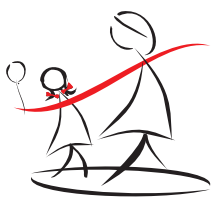


Media: How Gender **Sensitive**, How **Inclusive**

A research initiative by Population First and
Gender Issues Cell, KC College

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Celebrate Her Life

An Initiative by Population First



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Foreword

Media is said to be a critical space that advances gender equality, that creates an awareness on the gender imbalances in society and speaks truth to empower. Four years after the enactment of Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 and nearly two decades since the Vishakha Guidelines were constituted, we have been witness to a spurt of sexual harassment cases being filed by women working within media organisations. This takes us to the important and much-avoided conversation on safety and equality of women and trans-persons working with media organisations.

It is not enough to assess the gender sensitivity displayed by media organisations in their content; be it advertisements, newspaper articles or even television shows which Population First has dedicated over a decade to. We felt the need to study the impact of the new legislation and placing the onus on the fourth pillar of society to practice what they preach. We embarked on this research study by tying up with the esteemed institution K C College, who have been led by Dr. Leena Pujari, Department of Sociology. This study was supported by UNFPA and would not have been possible without their unstinting support.

This research was made possible because of the support of media houses, advertising agencies and individuals who participated actively and were willing to talk to us about their policies, their internal structure and the gender dynamics present in the organisations.

The research study approached 142 respondents but received responses from 87. It was conducted across languages (Hindi, Marathi and English) and across mediums - newspapers, television channels and advertising agencies while covering 36 media organisations.

The study shows us how media organisations are far from inclusive and the top management remains heavily male dominated; the technical team in many media organisations are exclusively male and a disturbing number of people in the organisations were not aware of their rights under the new sexual harassment legislation.

Women's issues are relegated to the back and women are expected to perform better than men in order to grow within the organisation. Even as more women enter the media space, it is important for us to acknowledge that recruitment policies, promotion policies and safe working environment policies are not clear. As the International Federation of Journalists found in their research, certain beats are allocated primarily to men because of the need for protection of women is seen. Protectionist policies notwithstanding, women are still not encouraged to take up tasks not seen as 'natural' to their gender. The study also revealed how many women are not comfortable raising issues of sexual harassment within their organisations from fear of how the complaint will be handled.

It is important for us to call for action to our friends in the media to introspect on the prevalent misogyny and this research document becomes an important advocacy tool to facilitate gender-just practices within media organisations. The sexual harassment legislation was constituted to make a pertinent point on safe working environments for everyone. It is in the best interests of women and others working in media spaces to urgently respond by creating new systems and implementing existing gender sensitive policies.

Dr A. L. Sharada
Director, Population First



Acknowledgement

Working on this project has been an immensely gratifying experience for the entire team at K C Gender Issues Cell (KCGIC). It is imperative that we place on record our deepest appreciation and gratitude to individuals and organisations, who have been our co-travellers in this research journey and whose meaningful inputs and assistance have greatly contributed to the success of the research endeavour.

We convey our heartfelt thanks to Population First for giving us an opportunity and engaging us in this collaborative venture. Our special thanks to Dr A L Sharada and Dr Ishmeet Nagpal from Population First for reposing their trust in us and extending their cooperation with us.

We would like to express a special note of gratitude to the Former Principal of KC College, Dr Manjula J Nichani, in whose tenure the project was initiated. She gave us all the support we needed by way of infrastructure, planning, and technical support.

Dr Hemlata K Bagla, the I/C Principal of KC College, continued giving us her wholehearted support and encouraged us by making sure that there were no obstacles in our way. She ensured that the entire team was taken care of and all infrastructural support granted to us. An avid researcher herself, she took a keen interest in our project and helped us wherever needed.

Ms Srinidhi Raghavan who was earlier with Population First, deserves a special mention, for her animated conversations and lively spirit that enthralled the research team of students at KC. She conducted the orientation sessions at the start of the project and lent much clarity and understanding to the research topic. Ishmeet joined us later on the project and meticulously worked on the presentation of statistics and data.

We cannot thank enough the research team of students at KC GIC for their passionate involvement, interest and inclination at every stage of the research process, from formulating the interview schedule, conducting pilot studies, data collection and data analysis, to report writing. Their energy and enthusiasm kept up the momentum of the research process from start to finish. Suraj, Anangsha, Sejal, Vidhi, Brenda, Namrata, Gargee, Christine, Jinal, Palak, Shivani, Anjali, the project owes its successful completion to your efforts. Special thanks to Shraddha and Reshma for helping us in the initial part of the project.

Our team of teachers Dr Leena Pujari, Dr Shalini R Sinha, Dr Nandini Sengupta and Ms Poulomi Ghosh formed the backbone of this extremely stimulating and meaningful venture. The hours spent on brainstorming, disagreeing, analysing, researching and reflecting have been highly rewarding and fruitful. While we all worked together, Dr Shalini Sinha deserves a special mention for her interest, inclination and enthusiasm at every stage of the research process. Our senior colleagues, Ms Susama Panda and Ms Shailaja Rane, who joined us in the later stages of the project, deserve a special note of thanks. While Susama went through some of the drafts meticulously, Shailaja helped with quantitative data analysis. Their insights have been extremely useful.

A special note of gratitude to all the participants of this study who responded to our requests for interviews with alacrity and spared their valuable time and attention for an interface with our students. Some of them led us to further contacts and evinced a keen interest in the issues being researched.

Many thanks to some of the pioneers in the field who readily agreed to share their experiences and this helped us immensely to understand and analyse the media landscape. Ms Kalpana Sharma and Ms Pritti Kumar deserve a special mention.

Acknowledgement

Ms Manjula Srinivas, Head of the Department of Mass Media, K C College was a pillar of support. She helped us with contacts in the media and provided the much-needed insights for a project of this nature. Thank you, Manjula, for responding to our endless phone calls with utmost patience and perseverance.

The office staff, especially Mr Jeevat, has been immensely helpful, handling the logistics of the project with great care and precision.

This project was the result of the commitment, passion, and hard-work of the Population First and KC College teams.

Dr Leena Pujari
Convenor, Gender Issues Cell
K C college



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Executive Summary

This report is the result of a collaborative research on Gender Sensitivity and Inclusivity within Media organisations. The study was initiated by the NGO Population First with support from UNFPA and was conducted by Gender Issues Cell of KC College, Mumbai. The aim of this research was to understand gender policies within media houses (print, broadcast and advertising), map the distribution of gender across different levels and within different sections, and how proactively involved were the media organisations in providing a gender enabling and gender conducive work environment. The study covered a total of 87 respondents drawn from 36 media organizations across languages (Hindi, Marathi and English) and the conclusions are drawn from the rich data gathered from interviews with media personnel.

Key findings are presented here:

Exclusion of vulnerable groups

The historically disprivileged groups in Indian society like the Dalits, tribals, disabled and the marginalised genders have a poor representation within media organisations. Respondents' profile clearly reflects a predominantly Hindu, upper caste population. There is hardly any representation of lower castes, Dalits and tribals. Even the representation of religious minority groups is dismal. The marginalised genders too, have an insignificant presence. Media organisations seem quite open to the idea of employing them and emphasize that there are no barriers, yet are not pro-actively involved in reaching out to them.

Gender Distribution, Recruitment and Promotion Policies

- Data on gender distribution at different levels and within different sections in media clearly reflect gender disparity. While the number of women in junior and middle level positions is more, there is a preponderance of males at the top levels. It was clearly evident that while at the beginning, the same percentage (50% each) of male and female interns are there, at least in print media, by the time one reaches Higher Management or Board level, there is a sharp decrease in female representation. There are hardly 25% women as compared to 75% men at both these higher levels. Electronic media had greater swings in favour of males. At the level of Board Members and Higher Management there were almost 80% males as compared to a mere 23% females. Similarly, Advertising agencies have even more of a skew in favour of men with 90% of them in Higher Management and Board positions.
 - The presence of women technical personnel like camera-persons, photographers, printers etc is disproportionately low across all media. Marketing and client services in the regional-language press have more women employees. However the marketing section in English-language press is largely male oriented. Women are found in large numbers as HR personnel across print and advertising but are less in number in broadcast.
 - Beats are highly gendered even though media houses would have us believe that gender is irrelevant when it comes to assignment of beats. Culture, education, consumer news, fashion, lifestyle are primarily assigned to women and crime, business and political reporting are done by men with some exceptions like Indian Express for instance, which has women crime reporters across the country. This binary is often attributed to a woman's preference for 'softer beats' and she being 'naturally' inclined to such beats.
- Culturally prevalent ideas and ideologies about appropriate gender roles are strongly entrenched within
- media organisations and very subtly influence assignment of beats, interpersonal relationships within the office premises, selection of panelists on television, so on and so forth.
- Gendered assumptions and cultural stereotypes are more pronounced in the regional-language press. Men
- play 'big brotherly or avuncular roles' (Joseph, 2005), patronising and protectionist.

Executive Summary

- The media landscape continues to be influenced by masculine ideologies. These are ideologies that dictate what men can do and what women are capable of and what are their boundaries. These are ideologies that normalize 'sexism' within the workplace and belittle attempts to challenge sexism through statements like 'Chill, everything is not about gender'. Women respondents felt that they were constantly being judged and had to prove that they were “as good as a man”. This, they felt, hindered their professional success.

Gender Policies: Formulation and Implementation

- Most organizations do not go beyond the mandated stipulation of maternity and paternity leave, which they consider as special leaves. Variables like differential working hours for men and women are also sometimes viewed as discriminatory and quite a few respondents were against having such special treatment for anyone. This of course varied from organization to organization, and was situated along the premise that working hours should be flexible for whoever requires them rather than being based on gender.
- However, we noted with concern the dismal lack of knowledge that respondents had with regard to maternity and paternity leave. Knowledge about these is mostly restricted to employees who might have required them or are considering them. Even when they had knowledge about it, they were unclear about duration and whether it was paid or unpaid. Child care services were provided by just two organisations. The rest did not have any such facilities.
- Safety measures on the other hand were seen through the parameters of drop facilities and a lot of the organizations do provide their employees with this facility, especially after evening or in night shifts. The other way in which organizations looked into safety was to plan night shifts with more men, though this is done informally and there is no hard and fast rule regarding the same. Mostly, both men and women work in their stipulated time and depending on the organization and individual requirements, there is scope of flexibility.
- 10.5 percent of the respondents felt that there are gender disparities in pay. Although majority of the respondents (88.4 percent) across print, electronic and advertising said that there wasn't any enforced dress code within their organizations, there exist subtle, unwritten and unspoken nuances regarding the same.
- With regards to gender policies very few organisations have something additional to offer other than the legally mandated policies like maternity leave for instance. Even here, there are disparities with some offering fully paid three months maternity leave and others six months. Paternity leave of course is a mere token, ranging from one week and fifteen days to one month. There seemed to an unwritten code in some media houses about losing out on career benefits like promotion and other incentives following maternity leave
- However all is not bleak. There are some media organisations which stand out for their progressive gender policies that reflect their sensitivities to structural inequities within the system. These policies seek to provide a gender enabling environment for the female employees and mitigate the gendered consequences of their work life. These include organisations like SapientNitro, FCB Interface and Hypercollective in the advertising media, Star TV and NDTV in broadcast and BBC in print.

Pro-active Measures to Build Gender Inclusive Workplaces

- The lack of awareness among media personnel about their rights with respect to various policies is appalling to say the least, and among those who are aware of institutional mechanisms and procedures, the reluctance to use them is disheartening. While the number of women in media is definitely on the rise, it has still not translated into organizations having structured programmes for creating awareness of sensitive issues like sexual harassment.

- The observance of The Sexual Harassment (Prevention, Prohibition and Redressal) Act, 2013, appears to have been more in letter than in spirit. The series of questions posed to respondents on the statute, to gauge their knowledge about the Act, produced contradictory responses. While many (79.06 percent) seemed to be aware of the Act, they were either unaware or vaguely aware of related provisions like constitution of Internal Committee (IC), role of IC, procedure for filing a complaint or third party harassment. Around 39 percent did not know about the Internal Committee and 11.32 percent thought that the Internal Committee was just a cell for complaints of any kind and not a specific cell for complaints regarding sexual harassment. Some even mentioned about the Internal Committee being constituted 10 years back in their organisation. This gave an impression that they were probably talking about Vishaka Guidelines on Sexual Harassment.
- Only 33% of the respondents reported to there being any orientation/training/workshop organized at periodic intervals for employees so as to generate an awareness of Prevention of Sexual Harassment of Women at Workplace Act, 2013. There were exceptions in which seniors from certain organizations did say that they conducted such programmes at their own initiative for their juniors but these form a minuscule percentage.
- This lack of awareness translates into respondents not knowing the procedure regarding filing of sexual harassment complaints within their organization. At least 26% female respondents and 10% male respondents said that they had no idea about the procedure for filing complaints.

Sexual Harassment: Perceptions, Experiences and Responses

- There seems to be a general atmosphere of sexism that pervades the work culture of media houses but is often unacknowledged or rather not supposed to be talked about. It is 'normalized' and in some ways legitimised by the same masculine culture that is dismissive of complaints of sexism. One third of the female respondents mentioned about being sexually harassed. Of these only 20 percent lodged a complaint. The fear of backlash, stigma, lack of support from colleagues and absence of supportive institutional mechanisms deter most of them, from pressing charges against the accused.
- Sexual harassment constitutes a grave violation of the constitutional rights of women under articles 14 and 15 and her right to live with dignity under article 21 of the Constitution. The Sexual Harassment of Women at Workplace Act (Prevention, Prohibition and Redressal), 2013 clearly stipulates that it is the duty of the employer to provide a safe working environment at the workplace and display at a conspicuous place in the workplace, the penal consequences of sexual harassment and the order constituting the internal committee. It further states that the employer shall organise workshops and training programmes at regular intervals to sensitise the employees about the provisions of the Act. Almost all the media organisations whether advertising, broadcast or print save a few have been found severely wanting in this respect.

Recommendations

Inclusive Media

There is poor representation of the lower castes, Dalits, transgender persons, disabled and religious minority groups in media. We recommend that media houses be more inclusive and reach out to the vulnerable sections of society. It is not enough to say that there are no barriers and that recruitment and promotion policies are transparent. A more proactive approach is required if media houses are to be truly inclusive and sensitive to issues of equity and justice.

Recruitment and Promotion

- More gender balanced and gender sensitive panel for recruitment so that the gender disparity in work allocation can be done away with.
- Remuneration for all employees should be made transparent, at least to those who work in the same slab.
- Processes of recruitment and promotion should be made transparent for all employees.
- Instead of having limiting and protectionist policies for female employees, the organization should aim to create a safer and an unbiased work environment. Some of the measures in this direction could be :
 - More frequent and comprehensive awareness programs to create an understanding of various gender issues for all employees
 - Providing verified drivers and security personnel for pick-up and drop services
 - Providing adequate safety measures like verified accommodation, travel, security to all employees in conflict situations

Gender Policies

- We recommend that organizations should have at least four weeks of paid paternity leave and be open to extensions if need be and have incentives for men who share child-care responsibilities.
- There should be seamless re-integration policies for employees who have returned from maternity or paternity leave and should be non-discriminatory in terms of appraisals, promotions and incentives.
- Organizations should provide crèches, day care centres with surveillance within premises. They should also try to employ certified childcare workers for the same.
- We strongly recommend the inclusion of parental leave for employees.
- Organizations should have strict no-tolerance policies for inappropriate comments on physical appearance, attire and conduct for all employees.

Pro-active measures

- All employees should be made aware of the provisions of 'The Sexual Harassment (Prevention, Prohibition and Redressal) Act, 2013', with details like the composition of the Internal Committee, its members (both internal and external), procedure to be followed with regard to filing of a complaint and the role of the committee.
- Special attention should be paid to third-party harassment and employees should know whom to approach in such cases.

- Organizations should offer a 24/7 helpline for employees' grievances in addition to providing services like in-house doctors and counselors for all employees.
- Gender sensitization workshops should be organized on a regular basis so as to help employees become aware of their hidden assumptions and prejudices around gender.
- Andro-centric values within the organization must give way to egalitarian values that promote and respect diversity at the workplace.
- A written code of ethics should be displayed at a prominent place. This document should specify policies for gender inclusivity and help educate all employees on gender sensitization
- An E-learning module on gender sensitivity could be incorporated which would benefit even personnel working away from the office on different beats and also freelancers. With internet connectivity available at our finger tips, accessing these modules would not be a problem, at the same time ensuring that everyone grows and learns about gender inclusivity and sensitivity.

