programmes Evaluation Coding Sheet given in this report.



Jury Members at one of their meetings.

The Jury examined a total of 112 programmes of which 89 were put out by News Channels and 23 by other channels. The meetings were also attended by the external evaluator.

After viewing each story of a channel the Jury applied the tools. Similarly all items of a channel were evaluated

#### Dr. N. Bhaskara Rao:

Dr. Bhaskara Rao offered a seven point *mantra* for the distinction and rewarding for Television media. It included a larger concern, courage to initiate, constant experimentation, going beyond temporal view of competition, think and retrospect, accommodating audience in discussion programmes and special training for programming. TV channels which attract youth, women, children and the old in every family should take up the girl child issue as a societal concern of high priority, he added. About the UNICEF girl child initiative Dr. Rao said, “it is not just a concern but also to motivate them to contribute their mite in resolving the issue as it pertains to every family”. He said this was the fourth time that CMS took the lead to facilitate campaigners in social spectra of the society like environment, Telugu news bulletins, corruption and now the girl child issue.



Dr. V.S. Rama Devi presenting Jury report

#### Mrs. Amala Akkineni:

Mrs. Amala Akkineni said in her message “Women, girl children and children in general take tremendous brutality, exploitation and victimization. It is one truth and reality that we can not gain moral satisfaction despite all the wonderful things we have been able to achieve”. She said media could play a crucial role in arriving at solutions for social problems and emphasized the need to educate the woman for overall development of the

nation. She added education can empower the woman, could make her face victimization, find solution for mal-nutrition and also prevent girl child trafficking.



Dr. N. Bhaskara Rao delivering keynote address

#### Dr. V.S. Rama Devi:

Dr. V.S. Rama Devi in her report on the initiative said the awards selection was done with a very transparent, objective and professional approach in spite of the limitations like two months notice and prime time telecasting. “Among the programmes of 3519 hours those were monitored during the prime time of 7.00 pm to 10.00 pm from November 3, 2009 to January 10, 2010 we could identify girl child oriented programmes for only 14 hrs and 10 mts.”, she said. Dr. Rama Devi said in all 112 programmes were reviewed amongst nine news channels, seven entertainment and one dedicated woman channel. The objective of the exercise was to infuse a change of mindset and behaviour in the society, she said.



Ms. Amala Akkineni exhorting for Girl Child education

## CHAPTER 7

### PRESENTING THE AWARDS

On the eve of National Girl Child Day, 23<sup>rd</sup> January 2010, a special programme was arranged to present the First UNICEF AWARDS for Gender Sensitive Programmes in Telugu TV Channels. It was a memorable occasion for the channels as they were anxiously awaiting the outcome since one week. They were frequently enquiring about the awards. But since the matter was confidential, the news was released only a day before the awards function. Immediately the channels that won the laurels proudly displayed their achievement both in their news as well as scrollings.

#### 7.1. Presentation of Awards

The Speaker of the Andhra Pradesh Legislative Assembly Mr. N. Kiran Kumar Reddy was the Chief Guest of the programme and former Governor of Karnataka and the Jury Chairperson Dr. V.S. Rama Devi presided over the function. Chairperson of Blue Cross and Girl Child Rights Supporter Mrs. Amala Akkineni was the Special Guest. UNICEF Hyderabad Field office Chief Mr. Michel Saint-Lot and Chairman of Centre for Media Studies Dr. N. Bhaskarara Rao were the Guests of Honour.



Mr. N. Kiran Kumar Reddy inaugurating the programme

#### Mr. Kiran Kumar Reddy

Addressing the meeting Mr. Kiran Kumar Reddy lauded

the efforts of UNICEF and CMS in focusing on girl child issues. He exhorted governmental and non-governmental agencies to take lead in resolving the problems of girl child.



Mr. Michel Saint-Lot lighting the lamp

#### Mr. Michel Saint-Lot

Mr. Michel Saint-Lot expressed that television media should focus on discrimination against women and girl child as part of overall strategy for achieving gender equality. Television with its vast reach and profound impact in Andhra Pradesh could play a critical role in addressing burning issues like girl child marriage, female foeticide and infanticide, high infant and maternal mortality, illiteracy, trafficking and girl child labour. He said UNICEF took the lead to highlight the issues of the girl child through the eyes of television producers and film makers. The UNICEF Awards for gender sensitive programming in Telugu TV channels with primary focus on encouraging the channels to include proper discourse on gender content was more comprehensive and holistic in approach, he added. Mr. Michel said 'the awards are a call to action for the electronic media to effectively encounter the gender bias in the contemporary society'. He felt that they could take up the burning issues more seriously and focus the attention of the activists and law makers to find out the ways to resolve them.

on the basis of monitoring tools. After protracted discussion in each sitting the Jury short listed items for final consideration.

An exclusive meeting was held on 12<sup>th</sup> January 2010 in which all the short listed items were compared. A relative value of each item vis-a-vis the other equivalents in the category were discussed and the members put forth their views.

A final meeting of the Jury was held on 16<sup>th</sup> January

2010 in which the Jury ultimately decided to give thirteen awards against eleven categories decided in the first meeting.