Sexual Harassment Policies

- Since sexual harassment and enquiries into complaints can be highly stressful for the complainant, redressal of a complaint, once harassment has been established, should be tailored to address the needs of the complainant.
- The 2013 Act makes employers liable for the organisation's non compliance with the provisions of the Act. Thus we recommend that heads of media organisations extend full support to Internal Committee in order to prevent and deter cases of sexual harassment at workplace.
- Common tendencies of blaming the victim and putting pressure on the complainant to withdraw the complaint must be desisted from.
- Internal Committees must be particularly sensitive to the needs of vulnerable groups who may find it difficult to complain and their vulnerability may be aggravated by region, caste, class, disability, sexual orientation and their minority identity.
- The organization should aim at having an approachable, open-minded and unbiased attitude towards complainants and maintain absolute confidentiality.
- The organization should ensure that a just trial and a speedy response are provided, in case sexual harassment is reported.

Educational Institutions

Workplace gender discrimination cannot be de-linked from the larger forces of misogyny that are deeply embedded in our families and other sites like schools and colleges. It is imperative that we mount a sustained challenge on patriarchal ideas within educational institutions. Mass Media courses must have a gender component integrated into each one of their courses. Gender is largely absent in the Bachelor of Mass Media course offered at the undergraduate level in Mumbai University. We found a small component on gender in four courses out of a total of thirty six courses offered in the three year undergraduate Mass Media course of University of Mumbai. Mere integration would not be enough. What is required is a pedagogical shift and the necessary feminist insights in each course. Gender sensitisation workshops, conversations, seminars must be an integral part of media courses at the undergraduate and post graduate levels.

Mentoring

Some female journalists mentioned about the lack of mentors within media houses that could help them cope with the increasing stresses in the highly competitive world of media. We recommend that a mentoring system be instituted to mentor fresh, young and enthusiastic recruits who are brimming with novel ideas.

Transparent media

Last but not the least, we strongly recommend that media open itself up for scrutiny and be more transparent about its policies and work ethics and introspect and reflect from within.

Chapter 1: Introduction

This report is the result of a collaborative research on Gender sensitivity and inclusivity within Media organisations. The study was initiated by the NGO Population First with support from UNFPA and was conducted by Gender Issues Cell of KC College, Mumbai. The aim of this research was to understand gender policies within media houses (print, broadcast and advertising), map the distribution of gender across different levels, and study the proactive measures taken by organisations to create a gender sensitive working environment. This study delves into the experiences of people across genders and sexualities and their perceptions of a gender enabling environment in media organisations. The study does not include web based social media or state media houses like Doordarshan or radio.

Feminist media studies have shown how deeply sexist and misogynist the media is and how non-inclusive the media has been with respect to LGBT issues (Joseph and Sharma, 1994; Dasgupta, Sinha et al, 2011). The existing literature on gender and media fall into two broad categories- those that critically examine the portrayal of women in different media and those that focus on the gendered nature of media organisations, gender disparity at different levels, exclusion of women from media content and policies and how this could possibly impact the media content.

Media is one of the cornerstones of democracy and a free and impartial media is the sine qua non of a vibrant and healthy democracy. The Beijing Platform For Action in 1995, identified media as an enabling force of change and outlined two explicit objectives- to increase the access of women to decision making positions and to promote a balanced and non-stereotypical portrayal of women. It is widely acknowledged that the reach of media is extensive and media plays an important role in not only formulating public opinion but also in becoming a voice of the disempowered and marginalised.

The world has changed much in the last two decades and so has the media landscape. In this post-globalised, neo-liberal era that we inhabit, consumerism rules our lives. The Global Media Monitoring Project (2015) reports unprecedented changes in media during two decades of media monitoring. The importance of the print newspaper is diminishing in some parts of the world as content crosses over into digital spaces. Computers are giving way to laptops and more recently hand-held devices such as smart phones and tablets, enabling access to local, national and international news in real time. Newer platforms such as twitter, blogs and social networking sites have risen as sources of news and consequently set new trends in the news media.

How have these changes impacted media's role as a watchdog of democracy? The corporatisation and commercialisation of media have evoked widespread concerns. Everything is now a product and branding and marketing have become extremely important. There is more emphasis on entertainment media (celebrity and lifestyle journalism) than a focus on serious, development issues. The news is more about entertainment and the emotional quotient is preferred since it helps to sell and raise TRPs. The entry of media managers, financiers and research analysts into media has necessitated greater interaction between the editors and corporate managers than between reporters and editors. As Ammu Joseph (2005) writes, "Commercial interests override professional judgements". How does gender figure in this transformed media landscape? Is gender now irrelevant in the present media context? Are marginalised genders adequately represented in media? While much has been written about the gendered representation of women in different forms of media, there have been few studies on the gendered nature of media organisations and the people who construct the media content.

Research Studies

One of the earliest studies that examined gender inequality in media organisations worldwide, was Gallagher's study (1995), in which she examined 239 media organisations in 43 countries. A very interesting observation by Gallagher was that male journalism graduates are more likely to secure jobs than female graduates even though the predominance of girls in Mass Media courses goes back to 1980, in most of the developed countries. After recruitment men advance more quickly than women. The study describes the masculine culture prevalent within media organisations and how this often hinders the professional development of women.

IWMF (International Women's Media Foundation) study in 2011 that covered 522 media houses across the world, documented the glaring gender disparity in media positions, with men (61 percent) outnumbering women (37 percent) in senior management positions. As opposed to Europe (33 percent to 43 percent), women in the Asian region accounted for a minuscule 13 percent of media personnel in decision-making positions.

A study conducted by the European Institute for Gender Equality (EIGE) in 2013 to review the implementation of the Beijing Platform for Action in European Union notes, that despite studies showing an increase in number of women in media, persistent patterns of inequality in the form of under-representation, glass ceiling and low pay remain firmly embedded in the media sector.

In the Indian context, an extremely useful work that provides profound insights into the world of women journalists is Ammu Joseph's 'Making News: Women in Journalism' (2005). It brings together the personal stories and professional assessments of more than 200 women through one on one interviews. Their voices reflect a gamut of complex issues from sexual harassment at the workplace to marginalisation and discrimination in a largely male-dominated profession.

A pilot survey designed by the Network to Empower Women Journalists (NEWJ), later renamed Network of Women in India (NWI), that was conducted in 2001 and covered 247 women journalists, clearly established the presence of gender discrimination in recruitment, promotion and work allocation. A study commissioned by the National Commission for Women (NCW) and executed by the Press Institute of India in 2004, on the Status of Women Journalists in Print India, lists major concerns as job insecurity, difficulty in reconciling demands of family and work, unresponsive organizations that view gender specific requirements as liabilities like transport, childcare, restrooms, maternity leave and prevention of sexual harassment. Widespread discrimination was noted in appraisals and promotions.

A more recent work has been the IFJ (Indian Federation of Journalists) 2015 Survey that attempted to trace the patterns of employment and examined the working conditions of journalists. The IFJ study describes the increasing corporatisation of Indian media, which is being used to promote political and business interests of tycoons. Beats continue to be gendered, though women are now found in every field of journalism, from entertainment and lifestyle to crime, politics and business. The gender disparity at different levels was well established with only a 10-25 percent representation of women in top level managements.

Sexual harassment has been a recurring theme in all studies, with female respondents reporting numerous cases of harassment, whether verbal, sexual or physical. Most of these cases go unreported due to fear of stigma, backlash and an unresponsive management.

While the research studies cited above provide a comprehensive analysis of the gendered dimensions in print media organisations, they do not provide meaningful insights into other types of media organisations, like advertising and broadcast, nor do they reflect adequately on gender policies within organisations and the implementation of anti sexual harassment policies. Issues of inclusivity with respect to caste, class, multiple genders and disability have not received adequate attention either. This research project hopes to fill some of these gaps by mapping the following:

- Gender equity policies within organisations
- Gender distribution within organisations
- Pro-active measures taken by organisations to create a gender friendly and gender enabling working environment
- Implementation of The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013

These were mapped based on indicators created by UNESCO:

Indicators for gender sensitivity within media¹

- Proportions of women and men working in media organisation sections (like newsroom and production, creative and marketing) and at all levels (junior, middle and top management)
- Existence of media policies securing equal treatment with respect to general working conditions or environment and rights including wages and promotion opportunities.
- Equal and transparent recruitment practices (e.g. all interview panels should be gender balanced, gender officer involved in the recruitment process/programme of the organisation at some point).
- Existence of human resources policies on gender including equal treatment.
- Wider dissemination of human resources policies on gender.
- Proportion of men and women staff members with part-time contracts.
- Proportion of men and women with fixed-term contracts.
- Proportions of men and women producing or reporting various news subjects (e.g. sports, politics and armed conflicts).
- Existence of facilities taking into account the different needs of women and men (including safe transport and/or dormitory facilities after late night duty for women, separate toilets for women, safety equipment for women covering war zones).
- Existence and implementation of comprehensive prevention, complaints, support and redress system with regards to sexual harassment and bullying in the workplace.
- Transparent pay scale within the media company, using the same criteria to determine pay structure for men and women.
- Specific policies on flexible working arrangements.
- Access to paid maternity and paternity leave for all media professionals for an adequate duration.
- Availability and accessibility of quality childcare and support facilities for all staff members.
- Specific clauses and policies on maternity/paternity and parental leave and support for children
- Existence of (written) code (of ethics) that includes reference to gender representation.
- Existence of resources for gender-sensitive reporting such as stylebook/manual, directory of women experts in different subject areas, roster of individuals or agencies that can provide a gender angle or perspective on different subjects, etc., to help journalists and other creative/technical staff avoid sexism and adopt gender-sensitivity as essential ingredients of professional practice.

¹Source: *Gender Sensitive Indicators for Media by UNESCO*

Chapter 1: Introduction

- Professional staff, including editors, made aware of and accept gender/diversity policy, gender and diversity sensitive code of ethics and stylebook/manual.
- Managerial personnel, including board members and senior managers, made aware of and accept gender/diversity policy, gender and diversity sensitive code of ethics and stylebook/manual.
- Internal mechanisms to provide the public with a forum for complaints and criticism about gender equality issues in content such as in the form of an ombudsman, readers' editor and/or press council, and to ensure that public is made aware of this mechanism.
- Publicity of gender policy and regular reporting to the public regarding institutional responsiveness to complaints or perceptions of performance on gender issues.
- Adherence to gender policy relating to media content taken into account for performance appraisal and promotion rules.

We have tried to incorporate the above indicators and thus prepare an analytical and comprehensive research study report aimed at the three limbs of Media – Print, Broadcast and Advertising houses.

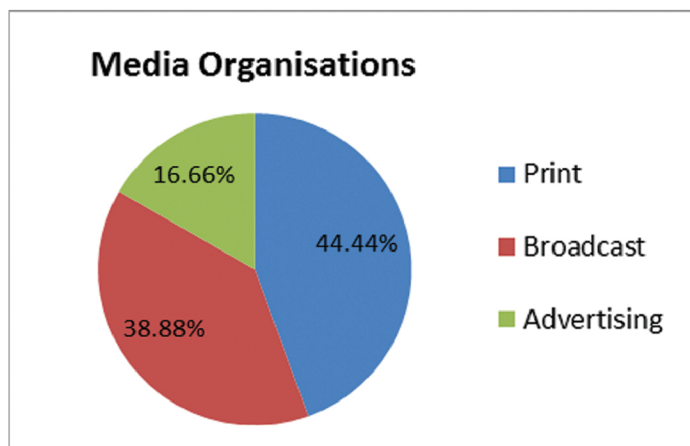
Chapter 2: Data Collection and Analysis

- This study covered a total of 36 media organisations based in Mumbai: 16 newspapers, 14 television channels and 6 advertising agencies (See Table 2.1).
- The study covered all large media houses in Mumbai along with some smaller organisations as well.
- The choice of the organisation depended on its readership/viewership/clientele base and a pan India presence.

Table 2.1 Name of participating media organisations

Print Media		Broadcast Media		Advertising Agencies
Name of Organisation	Language	Name of Organisation	Language	Name of Organisation
DNA	English	BBC News	English	FCB
Hindustan Times	English	CNBC TV18	English	Harmony Multimedia
Indian Express	English	CNN-News18	English	HyperCollective
Mid-Day	English	NDTV	English	LeEco
The Hindu	English	Star Sports	English	LoweLintas
The Free Press Journal	English	Times Network	English	SapientNitro
Times of India	English	Times Now	English	
Times Group	English	ABP News	Hindi	
Hamara Mahanagar	Hindi	India News	Hindi	
Jagruk Times	Hindi	India Today	Hindi	
Navbharat Times	Hindi	News 18	Hindi	
Saamna	Hindi	News Nation	Hindi	
Yashobhumi	Hindi	Zee News	Hindi	
Dainik Bhaskar	Marathi	IBN Lokmat	Marathi	
Maharashtra Times	Marathi			
Sakal	Marathi			

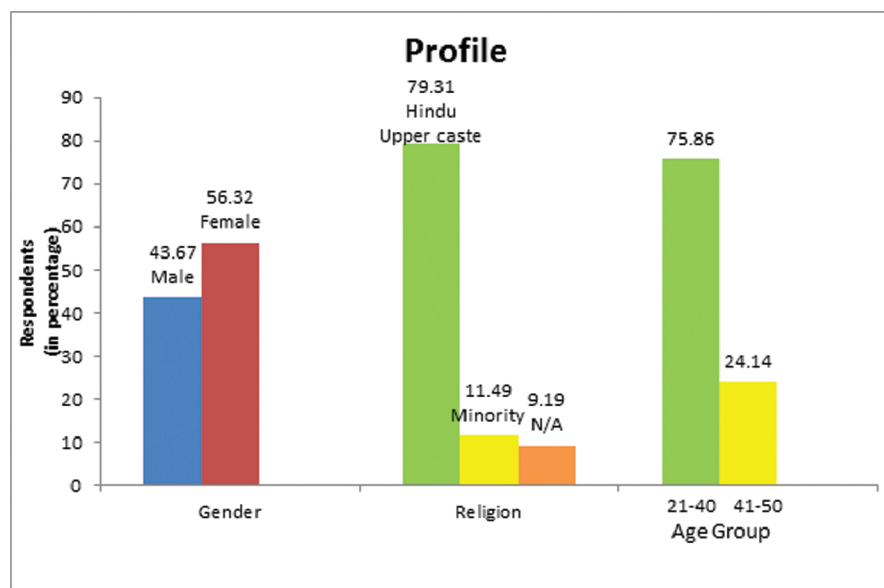
Fig. 2.1 Percentage of Media Organisations covered in the study



Profile of respondents

- Total number of respondents for this study was 87 out of which, 49 were women.
- An overwhelming majority (79.31 percent) of the respondents were from Hindu upper castes, though some (9.19 percent) refused to identify their caste and religion.
- A majority (75.86 percent) of the respondents belonged to the 21-40 age group with about 24.14 percent in the 41-50 age group.

Fig. 2.2:



Print Media (English, Hindi and Marathi)

- Total number of respondents from print media organisations was 33: 19 were from English- language newspapers, 9 from Hindi-language newspapers and 5 from Marathi-language newspapers.
- Of the 33 respondents, 23 were women.
- Of the 20 respondents who self-identified their religion and caste (11 refused to reveal their caste status) an overwhelming majority (69.7 percent) of the respondents were from the Hindu upper castes, 2 (6.06 percent) identified themselves as Christians.
- Most of the respondents (66.66 percent) belonged to the 21-40 age-group.
- Almost half the respondents (51.51 percent) were post graduates and 24.24 percent had joined the organisation as soon as they completed their graduation.

Fig. 2.3:

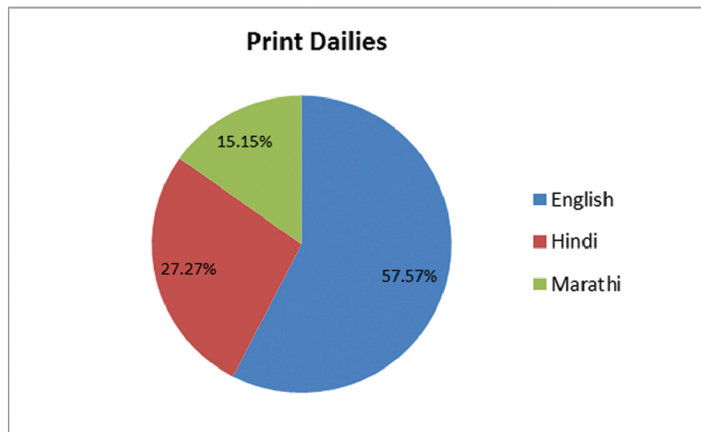


Fig. 2.4: Education - Print Media

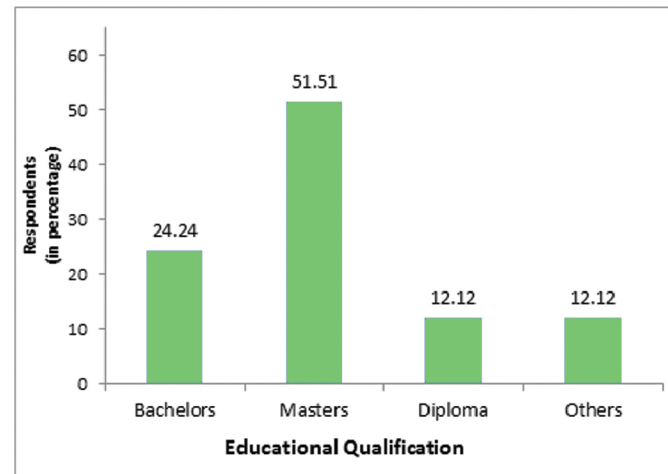
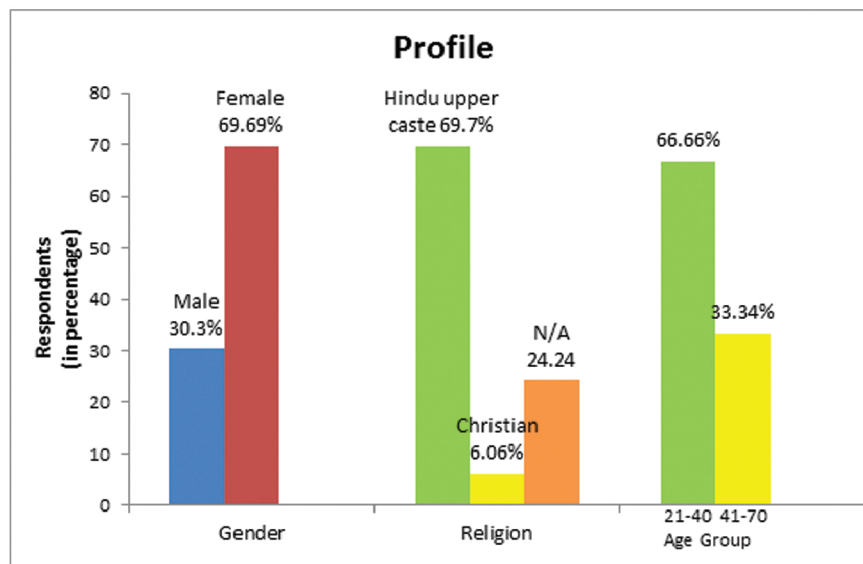


Fig. 2.5: Gender, Religion and Age group - Print Media



Editorial staff comprised 60.61 percent of those who were interviewed. Reporters (6.06 percent), Executives (9.09 percent) include Asst. Manager, HR Head and Sr. Manager, Correspondents (18.18 percent) and Others (6.06 percent).

Fig. 2.6: Designation - Print Media

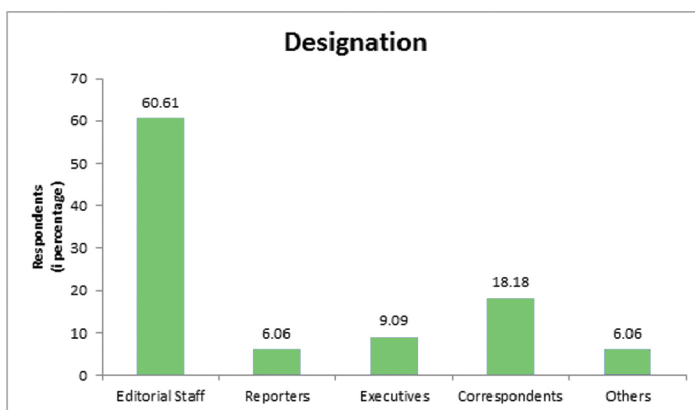
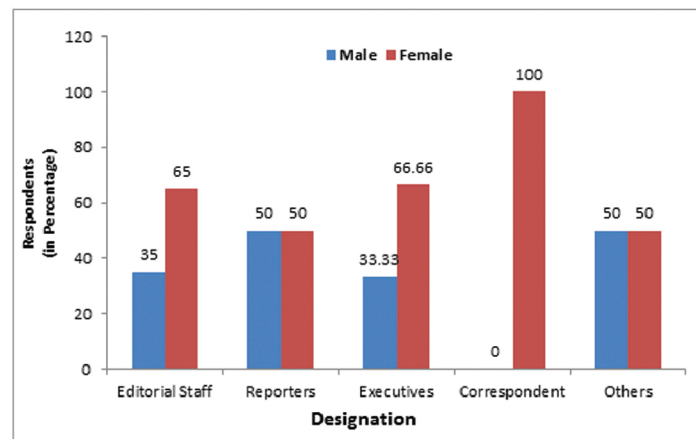


Fig. 2.7: Gender break-up of Designation



Broadcast Media (English, Hindi and Marathi)

- Total number of respondents from broadcast was 38, of which 27 were from English, 9 were from Hindi and 2 from Marathi.
- Of the 38 respondents, 16 were women.
- Of the 35 respondents who self-identified their religion, majority(81.57 percent) of the respondents were from Hindu upper castes. The religious minority groups (Muslims, Christians) comprised 10.54 percent of the sample.
- Most of the respondents, 33 (86.84 percent) belonged to the 21-40 age group with 5 (13.15 percent) in the 41-50 age group.

Fig. 2.8:

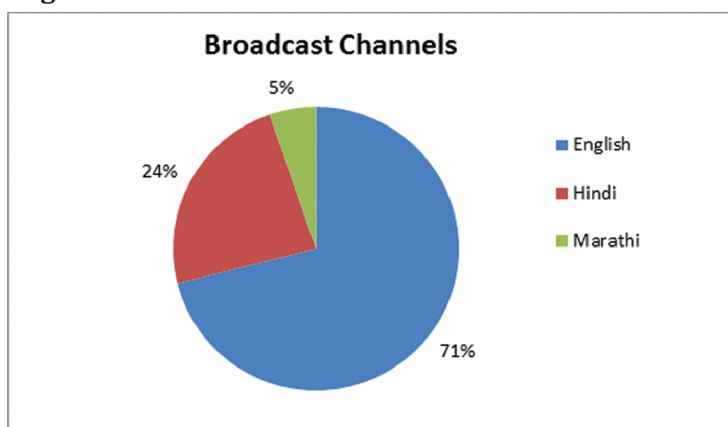
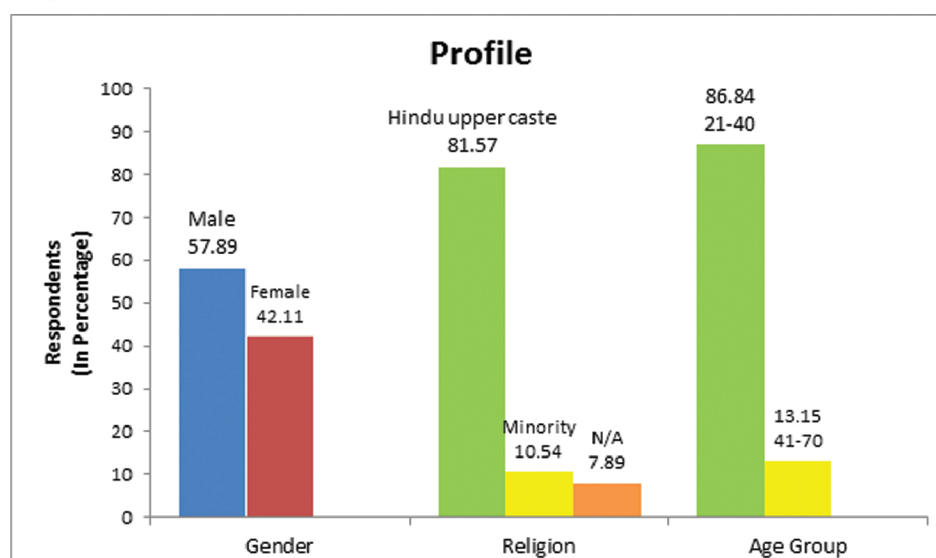


Fig. 2.9:



Half the respondents (50 percent) were post graduates and 31.57 percent had joined the organisation as soon as they completed their graduation.

Fig. 2.10: Education - Broadcast Media

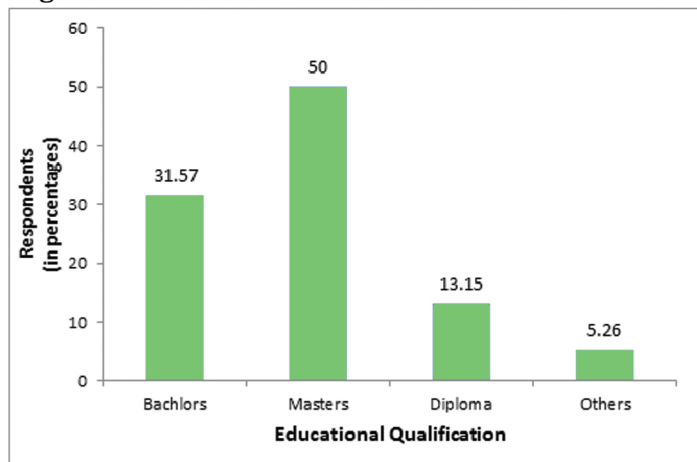


Fig. 2.11: Designation - Broadcast Media

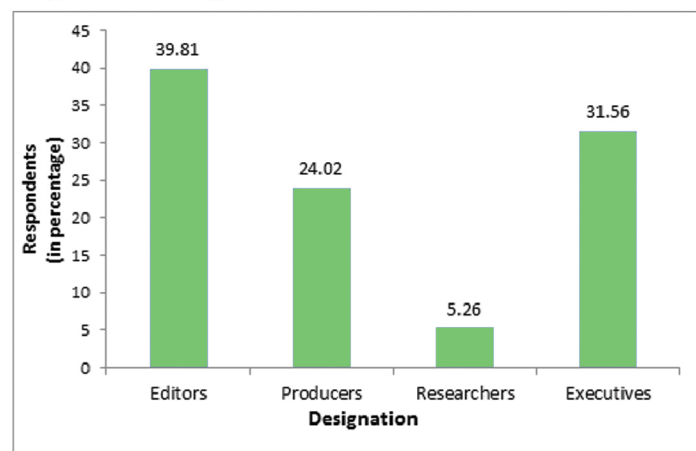
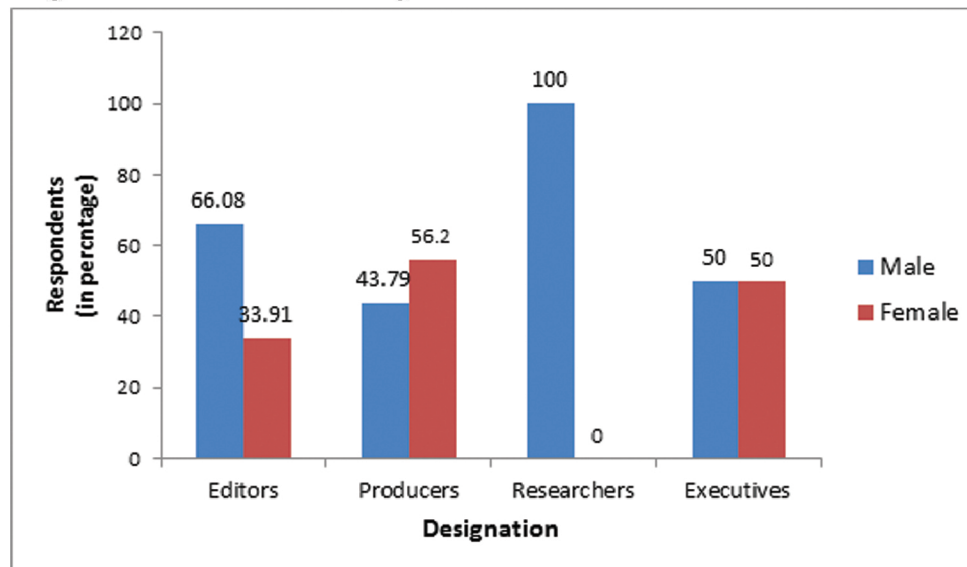


Fig. 2.12: Gender-wise Designation - Broadcast Media



Advertising Agencies

- We interviewed 16 respondents (9 women and 7 men) from 6 advertising agencies in Mumbai.
- 13 (81.25 percent) of the respondents were from Hindu upper castes.
- 68.75 percent of the respondents belonged to the 21-40 age group with about 31.25 percent in the 41-70 age group.
- Of the 16 respondents, 4 were from the senior management positions (Vice President, Founder, Creative Director, etc), 5 from Creative section and others. Others included Account Executives, Business leads and Brand Service Managers.
- More than half the respondents (56.25 percent) were post graduates and 37.5 percent were graduates.

Fig. 2.13: Profile - Advertising Media

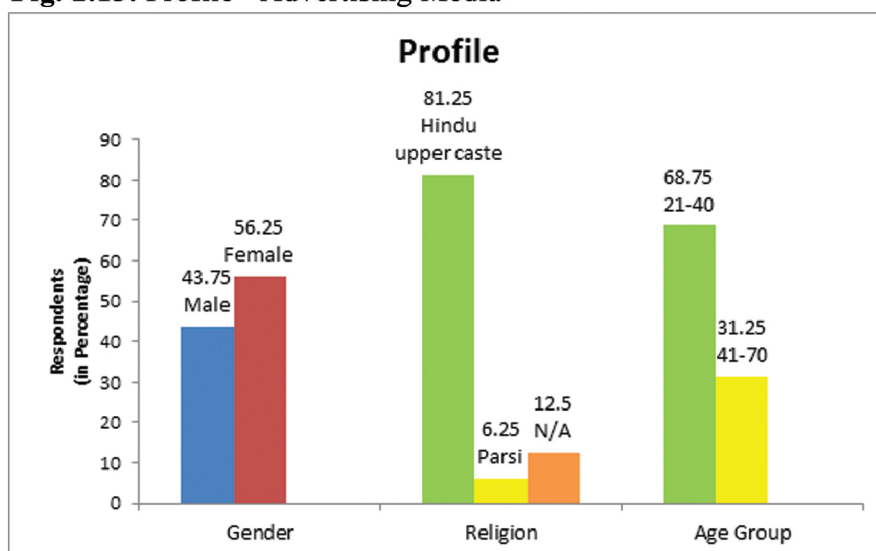


Fig. 2.14: Education - Advertising Media

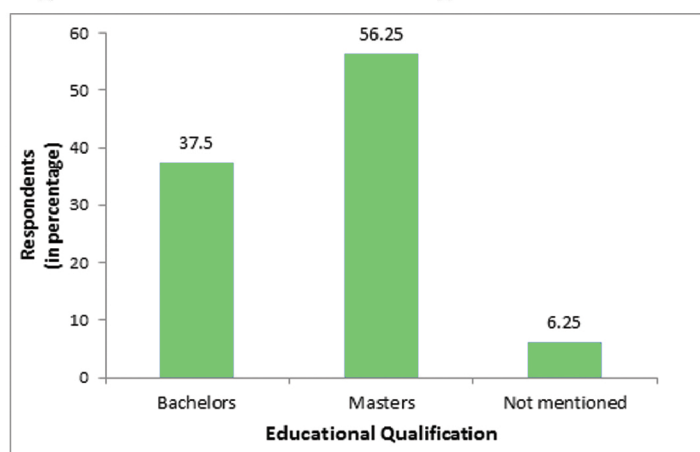


Fig. 2.15: Designation - Advertising Media

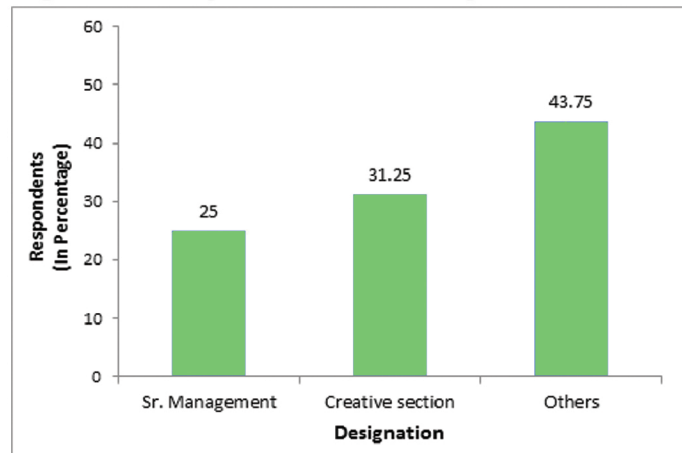
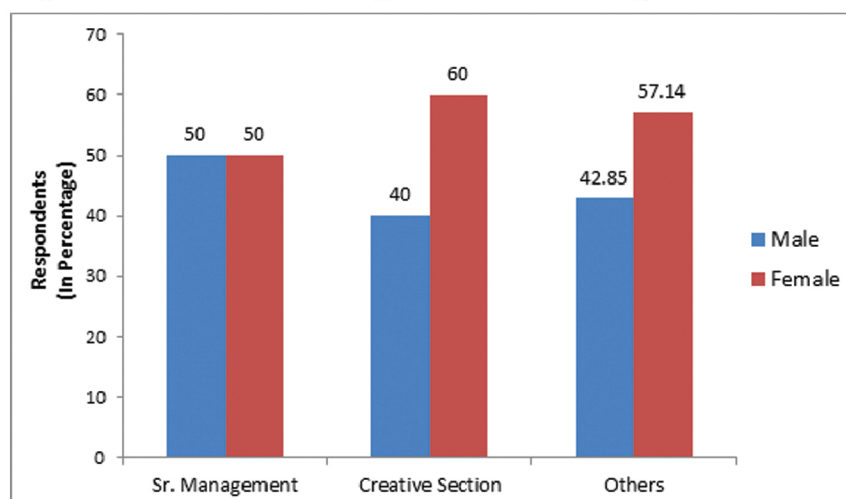


Fig. 2.16: Gender-wise Designation - Advertising Media



Data Collection

The data collection process was carried out over a period of three months by a group of fifteen undergraduate students who were trained for two weeks in understanding the purpose of the study, methodology and data collection. A pilot study was done to familiarise them with the research environment.