The Jury decided that since the script "Twinkle Twinkle Missing Star" was a joint effort both the writers deserve recognition. Similarly two channels focused on burning issues and both were felt of equal footing. Therefore, the Jury recommended that both the channels should receive award for focus on burning issues.

#### The following the Awardees.

1	Award for Documentary : <b>Twinkle Twinkle Missing Stars HMTV</b>
2	Award for Short Film : <b>Durga – Doordarshan</b>
3	Award for Interactive Programme : <b>Rural Girl Child – Challenges - GEMINI News</b>
4	Award for Creative Message : <b>Aadapille Aadhukuntundi - Saakshi TV</b>
5	Award for Analytical Program : <b>Rahasyam - TV9</b>
6	Award for Inspiring Program : <b>Oh Chinna Prayatnam – Doordarshan</b>
7	Award for Focus on Burning Issues : <b>Zee 24 Gantalu</b>
8	Award for Focus on Burning Issues : <b>TV5</b>
9	Award for Presenter : <b>Sri Devi (Sagabhagam Prashnardhakam) - Vanita TV</b>
10	Award for Script : <b>M.A. Vasu Twinkle Twinkle Missing Stars - HMTV</b>
11	Award for Script : <b>Devi Priya Twinkle Twinkle Missing Stars - HMTV</b>
12	Award for Reporting : <b>Sasi Sree, Doordarshan Reporter from Kadapa</b>
13	Award For Channel Most Concerned for Girl Child : <b>Doordarshan</b>

### 6.1. Opinions of the Jury

The Jury felt that the evaluation exercise was a demanding and commendable one. However, it expressed the following views for future guidance.

1. The monitoring time of two months was not adequate for channels to present proper programmes on girl child issues which need considerable research and advance planning.
2. The prime time concept should be enlarged to encourage channels direct their programmes to various target groups. Further empowering the girl child needs educating the woman about the importance of the girl. To target on the woman, especially the house wife, it is advisable to telecast programmes in day time.
3. Some channels were having dedicated programmes for women which were not telecast during the prime time. Had those programmes been considered for evaluation the exercise would have been more rational.
4. The Jury was of the opinion that 'one swallow does not make a summer'. An effort of this nature should be sustained and repetitive so that the players involved would develop the desired mind set to enable the UNICEF achieve its set goals.

### 6.2. Limitations

The initiative was well planned and well executed – a good beginning for an exercise of this nature. However even a well planned exercise could not escape from the unexpected. The following were some of the unforeseen events which tried to interfere with the course of the exercise.

1. Close on the heels of the commencement of the initiative the Andhra Pradesh Government suddenly announced elections to the Greater Hyderabad

Municipal Corporation. Since elections were an event which channels could ill afford to ignore they could not concentrate much on the girl child issues. In fact during elections nearly eighty to ninety percent of channel time was devoted to campaign, candidates and their prospects, forecasting the outcome etc. The Hyderabad city wore a festive look with blaring loud speakers and fluttering party flags. Even the city dwellers expected more of election news, as evident from the discussions whenever the citizens in the city meet friends and associates. Much of the month of November was over shadowed by election news. However during the month channels telecast nearly one-third of the total number of programmes.

2. After the election fever subsided the TRS Party Chief Mr. K. Chandrasekhara Rao announced fast-unto-death demanding carving out the separate state of Telangana. The centre of his activity was Hyderabad and all the channels now focused their attention on the issue. Further the TRS party cadres roped in the student element in the city and everyday there were processions, meetings and rallies in support of the separate state. Further the deteriorating health of KCR was hot news which the channels could not ignore. The anxiety over law and order was another issue which attracted the media attention. The situation continued till 9<sup>th</sup> December 2009 when the Union Home Minister declared some relief.
3. Immediately on the announcement of relief by Centre to the Telangana area, there was a huge counter agitation in Coastal and Rayalaseema districts of Andhra Pradesh. Leaders of all political parties from those two regions were making statements and counter statements against carving out the Telangana. Political activity was at its highest

pitch, even in the national capital. The fall out of the announcement could be felt in neighbouring states like Maharashtra and even the far off West Bengal. All the channels were working overtime to accommodate news from all quarters on this burning issue. Therefore, the coverage during December was also not up to our expectations. However much convincing and pleadings from the CMS side made the channels to accommodate news on girl child issues and also some news based programmes. During the month of December Doordarshan could come out with good programmes specially made on the girl child issues.

4. During the month of December the winter session of Andhra Pradesh Legislative Assembly was held which again interfered with the progress of the initiative. Channels were again busy with coverage of legislature proceedings and also statements of various parties inside and outside legislature.

5. It was a herculean task to make the channels put out exclusive programmes on soft issues. The preoccupation of the channels was more with TRP ratings and to remain in circulation they adopt innovative ways.

These happenings had thrown a spanner into the otherwise smooth going exercise. In spite of these, CMS representatives continued their efforts pleading, appealing and soliciting the channels to put out programmes. It was only during the last week of December when there was a let up in the unexpected there were requests from channels to allow some more time so that they could prepare some programmes on girl child issues. When it was conceded they responded encouragingly and some good programmes emerged. It required lot of efforts to persuade the channels because of the sudden, unforeseen and unexpected.