Formulating the interview schedule

A Semi-Structured Interview Schedule with a mix of closed ended and open ended questions was used to collect data. The interview schedule was prepared in three languages: English, Hindi and Marathi. The interview schedule was designed keeping in mind the gender sensitive indicators for the media developed by UNESCO.

The questions in the schedule covered five sections, Gender Distribution, Recruitment and Promotion, Gender Policies, Pro-active measures to provide a gender enabling work environment and general mechanisms to deal with Sexual Harassment besides the Socio- Economic Profile. The number of participants from each organisation varied between one and four. Wherever possible an attempt was made to have at least four respondents from different levels (Senior management, HR, and at least two from managerial/professional level) within each organisation, so as to have a diverse respondents' profile and also to understand the extent of awareness among employees about policies within their organisation and whether there has been effective dissemination of these policies throughout the organisation. Snowball sampling was used to identify respondents within media organisations. We began with some contacts that we had and then requested them for further contacts.

Conducting the interviews

The respondents were contacted by email or phone for an appointment as per their convenience. A detailed note on the study, explaining its objectives and rationale, was emailed to each one of them and a copy of the interview schedule was mailed to the respondents only on request. Each respondent was assured of anonymity. Most interviews were conducted at the office premises of the media organisations (some were carried out at their homes/restaurant/coffee shops). A team of two researchers would conduct one interview and sometimes one on one interviews were carried out. Most of the respondents gave consent for audio recording of the interviews while the rest requested that written notes be taken instead. The transcription of the interviews was done the same day.

The interviews were conducted in an informal atmosphere and the respondents expressed themselves in a free and candid manner, putting forth their views with clarity. The questions were also framed in a very general and non-directive manner. The objective was to spur the respondents to talk. In some cases where the respondent did not elaborate on a particular point or seemed hesitant, the researchers' made use of prompts and probing questions. An attempt was made to interpret the many clues and underlying meaning that the interviewees presented through their behaviour and conversation.

Data Analysis

This study used a mixed method analysis with both quantitative and qualitative data analysis. Pie charts, tables, bar diagrams, and cross variable analysis constitute the crux of quantitative analysis whereas qualitative data analysis consisted of the following procedures:

Sorting data - The process of sorting began as soon as field data was obtained. Almost every night or at best the next day the whole interview as it appeared on tape would be transcribed. Each complete write up comprised the following aspects.

- people met as well as events or situations experienced that day and the exact context in which they occurred

- The main themes or issues discussed in each interview.
- Noting inconsistencies and gaps and how this could be avoided in the next set of interviews.

The names of the respondents were changed to maintain anonymity. Interviews conducted in Marathi and Hindi were translated into English.

Challenges

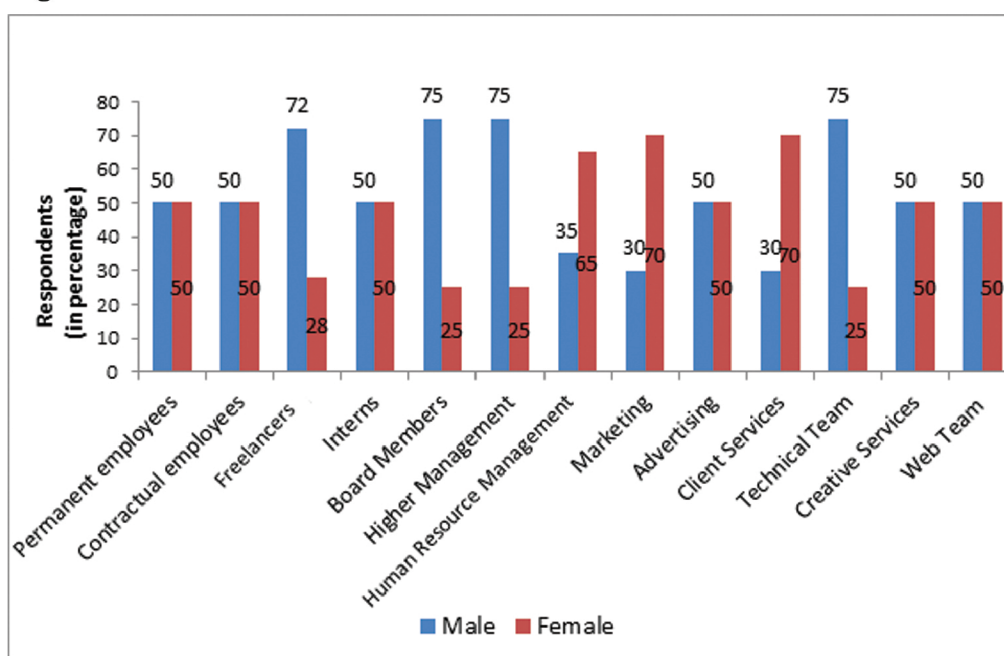
This study threw up different challenges, some of which we were prepared for, and some which we had not anticipated:

- While most of the respondents showed a lot of interest in the study and readily agreed to share information, there were some who were very apprehensive and requested that we take permission from HR for the interviews.
- Some in advertising media requested that they would fill out the schedules and send them over email but we did not get them back despite repeated reminders.
- Delays and cancellations in case of some respondents proved to be the biggest challenge. We contacted 142 respondents but we received 87 responses.
- Convincing the respondents of the need for the study and allaying their apprehensions on how the data might be used were other challenges associated with the study.
- The HR personnel across media were highly reluctant to share information about their policies and programmes and fixing up appointments with them was a humongous task
- Since we have used the method of snowball sampling to identify our respondents, our findings may not be representative of the larger population but they do provide useful indications of the situation
- We do acknowledge that the field of media is diverse and doesn't constitute a monolith. Perhaps each one of these i.e. print, broadcast and advertising requires a fuller analysis and discussion which was beyond the scope of the study.

Chapter 3: Gender Distribution, Recruitment and Promotion Processes

This section maps gender distribution across media organisations and presence of gender sensitive policies on recruitment and promotion and whether gender sensitivity was factored in as a possible criterion for recruitment and promotion. Data on gender distribution was difficult to come by since we could not meet the HR personnel in most of the organisations. However, we managed to get information from the HR personnel of three leading English dailies, Times of India, Hindustan Times and Indian Express, three English channels Star, NDTV and CNBC TV 18 and FCB Ulka from the advertising media. In the case of those media houses where we could not meet the HR, we have relied solely on information provided by the senior and middle-level employees. We could not ascertain any information on gender distribution from Maharashtra Times, Mid-Day, The Free Press Journal and Sakal.

Fig 3.1 Gender Distribution in Print Media



The English dailies have more or less an equal distribution of gender across permanent and contractual employees. The Board Members, Higher Management and Technical teams are male dominated (75 percent) in all the English newspapers. The technical personnel comprising camera persons, printers, photographers etc are all men. A common refrain was 'women cannot handle these jobs since they involve physical labour like lifting heavy equipment etc... hence it is best done by men'.

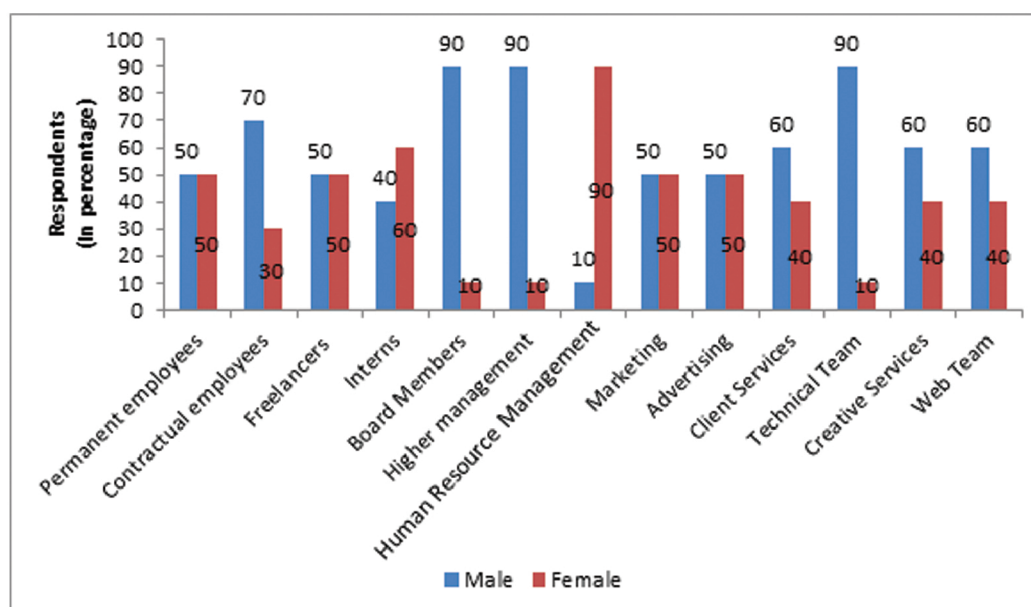
The Hindi dailies have a significant number of males (75 percent) across all domains except Human Resources, Marketing and Client Services in which there is a significant presence of women (70 percent).

Women form a bulk of the HR team in all newspapers (65 percent). This was attributed to a woman's ability to handle emotions better and the fact that she is an empathetic and patient listener. Marketing in the English dailies is slightly male dominated (65 percent) but Yashobhumi, a Hindi newspaper, has 70 percent women in Marketing and Client Services. However, Times of India, for instance, did present some exceptions. It had a common team for advertising, client services and technical aspects. There was gender parity in the Web Team and Creative Sections.

In the advertising industry, an overwhelming number of contractual employees are men (70 percent). Interns comprise 60 percent women and freelancers are few in number with an equal representation of men and women. LeEco has more than 50 percent women and HyperCollective has an equal distribution of men and women on their permanent roll. LeEco has more than 50 percent women and HyperCollective has an equal distribution of men and women on their permanent roll.

However, Higher Management and Board Members continue to be male dominated with a significant presence of men (90 percent). Client services section is also skewed in favour of men. Human Resources Department, however, has a large number of women employees (90 percent). The creative section differs from company to company. There is not enough information on web teams to form a conclusive average. However, they are mostly male dominated with a few exceptions like Mullen Lowe Lintas where the gender distribution is equal between men and women.

Fig. 3.2 Gender Distribution in Advertising Media



There is a significant presence of men (70 percent) among Permanent and Contractual Employees with the figure being slightly higher (80 percent) in Sports Channels. ‘Times Now’, however, has an equal distribution and ‘IBN Lokmat’ has 60 percent of female employees on its permanent roll, including an increasing number of female interns every year but hardly any women as freelancers. The preponderance of men in senior management positions is typical of television channels as well. 70-90 percent Board Members and Higher Management are males across all television channels.

Marketing teams have more women in their teams (60 percent), with exceptions like ‘CNN News18’, ‘IBN 7’ and ‘Star Sports’ which have more men in marketing. The HR teams, however, have a lower representation of women in the electronic media (40 percent). NDTV has a large number of female producers (80 percent).

Thus across print, electronic and advertising the Board Members, Higher Management, Technical and Web teams are largely male dominated. HR teams are female dominated with exceptions like CNN News 18, IBN 7 and Star Sports who have more men in their HR teams. Creative services in the print media have roughly an equal distribution of genders. However, the scenario is slightly different in advertisement and broadcast. Advertising Media has more males in their creative teams while the electronic media creative team is female dominated. The client services domain has a tangible difference in gender distribution across organisations. However, on taking an average across each media category, all 3 are found to have almost an equal gender distribution.

Fig. 3.3 Gender Distribution in Broadcast Media

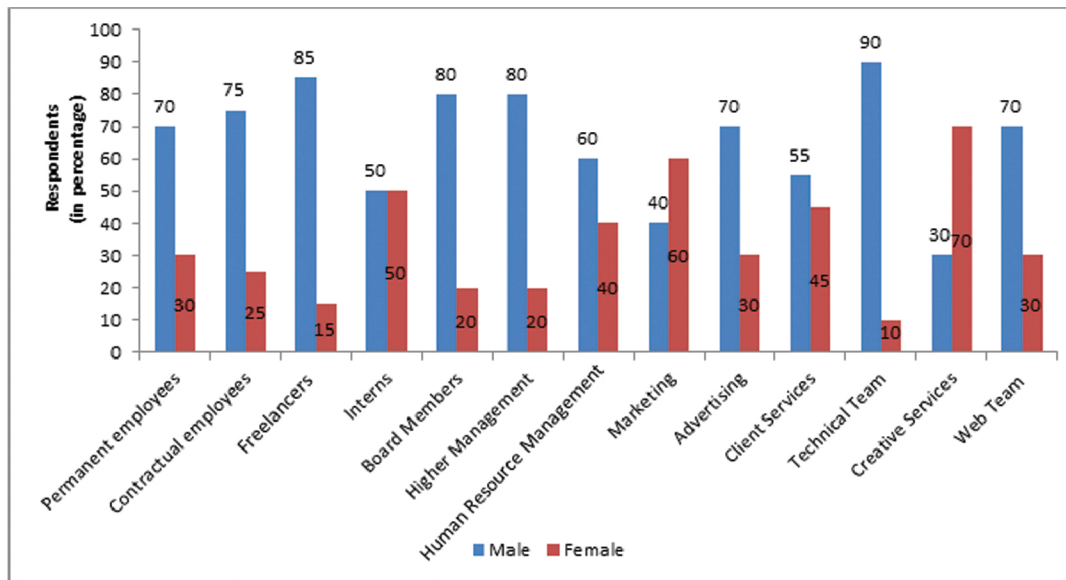
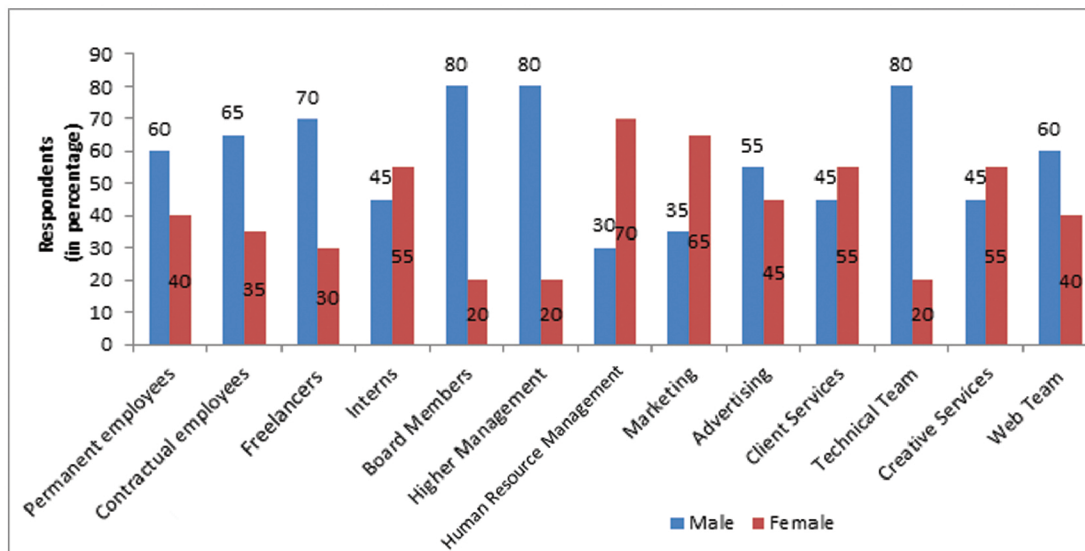


Fig. 3.4 Overall Gender Distribution



Recruitment and promotion policies

The respondents were asked a number of questions on recruitment and promotion policies, whether gender was important within the organisation, criteria for selection of panelists in electronic media, criteria for assigning beats to women, flexible working hours etc. The views expressed were diverse and interesting.

Criteria for Promotion

Around 75 percent of the respondents said that promotion policies were based on performance, merit and competence. There was an appraisal system with quarterly, annual review and evaluation by HOD. It appeared as though gender of the employee was irrelevant when it came to promotion opportunities and that they are distinguished more by their professionalism than masculinity or femininity. However, a deeper probe brought out some gendered assumptions that could affect the chances of promotion of women.

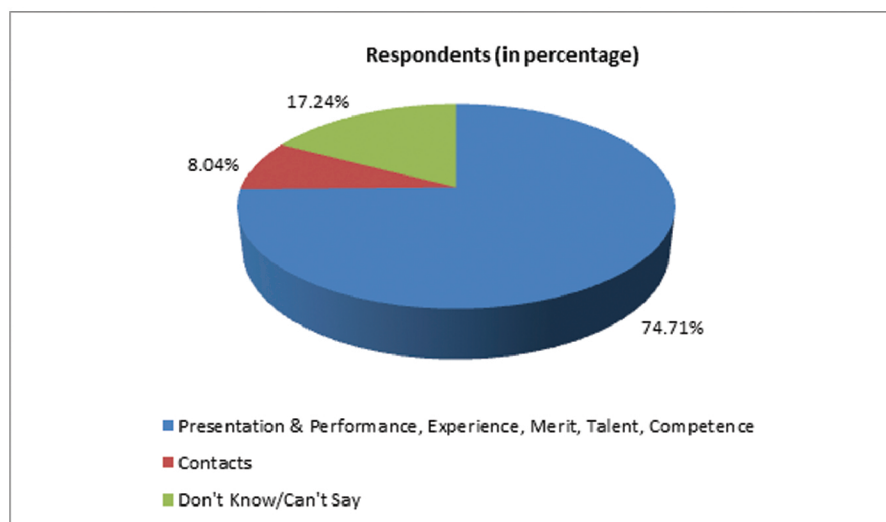
Karunesh Srivastava, a recipient of a prestigious award on gender sensitivity, said,

At the entry level there is no discrimination but over a period of few years when women go the family way and take a break, they may not be taken at the same level where they had left off.

A few respondents (8.04%) mentioned about how proximity to the boss and personal relations with the boss and other members of higher management could also be a criterion for promotion. Diya Das (female, 30 years old with seven years experience in several television channels) said,

Personal relations with the bosses are very important when they are considering a promotion. There is no transparency so I will never know if my boss rated me poorly and on what grounds.

Fig. 3.5 Criteria for Promotion



On being asked whether the promotion policy takes into consideration gender sensitive content, less than one-fifth of the respondents (16 percent) said while they recognised the importance of gender sensitive content and its positive impact on the reader, they were not sure if that would matter in promotion. Devji Joshi (30 year old working in an advertising agency) was very emphatic when he said,

Gender sensitive content is not considered for promotion but insensitivity towards those issues is not tolerated either.

Gender and Interpersonal Relationships

On being asked whether gender affects interpersonal relationships in the organization, more than half the respondents (59.8 percent) felt that gender does not affect interpersonal relationships. Every person is seen as an employee and not through the prism of gender. However 9.2 percent of them feel otherwise. Forty five year old Neha Kapur with years of experience in the print media says,

Everybody is always judgmental about women. Even if one wants to be foul mouthed, one has to be polite and sweet as that is expected from a woman but not from a man. Arrogance in a man is appreciated.

A masculine culture is deeply embedded within media organisations. The presence of a boys' club and a masculine culture have been cited in previous studies on women in media. (Joseph, 2005;Gallagher,1995; Zoonen,2014). This may hinder the professional success of women. Eric Neveu (as cited in Galagher, 1995) mentions this with respect to French journalism. This culture includes working late and a fascination for political power games which often converts the journalist into an 'insider' with privileged access to sources in

the political sphere, something that women may regard as taking a toll on their family lives. Women either refuse to play by these power games or often play by masculine rules to achieve success.

35 year old, Ananya Chaitanya, with 10 years experience in the regional press articulates this well

Men hang around after office hours and want to be each other's best friends playing TT etc, forming a boys club. They include women in their group but women may not want to do all that after office since it takes a toll on their family life.

However, interestingly male media personnel have a slightly different take on this. About 7.7 percent of the male respondents feel the presence of women positively impacts the working environment. 45 year old Naitik Dev from the regional press mentioned how the presence of women colleagues has a sobering effect on him. *“Men have to be careful while speaking in the presence of women”*, he says.

The most common obstacle to advancement that women media professionals report is the problem of male attitudes. One of the most important implications of the male dominance within media organizations is that women are judged by male standards and performance criteria. Often this means a constant effort to be taken seriously, and ‘to prove that you are as good as a man’. (Gallagher, 1995).

39 year old Heer Metha from regional broadcast articulates this beautifully when she says,

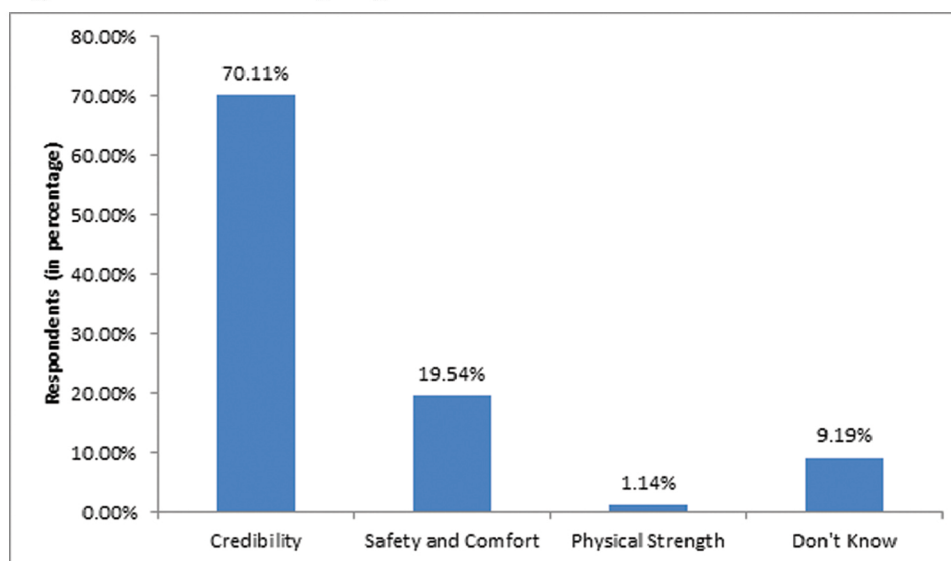
With a male boss I have to constantly prove that I deserve this job, which a male colleague need not necessarily have to do. With male juniors I need to be aggressive, adamant in order to make them work.

36 year old Misha Patel from a leading English daily has a slightly different view. She feels community, family and city locations matter more than gender.

Some men are just co-operative, and if they are brought up in a liberal environment with single mothers or sisters, they have a different way of talking to women altogether. But if they come from a patriarchal structure or a patriarchal city it's very hard for them to communicate with women properly.

Thus even though a large number of respondents would have us believe that gender of the employee is irrelevant in media organisations and all that matters is one's professionalism, a deeper probe reveals how pervasive gendered ideas are within media organisations.

Fig. 3.6 Criteria for assigning beats to women



More than half (70.11 percent) of the respondents said that beats are assigned purely on the basis of skills, qualification, interest, capability, performance and experience. However, the fact remains that women generally do soft beats like fashion, lifestyle, health, entertainment and men cover hard stories like crime and politics. This divide was all too glaring to escape notice. The reasons offered clearly reflect the gendered assumptions embedded within media organizations. Vinesh Shah, 33 year old male from the broadcast media says,

At some level, strength really plays a major role...Physicality takes the cake when it comes to men especially when handling physical equipment like camera for instance.

Others felt women themselves choose soft beats like education, health, social sector, entertainment and environment. They naturally pick these kinds of beats as they feel they cannot do challenging beats like crime. Sometimes their choices are dictated by family pressures. 28 year old, Ameya Mishra, a female producer from a regional television channel, says,

I had initially joined crime reporting. Late nights, visits to police stations etc became more frequent. I had to quit and join the entertainment section because of immense family pressure and lower prospects of marriage.

Stereotypes and protectionist attitude of male bosses could also be reasons for assigning soft beats to women and this is more pronounced in the regional-language press. 34 year old, Dharmesh Yevle, a male Reporter from the regional-language press, says,

Pages that are done by 8pm are given to women: Basically women have a lot of boundaries...they have to go home, if they are married then they have to take care of their children and family whereas for a male, he has nothing. There are 8 hours of work - men can work for 2 more hours and then leave, hence management need not worry whereas in case of a woman, the management cannot force her to stay back.

For 45 year old Naitik Dev from the regional-language press, safety of women is a prime concern when assigning beats. He says,

When I have to send someone to the field and I think of women my immediate thought is, what if she faces harassment? What if there is a stampede?

However with increasing number of women in media some feel things are changing. 53 year old Mamta Madhok, from the advertising media says,

It is getting better. Women are asserting themselves and want to do crime reporting or forensics. Women also broadcast sports these days.

Gender and back-end/technical jobs

A question on the presence of genders in on-screen/back-end/technical jobs elicited some interesting responses. 9.2 percent of the respondents said that the strength is 50:50 on-screen but in back-end jobs, men dominate in every medium. Slightly more than a quarter of the respondents (26 percent) felt that women are better in on-screen, front desk or client services sections. The reasons cited were natural feminine attributes that women have, like credibility, warmth, attractiveness and presentability. Other factors include men's preference for women presenters especially those with lighter skin tones. A tendency to essentialise women was a recurring theme in the responses of the male media personnel from the regional language press. 29 year old male Armaan Rao from regional broadcast commented,

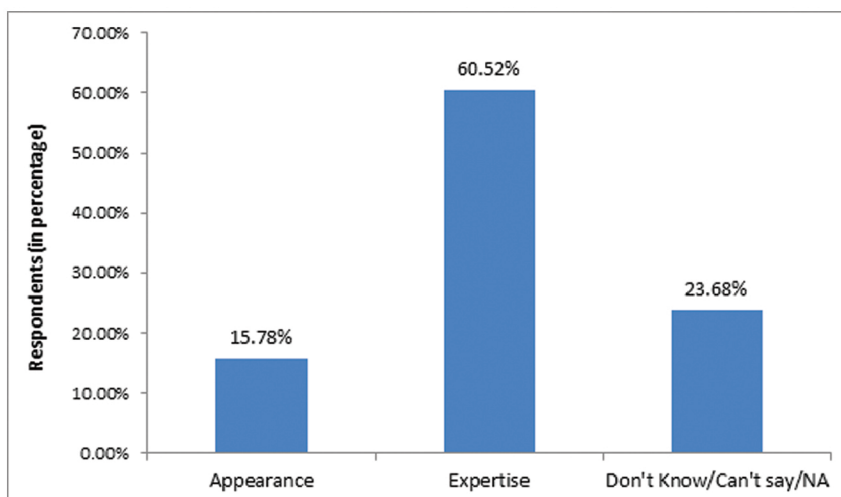
Nature has made women more presentable and attractive. They perform comparatively better on- screen so women are more in numbers on-screen and males at the backend.

Or as 24 year old Nivya Gupta female Entertainment Reporter from a Hindi channel says, *“Girls are preferred on-screen because they bring in the glamour quotient.”*

Selection of panelists on television

The question on selection of panelists on television shows, elicited varying responses. More than half the respondents felt that gender does not play a role in the selection of the panelists. They felt that the panelists are chosen on the basis of their expertise, knowledge, oratory skills and clarity of opinion, position, availability and relevance to the topic of discussion. Some (16 percent) said only appearance matters. Two media houses which seemed to have a different opinion were BBC and IBN Lokmat. Their personnel were of the opinion that in order to get the right mix of panelists on any subject, at least one female voice is needed.

Fig. 3.7 Criteria for Selection of Panelists on Television



Forms of Discrimination

Majority of the respondents (66.7 percent) said that they have never been discriminated on the basis of caste, class, religion, language and disability. 4.6 percent of the respondents said that they have faced discrimination based on language or region, while 2.3 percent said they experienced discrimination based on their religion. Others have felt discriminated against on the basis of political beliefs, residential locality and even money. 33 year old Vinesh Shah, from the broadcast media says,

Colleagues in the previous organization were unaware that I was a Muslim and would say hurtful and offensive stuff. However, when they knew I was a Muslim they became careful.

Conclusion

Gender distribution within media organisations clearly brings out the gender disparity at different positions. While the number of women in media may be increasing over the years, the power structures have not tilted in favour of women. There are still very few women at the top, in leadership positions. Culturally prevalent ideas and ideologies about appropriate gender roles are strongly entrenched within media organisations and very subtly influence assignment of beats, interpersonal relationships within the office premises, selection of panelists on television, so on and so forth. What was also interesting was the patronising and protectionist attitude of the men in the senior management positions, especially in the regional-language press, who seemed to justify the gendered distribution of beats and other assignments within the organisation. One could also suggest that women themselves prefer softer beats because they are unable to reconcile demands of family and work-life which is again a result of cultural conditioning.

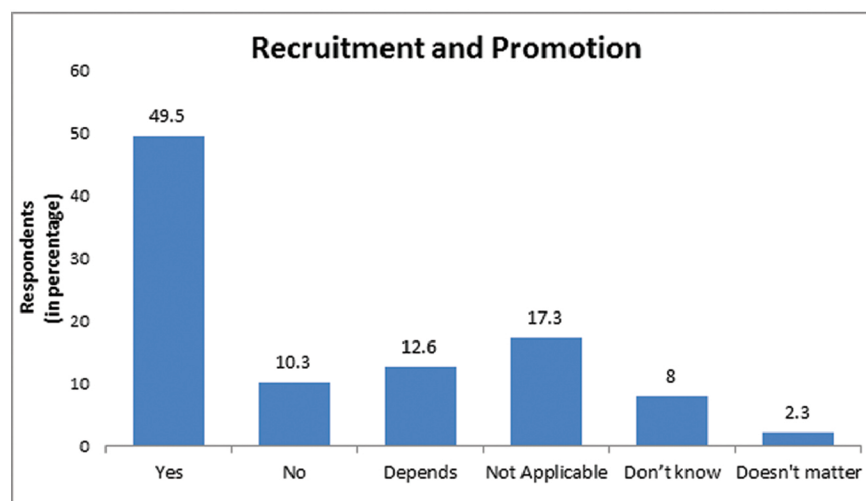
Chapter 4: Gender Equity Policies: Formulation and Implementation

In this section, the research sought to investigate and analyse the presence or absence of policies which foster gender equality or rather policies which are aimed at making the work environment equitably accessible and comfortable for women. Thus the questions posed, ranged from dress codes, equal pay, drop and pick up facility, dorm facility, separate toilets, child care, maternity and special leaves, and so forth. Gender policies aim to make the work environment enabling for women, and as such should form an important part of organizational ethics, goals and mandates.

Balanced Panel for Recruitment, Review and Promotions:

A little less than half of the respondents (49.5 percent) were of the opinion that their organization has balanced panels (meaning equal representation of men and women) for the purposes of recruitment and review for promotions. However one-tenth of the respondents (10.3 percent) felt that recruitment and promotion were quite arbitrary processes. 17.3 percent of the respondents said that balanced panels did not apply to their recruitment processes as they had personal interviews either with HR or editors and such. 12.6 percent of the respondents said that balanced panels for recruitment purposes depend on situations. Other responses range from 'don't know' to 'how does it matter'.

Fig 4.1



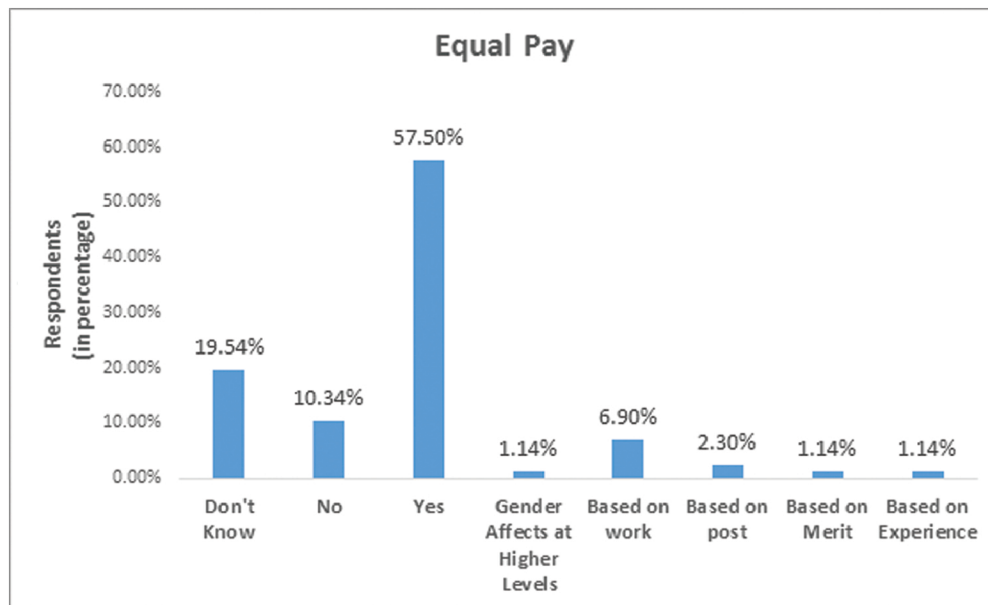
Equal Pay

More than half the respondents (57.5 percent) felt that they received equal pay for the same work or positions. 19.5 percent of respondents said their contracts barred them from discussing remuneration with fellow colleagues and peers and hence they would not know. 10.5 percent of the respondents felt that there are gender disparities in pay.

28 year old Ayushi Kadam, a female employee at an advertising firm says

I know this for a fact because this friend of mine and I- we have the same qualifications, the same experience, in the same place for the same post. But I was offered 5 lakhs and he was offered 6 lakhs. For what reason I don't know except that he is a man. I'm sure it's across all agencies because if you start talking then you realize that men who are doing the same things earn a lot more than you do.

Fig. 4.2



Dress code:

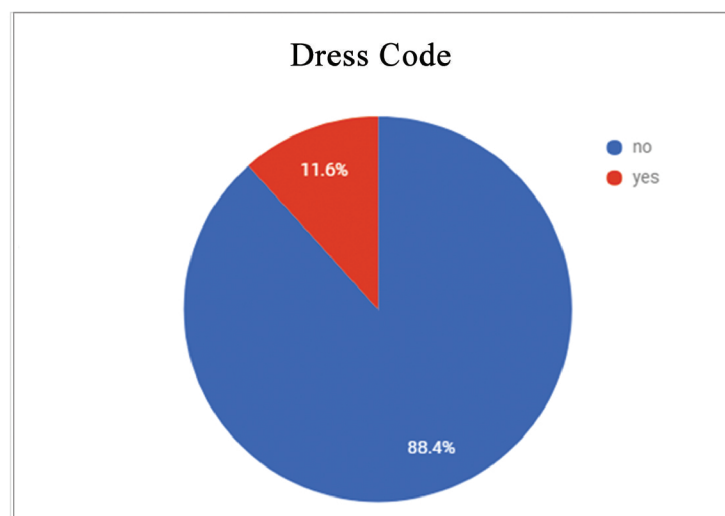
Majority of the respondents (88.4 percent) across print, electronic and advertising said that there wasn't any enforced dress code within their organizations. Despite this, individuals from different organizations gave different responses which go on to show that even though there are no formal rules regarding dress code, there exist subtle, unwritten and unspoken nuances regarding the same.

24 year old Navya Gupta, female media personnel from the regional broadcast commented,

Although there is no dress code, people do judge you on your dress. 'She is a girl, she needs to wear clothes by taking into consideration the people around her', so you cannot even wear clothes of your choice.

11.6 percent of respondents across all the media organizations, did say that they have a dress code but it was only specified till 'smart-casual' or that it was limited to certain specific days, like 'Formal Monday'.

Fig. 4.3



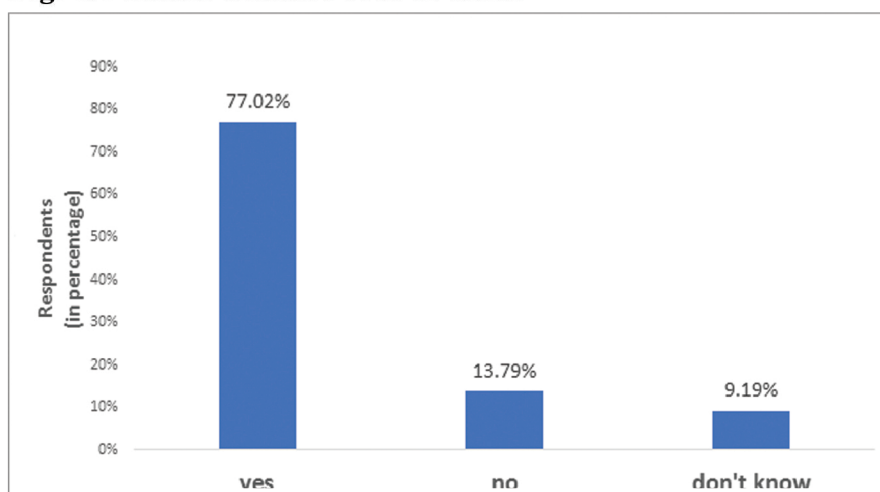
Code of Ethics on Gender Sensitive Representation

Even though an overwhelming majority (77.02) of the respondents have responded with affirmatives regarding the existence of a code of ethics, they admit to not having paid much attention to it. For example, 29 year old Riya Nagpal, a senior female reporter with a widely circulated English daily responded, *“They did have a paper, but nobody reads it.”*

Similarly, 43 year old Vaishnavi Jain, who is part of the senior management in an English broadcast channel said, *“I have not read it, but I am 110 percent sure that there must be one.”*

Navbharat Times and Maharashtra Times on the other hand conduct quarterly and annual exams regarding the code of ethics that their organizations have in the form of online, software generated questions. The mandate is for all employees to score 100 on 100 so that the organization can ensure that their code of ethics is known and followed by their employees.

Fig. 4.4 Gender sensitive code of ethics



Different Working Hours

Almost all the respondents (95.4 percent) from all organizations claimed that there is no difference on basis of gender, when it comes to working hours. This holds true for both female and male respondents across all three forums- print, electronic and advertising. But 53 year old, Mamta Madhok, with several years of experience in the world of advertising said that across media platforms, *“If there are shifts, then the roster is made keeping gender in mind”*.

Armaan Rao, 29 year old male editor with six years of experience in the Hindi-language press, reiterates this, *“Although there are no different working hours, there are more men in the night shift”*.

36 year old, Misha Patel with eleven years of experience in the English print media says,

“It is only in the field of photography where gender is considered for working hours, wherein female photographers won't be sent for late night work. But this depends from boss to boss.”

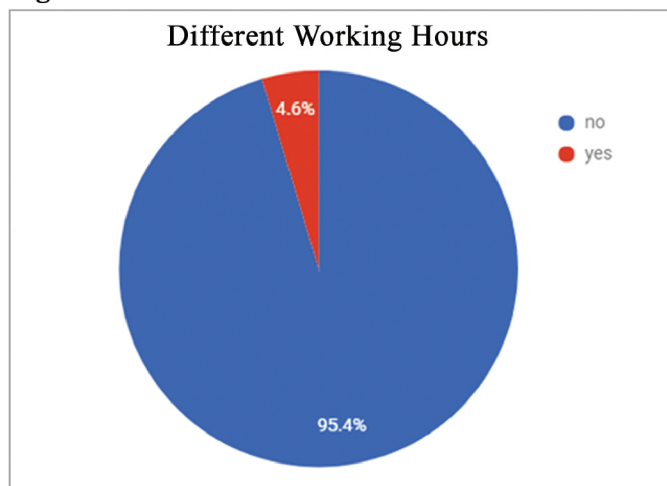
She claims that this is an after effect of the Shakti Mills case.

Insensitivity to single, unmarried women also emerged as a theme in this study. Neha Kapur, forty-five year old single woman with two decades of experience in the English-language press, makes a pertinent point when she says that work time flexibility is only considered and granted to married women, but for people like her, who

are single and live with their parents (who in her case are aged), there is no consideration. She feels that there is a bias against single, outspoken women as opposed to the consideration showed to married women who have their own families. Women journalists interviewed by Ammu Joseph (2005) echo a similar opinion. They mention how single women are often the subject of gossip and unwelcome comments than their married counterparts.

These responses point to the fact that there are no written or codified rules regarding differential working hours on the basis of gender, but depending on individuals and organizations, leeway is made for flexible work shifts if the need arises. It appears that women's safety is a consideration for night shifts. Hence there is a possibility that more men are given the night shifts than women which follows subtle protectionist notions.

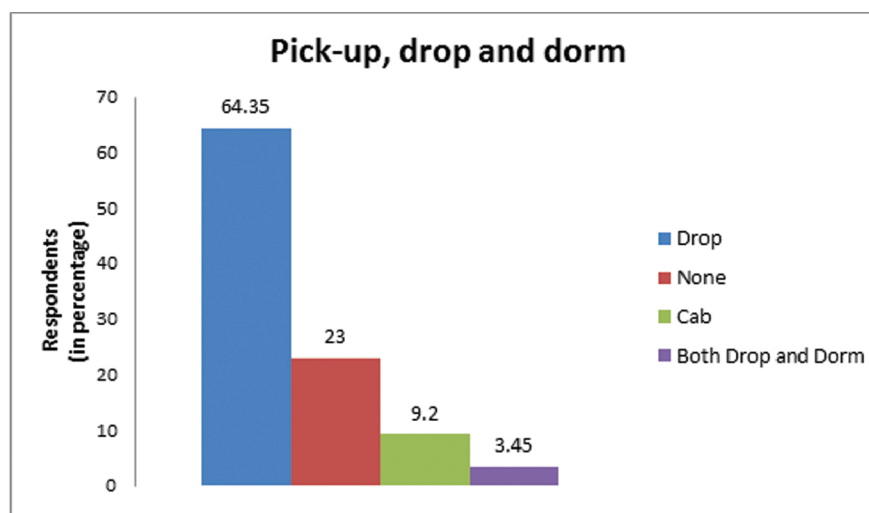
Fig. 4.5



Pick-up, Drop and dorm facilities

More than half the respondents (64 percent) said that they are provided with drop facility. Organizations, namely, Times Now, Sapient Nitro and IBN Lokmat also provide pick-up services. Some (9.2 percent) said even though their organisations do not have drop facilities, their taxi fares are reimbursed if they happen to stay back late in office. Times Now has Lady security personnel in every van and in organizations like FCB and NDTV, the security personnel at the office are instructed to go down with the female employees if they are boarding radio cabs at night. The Star group and The Times Network group are the only ones to provide both, drop and dorm.

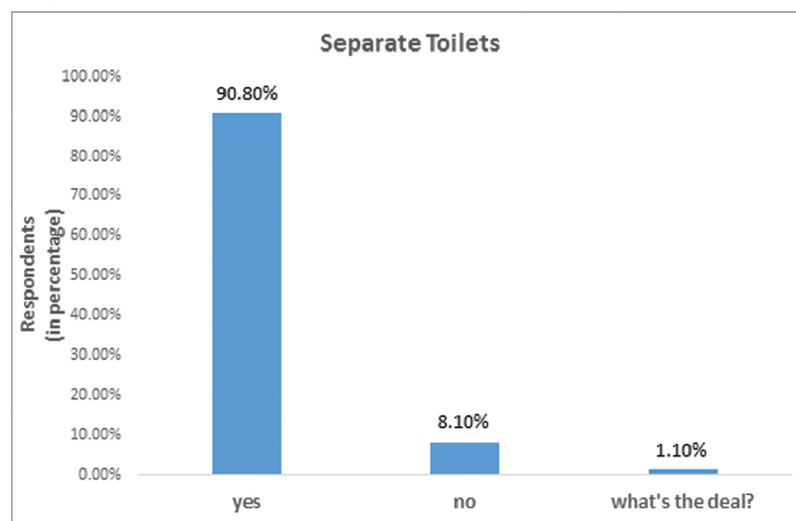
Fig. 4.6



Separate Toilets

It was indeed shocking that 8.1 percent of the respondents said, that their organizations do not have separate toilets, and the reason for this is space constraints. Some of the organizations like Star, NDTV, Sapient Nitro and HyperCollective have separate bathrooms for the physically disabled within their premises as well.

Fig. 4.7

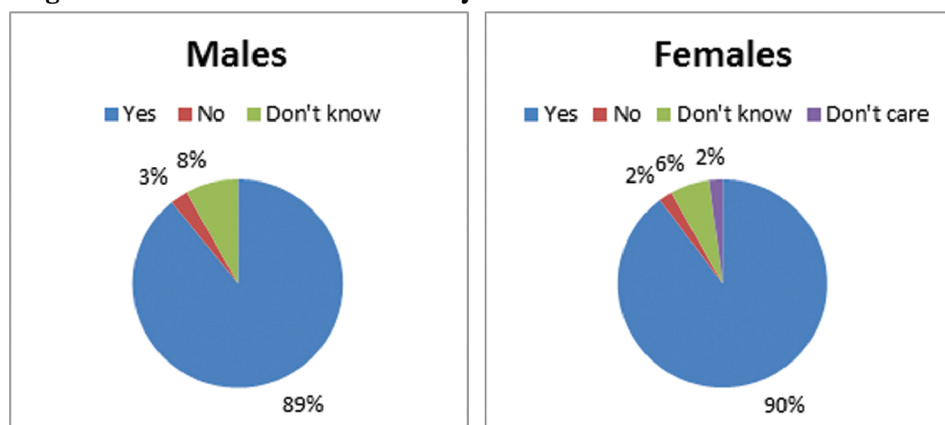


Maternity Leave

A large number of respondents (89.52 percent) said that their organizations provide maternity leave. Some (6.97 percent) seemed very unsure. One of the reasons for not knowing could be that these respondents have not yet required or considered pregnancy or leaves for the same and therefore haven't informed themselves about the policy. As Priya Pitale, 32 year old journalist working with a leading English daily elucidates,

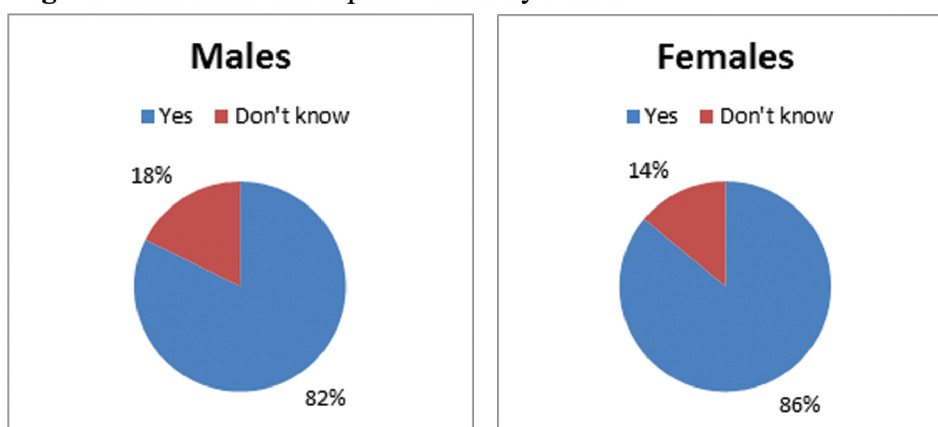
We have maternity leave here. For how long and is it paid? I'm not sure actually because I never had to take it and neither have my colleagues, but I know some people in Delhi who have taken it. I think it is paid.

Fig. 4.8 Awareness about Maternity Leave



89.6 percent of those who said their organizations provided maternity leave, said the maternity leave provided by their organization was paid according to government guidelines, either fully or partially, while one tenth (10.38 percent) did not know whether maternity leave was paid or not. Since majority of the data collection was done prior to the Maternity Benefit (Amendment) Act, 2017, most of the organizations provided paid maternity leave up to 12 weeks or 3 months.

Fig. 4.9 Awareness about paid Maternity Leave

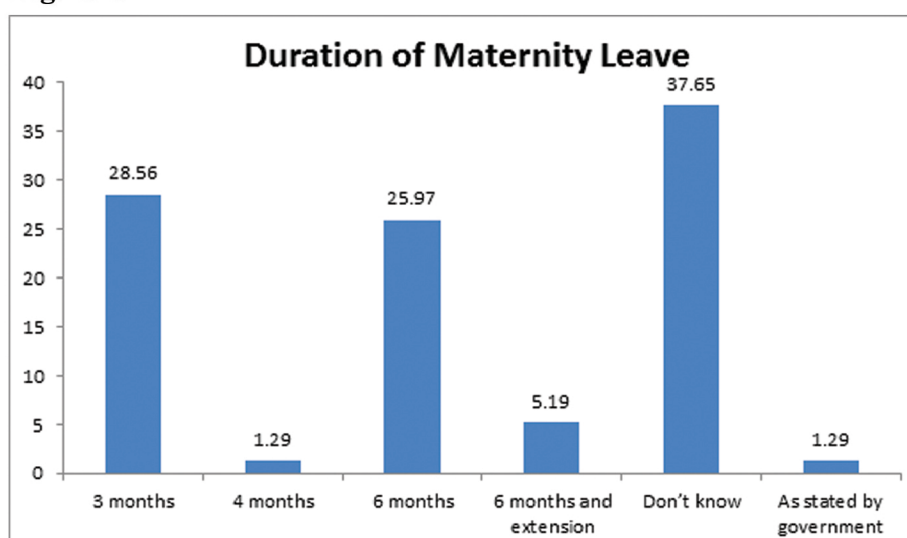


A little more than a quarter (28.56 percent) of the total respondents said that the duration for maternity leave is three months, which depending on the organization, can be extended to 4-6 months. A quarter (25.97 percent) of the respondents said that their organizations provide maternity leave for six months. Some, among these organisations provided extended maternity leave beyond six months. Since the new legislation regarding maternity leave was passed during the course of data collection, certain organizations changed their policies to adhere to the new law.

28 year old Viren Malkani, an HR representative from broadcast media said,

If you see one of the best women policies in media is our maternity policy. It provides leave to women up to one year. six months is totally paid and next six are half paid. So effectively you get a year with nine months' salary. Return from maternity is another policy. If they wish, they can switch to three days a week or choose to work half days.

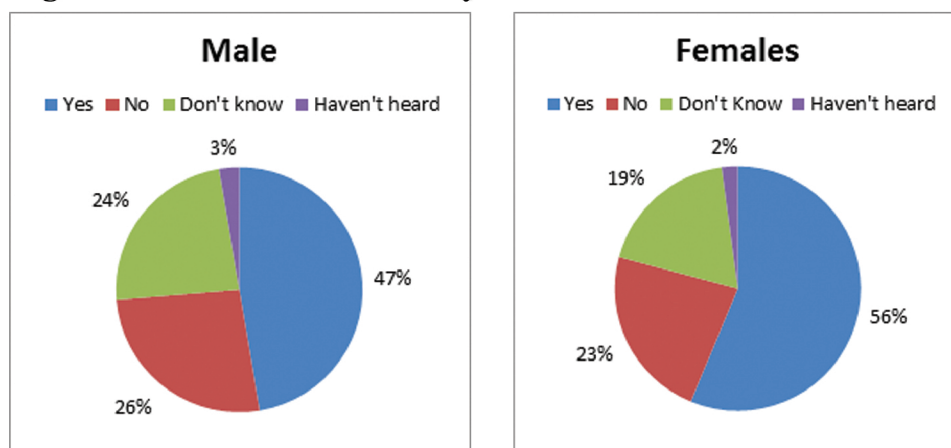
Fig. 4.10



Paternity Leave

Only half (53.48 percent) of the total respondents mentioned that their organization provides paternity leave, whereas of the other half, 24.41 percent categorically stated that paternity leave is not available in their organizations and the rest were unaware of the provision of paternity leave.

Fig. 4.11 Awareness about Paternity Leave

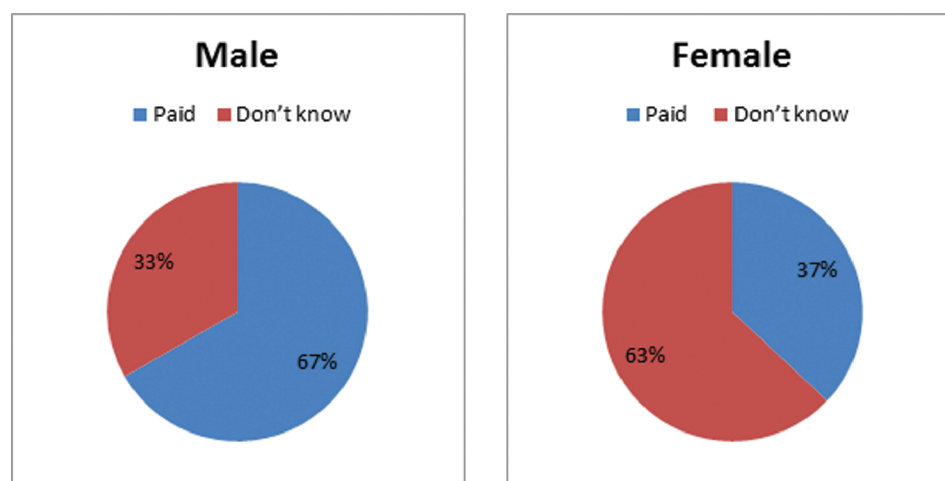


It's interesting to note that more women knew about paternity leave than men. 37 year old Piya Sethi from the broadcast media made a pertinent point when she said,

One doesn't see many men fighting for their right for substantial paternity leave and it's mostly only women asking for this.

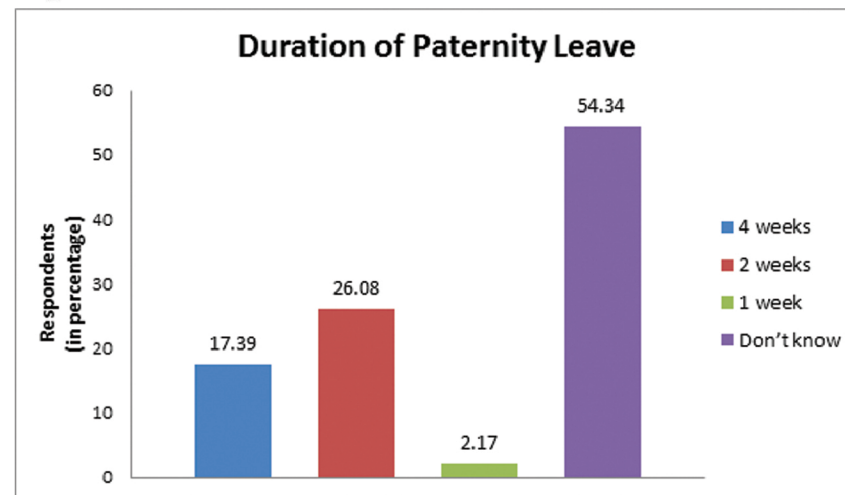
A little less than half (47.82 percent) of those respondents who said their organisation grants paternity leave mentioned that it was paid. More than half (52.17 percent) were completely unaware about whether it was paid or unpaid.

Fig. 4.12 Awareness about paid Paternity Leave



The duration of paternity leave ranged from one week, or fifteen days to one month. 17.39 percent of respondents said that paternity leave in their organizations is granted for 4 weeks, which was the maximum duration noted amongst the responses. As seen below in the table, 25.36 percent of the respondents mentioned that their organization provided paternity leave but only up to two weeks. More than half (54.34 percent) of those who responded that their organization did have the provision for paternity leave did not know about the duration of said leave.

Fig. 4.13



Gender Policies:

One of the pertinent questions in this research was to understand perceptions and orientations regarding gender policies and whether or not the organizations have enabling gender policies. So an open ended question like 'What do you think is gender policy?' produced an interesting range of answers. Some of the responses have been listed here:

Where there is no discrimination on the basis of gender

Where marginalised genders are accorded equal status

Where the policy reflects the structural inequalities in society, that we are equal but not same

Where promotions and appraisals are not done through a gender lens but through the lens of competency

When a woman calls to say the child is sick you don't say it's a woman's problem but see it as a parental problem

Where there is equal access to power, authority and resources

Don't discriminate because I am a woman and I get pregnant

Where our constitutional rights to dignity and equality are protected.

To be sensitive to the needs of the employees and their families. When a company supports the employees and their families you'll see them improve with the company and they will be an asset for the company.

Conversations with our respondents provided an insight into some of the progressive policies across the spectrum. These are policies that provide a gender enabling environment and seek to mitigate the gendered consequences of the work place. They include the following

NDTV

- Six-month paid adoption leave
- Fifteen days paid paternity leave with an option of extension that depends on the Head of Department

FCB Interface

- Paternity leave for one month
- Extended maternity leave for a year without pay.
- Gender sensitization courses held once a year and the details are put up on the website as well.
- Special e-learning module on Prevention of Sexual Harassment of Women at Workplace Act, that is mandatory for all including outsourced persons.

SapientNitro

- Company policy to not have electrical power points at a lower level because it might become uncomfortable for women.
- Computer screens of the employees placed strategically so as to pre-empt the possibility of viewing obscene things on-screen that might make women uncomfortable.
- Courses on gender sensitivity and 'no discrimination against transgenders' that employees have to complete.
- In order to promote leadership at top levels Sapient Nitro has started a women's leadership network to coach and mentor women leaders.
- A programme called 'She Inspires' where every employee is asked to name a woman they know at work who inspires them and why.

DNA

- Policies for protection of the LGBTQ community from ridicule or stigmatization.

Star Sports

- Paid paternity leave for one month
- Security personnel for drop services, in each vehicle for female employees.
- Maternity leave for a year of which six months are totally paid and next six are half paid.
- Return from maternity is another policy. Women employees can switch to three days a week or choose to work half days.

Safe Working environment:

Another way of ascertaining gender friendly organizational culture was to ask respondents their views on whether they considered their workplace safe. Thoughts regarding what constituted a safe environment ranged from having security personnel and CCTVs within the workplace to ensuring that policies enable employees to lodge a complaint against harassment of any form without the fear of backlash. This question prompted responses of safety also in terms of religious equanimity and not just gender.

27 year old Vidhi Raisingh from the English-language press elucidated on a safe work environment as:

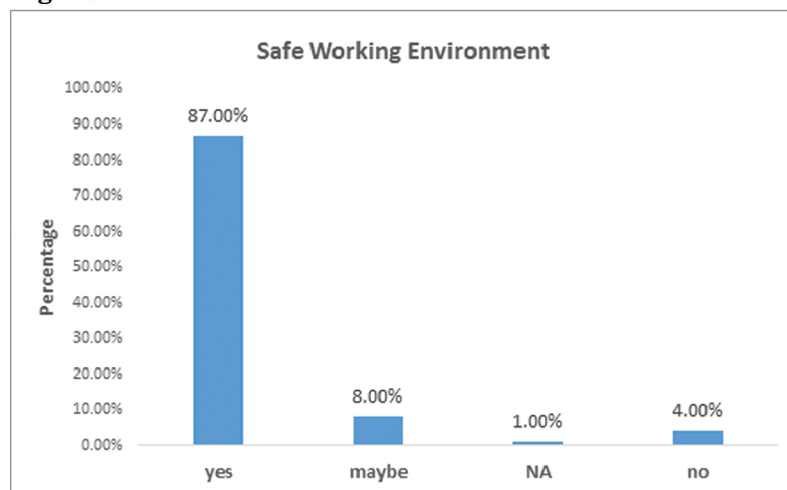
When you're taken just as seriously as the guy in the same designation as you are. There are mechanisms to protect you from sexual harassment. An egalitarian outlook rather than the whole protector - nurturer narrative.

33 year old, Rajnandeeni Sharma, a senior professional with an advertising firm says,

A safe environment is one that promotes and respects diversity. For example in my previous company we would have a special place for Muslims to do their namaaz.

Nimisha Nath from a leading English daily, was the only respondent who gave a mixed opinion of whether she felt her organization provided a safe working environment or not. According to her she felt she was provided safe transport to and fro from work but at the same time, personal interfaces within the office, with bosses was a question mark.

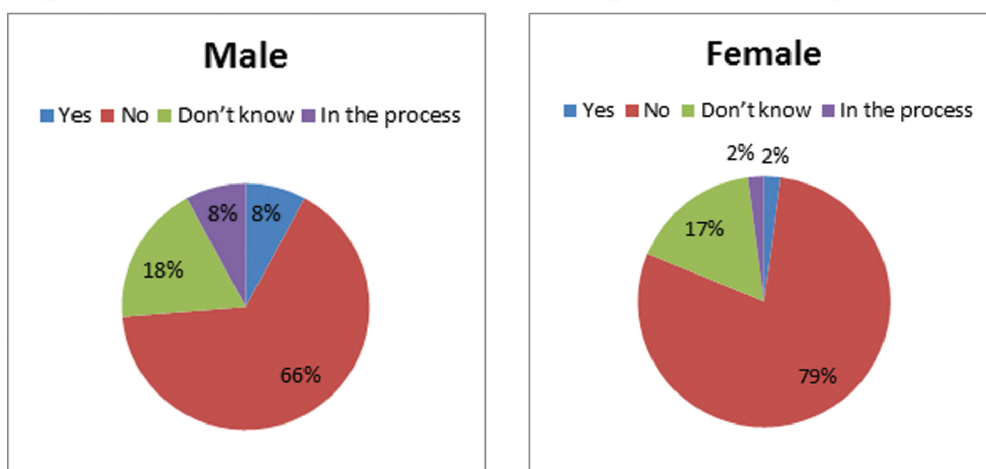
Fig. 4.14



Child-care Services

70.93 percent of all respondents said a categorical no to having childcare services provided by their organizations. Around 4.65 percent of respondents said that their organizations were planning on getting childcare services like creches, in the near future and another 4.65 percent said their organizations had creche service and other kind of child-care policies like monetary gifts for the child.

Fig. 4.15 Awareness about child-care services provided at workplace



Conclusion

This section provides interesting observations regarding policies which provide a gender-conducive work environment. Most organizations do not go beyond the mandated stipulation of maternity and paternity leave, which they consider as special leaves. Variables like differential working hours for men and women are also sometimes viewed as discriminatory and quite a few respondents were against having such special treatment for anyone. This of course varied from organization to organization, and was situated along the premise that working hours should be flexible for whoever requires them rather than being based on gender.

Safety measures on the other hand were seen through the parameters of drop facilities and a lot of the organizations do provide their employees with this facility, especially after evening or in night shifts. The other way in which organizations looked into safety was to plan night shifts with more men, though this is done informally and there is no hard and fast rule regarding the same. Mostly, both men and women work in their stipulated time and depending on the organization and individual requirements, there is scope for flexibility.

Another observation is the lack of awareness, even among women respondents, regarding policies of maternity and paternity leaves. Knowledge about these is mostly restricted to employees who might have required them or are considering them. Young employees and those who are not planning a family tend to not find out about such policies, until the need arises. Even when they had knowledge about it, they were unclear about duration and whether it was paid or unpaid. As is clearly reflected, child care services within media houses are dismal.

When it came to gender policies very few organisations have anything additional to offer other than the legally mandated policies like maternity leave for instance. Even here there are disparities with some offering fully paid three months maternity leave and others six months. Paternity leave of course is a mere token, ranging from one week and fifteen days to one month. There seemed to be an unwritten code in some media houses about losing out on career benefits like promotion and other incentives following maternity leave. However all is not bleak. There are some media organisations which stand out for their progressive gender policies that reflect their sensitivities to structural inequities within the system. These policies seek to provide a gender enabling environment for female employees that mitigate the gendered consequences of their work life. However, as Gallagher (1995) writes, policies by themselves mean nothing if they are not backed by commitment at the highest level.

Chapter 5: Proactive Measures to Build Gender Inclusive Workplaces

This section was an attempt to understand how proactive the media organizations were, in implementing gender specific laws and policies and whether there had been effective dissemination of gender policies throughout the organization. In this context we sought to get information from respondents regarding their knowledge about the 'The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, (hereafter referred to as POSH Act, 2013) their awareness regarding mandatory formation of an Internal Committee (hereafter referred to as IC) to look into complaints of a sexual nature, their awareness about members of IC, workshops or training sessions conducted to orient the employees regarding procedures to file a sexual harassment complaint.

Knowledge about Prevention of Sexual Harassment Act

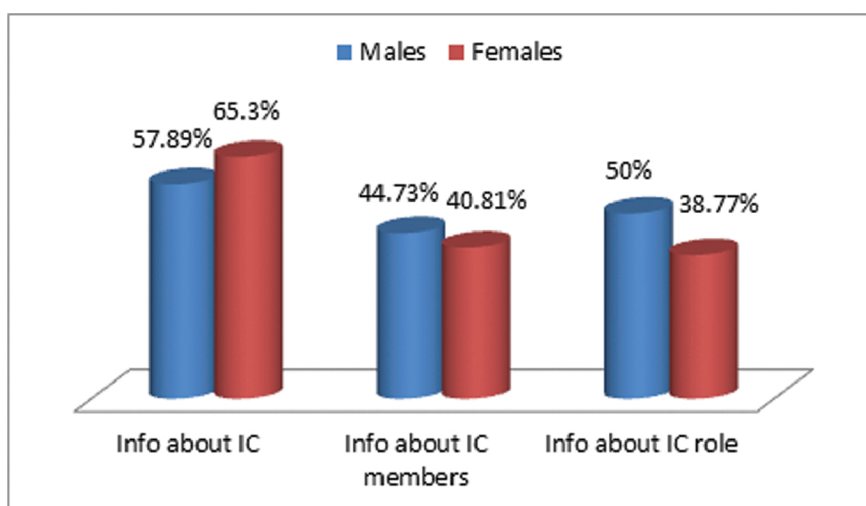
A large number of respondents (79.06 percent) were aware about the Prevention of Sexual Harassment Act, 2013, with almost equal distribution among males and females. Almost a quarter of the total was unaware or had no knowledge of the Sexual Harassment Act with both male and female accounting to nearly the same proportion.

Internal Committee (IC), Role of IC and Members of IC

It's interesting to note that even today media personnel are more aware about the Vishaka Guidelines than the Prevention of Sexual Harassment Act or the mandatory constitution of the Internal Committee in all organizations. Though a majority (61.59 percent) did say that they were aware of the Internal Committee, 11.32 percent amongst them thought that the Internal Committee was just a cell for complaints of any kind and not a specific cell for complaints regarding sexual harassment and only 44.38 percent and 42.77 percent know about the role of the IC and information about IC members respectively.

65.3 percent of female respondents were aware about the existence of the IC. When it came to the members represented on the IC, 40.81 percent of female respondents and 44.73 percent of male respondents had knowledge of the members who constituted the IC, but the figures reversed when it came to the role of the IC. However, surprisingly male respondents (50 percent) were more aware about the role of the IC than the female respondents (38.77 percent).

Fig. 5.1 Awareness about Internal Committee – its existence, members and role



While the respondents had knowledge about the internal committee members, more than 90 percent of the respondents said their ICs did not have any external member on the committee, who is usually an NGO representative and were thus more or less defunct or “useless” as told by a respondent.

There was a clear gap between regional media and English language media. None of the Hindi media female respondents were aware about the POSH Act 2013, whereas more than half of the English media (print, advertising agencies and television) female respondents were quite knowledgeable about the POSH Act, 2013 as well as the IC.

The female respondents from English Broadcast channels and advertising agencies who knew about the IC and its role and members, were overwhelmingly in the younger age bracket of 21-39 years. Perhaps their awareness has to do with the training they received post induction and also because some of these women have worked as a member of the cell or have been associated with the cell in some capacity. A similar pattern was observed in the English print media where slightly older women in the age group of 30 to 50 were clear about the IC and its functions and members.

However the senior male correspondents of regional print media, especially Hindi, were knowledgeable about the SHA, IC and its role and members. Television media male respondents of Hindi and English channels who knew about the IC belonged to the age group of 20 to 39 years, whereas the male respondents of advertising agencies who knew about SHA and IC belonged to the age group of 30 to 39 years. This could be due to orientation programme post-induction which gave information about all the committees within their organization.

The number of women in the regional language press is significantly less in comparison to the English language press (IFJ,2015). For every single woman personnel in the Hindi print media that we interviewed, there were three males. This may also be due to the fact that in metros like Mumbai, women media persons are more likely to work in English media houses than in Hindi or regional media houses like Marathi or Gujarati. This is especially true of metros like Mumbai and Delhi, since these were the first cities to witness the entry of women into the profession and today continue to be the leaders in the number of women working as journalists. The fact that English medium educated youngsters may not be very comfortable with the regional language could also account for their greater entry into English media houses. (Joseph, 2005)

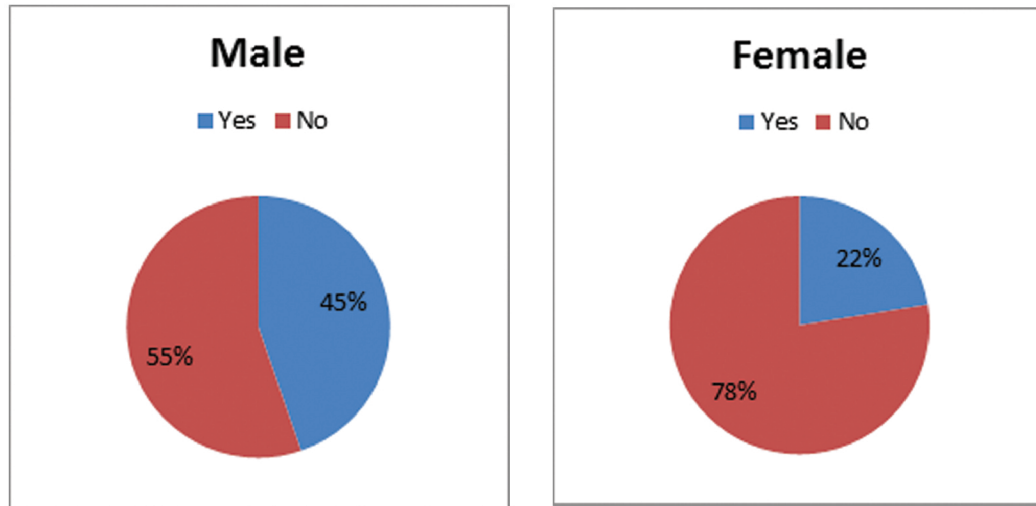
Knowledge about Training and Workshop

It was quite disheartening to note that only one third (33.5percent) of the respondents spoke of there being an orientation/ training/ workshop organized even once or at periodic intervals for the employees so as to generate awareness amongst them about SHA, IC and Sexual Harassment Complaints Procedure etc.

Of the respondents who replied in the affirmative, 22.22 percent said that a training programme to create awareness about Sexual Harassment Act was conducted just once a year. The others generally stated that sometimes such programs were conducted twice a year and sometimes once a month.

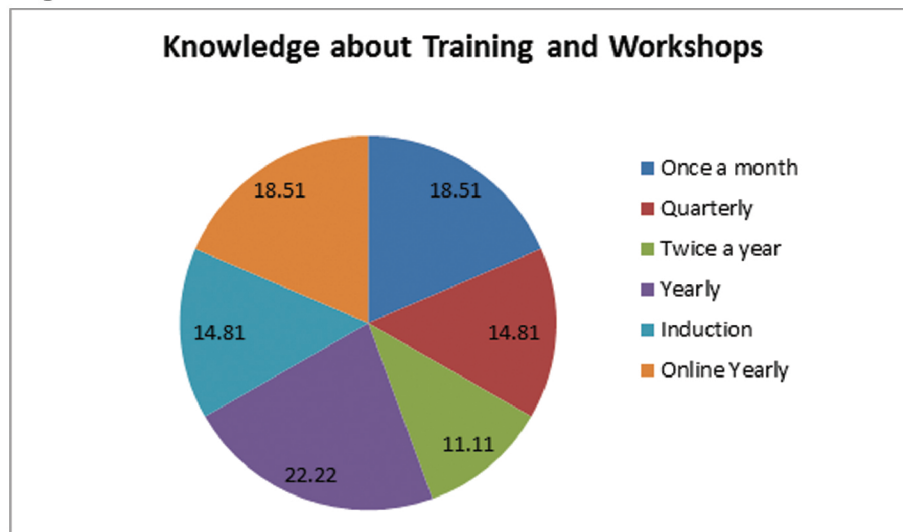
It's clear that media organizations do not seem to have any kind of a structured programme for creating awareness on sexual harassment issues within their systems. This obviously leads to sexually loaded comments, behaviour, etc. being ignored and overlooked since women are not aware if there should be a complaint filed and if they would get support from the organization. However, in such a scenario, it was heartening to find that a very small number of organizations as well as senior respondents felt seriously about such issues and took it upon themselves to create awareness.

Fig. 5.2 Knowledge about Training and Workshop



BBC had more of an organized programme with two-three awareness workshops every year. Some other respondents like Karunesh Srivastava, a 59 year old male, with decades of experience in advertising media, said, *“In my previous company, we used to organize such workshops every week or fifteen days with small groups for easier management and also insist that men participate in these.”*

Fig. 5.3



Some (18.51 percent) said that, while organisations may not organise workshops or training sessions on sexual harassment policies, they have guidelines that are circulated over email to all the employees and even encourage conversations around gender so as to dismantle stereotypes. 41 year old, Shubhangi Vishnu, female respondent from advertising said,

We do have conversations about gender sensitisation. It’s like let’s have coffee over this topic. Where leaders of the company get together and get people to talk about it.

Benazir Bijoy (31 years, female) from advertising said,

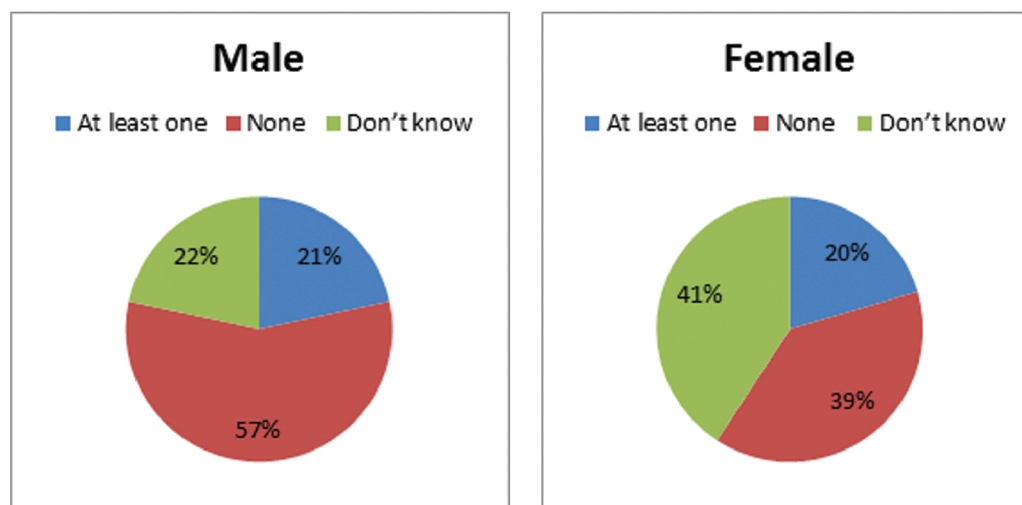
We have started a special e-learning module that is focused on POSH Act. It’s 45- 50 minutes long and is mandatory. If you’re sitting in the premises then you need to do this, even if you’re an outsourced person on the premises you need to do this course.

A little less than a quarter of the respondents (18.51 percent), said that only a cursory glance was given to the Prevention of Sexual Harassment Act and its procedures. A one odd slide in a presentation at the orientation was the attention that it merited in most organizations.

Knowledge about Complaints filed

48 percent of all respondents stated that there had been no complaint against sexual harassment filed in their organizations, while 31.5 percent said that they had no idea if a complaint had been filed or not. Only 20.5 percent of respondents said that they knew of at least one case being filed in the IC against sexual harassment.

Fig. 5.4 Knowledge about complaints filed



As stated earlier, it is apparent that the lack of a vigilant machinery against sexual harassment acts as a deterrent to filing of sexual harassment complaints as the affected employees tend to overlook or ignore overt or covert methods of sexual harassment.

Knowledge about a Counsellor within the Organization

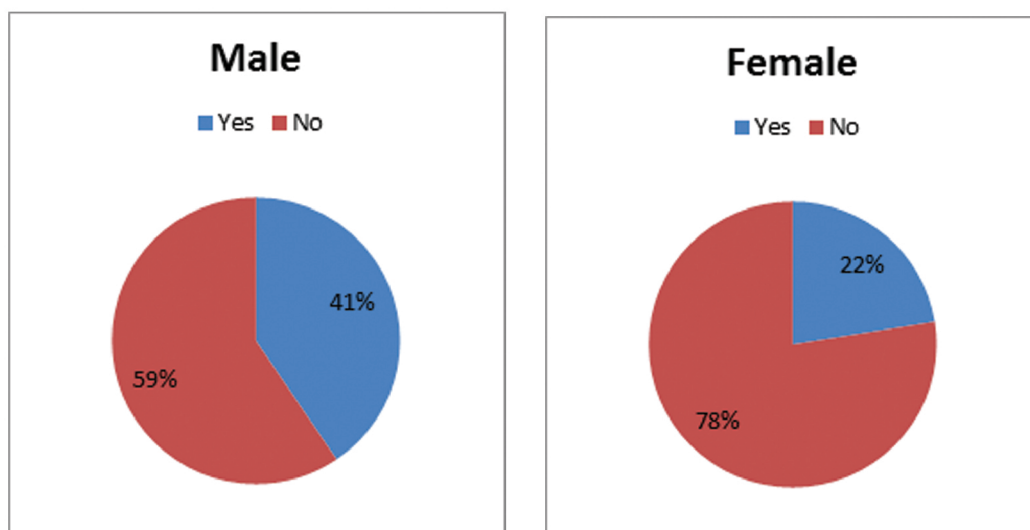
Out of the 84 responses that we got from our 86 correspondents pertaining to the question whether they had a counsellor within the organization, 39 respondents (46.42 percent) said that they did not have any counsellor. In the print media it was surprising to see that regional press was more proactive about having a counsellor in their organizations. Though a smaller number of interviewees were from Hindi and Marathi media, more of them (40 percent) said that a counsellor was present at their organization, as compared to their English language counterparts.

Advertising agencies however, showed a better range with almost 50 percent of those interviewed saying their organizations had a counsellor. Television industry, whether regional or English, did not have better percentages than print media and mostly ranged between 23-33 percent saying their organizations had a counsellor.

Knowledge about Third-party Harassment clause

Sexual Harassment of Women (Prevention Prohibition and Redressal) Act 2013 provides for redressal on sexual harassment complaints that involves third parties, either as complainants or as respondents. 68.5 percent of the respondents were unfamiliar with the clause “Third-party harassment”. On being explained, 41 percent male and 22 percent female respondents stated that they knew about this clause.

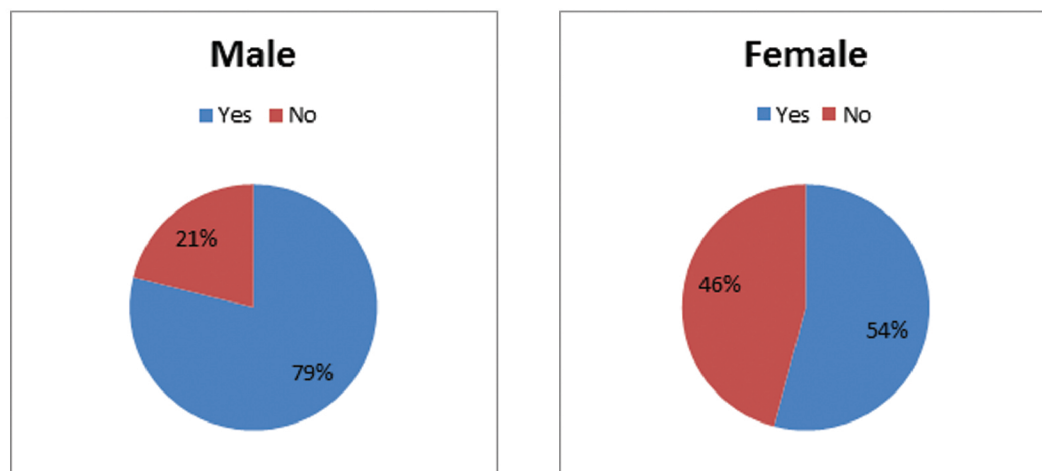
Fig. 5.5 Knowledge about third party harassment



Knowledge about procedure for filing sexual harassment complaints

Almost half of women respondents had no idea about the procedure for filing a sexual harassment complaint in their organisation. 46 percent women and 21 percent men did not know about the procedure. 54 percent women and 79 percent men were aware about how to file a sexual harassment complaint. But they didn't seem to be bothered as many thought HR was where they would go for such complaints. Some of those interviewed were aware about the procedure because they were themselves in the committee or had someone close to them as a member of the IC or Gender related cell.

Fig. 5.6 Knowledge about procedure for filing sexual harassment complaints



Policies for transgender employees

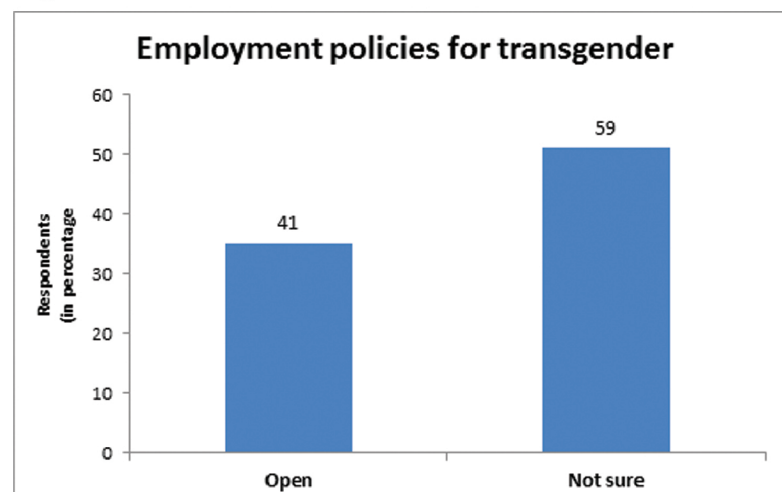
Respondents generally had no idea about employment possibilities for transgender persons in their organizations. Mostly this question flummoxed them. The term 'transgender' too raised quite a few doubts since 'gay' and 'lesbian' were all that respondents were aware of.

However when asked if their organizations would be open to employing someone who is a transgender person, 59 percent of all respondents had no idea whether the organizational policy was open towards this possibility. 41 percent felt that sexual orientation had nothing to do with professional skills and merit was the only concern for employment. Mostly all respondents felt that there were no specific rules for or against employment of

transgender persons but the application forms for all organizations had only ‘male’ and ‘female’ boxes and there were no ‘others’ in it. When asked about transgender employees, 23 year old Tina Silveira from the English broadcast said,

I don't think so, I haven't seen any transgender employee. But in female and male there is no 'others' box so there is no space for them.

Fig. 5.7



Conclusion

This section threw up some interesting anomalies. Though there were cases of sexual harassment - and some even reported about knowing somebody who had to quit their jobs because of unwarranted and unaddressed sexual harassment - the female respondents still felt that they would not face any such issue, since they knew how to deal with such cases on their own. If they found that they could not control the situation then they would have no qualms in reporting to the HR department. A few such responses were:

I think we are very self-aware. So if I feel that at any point of point, any of my male colleagues are crossing the line, either I tell them off, like you know 'Listen, just back off' otherwise, if it happens more than once, I think all of us are very vocal and we can directly go and tell the HR.

It's a very open working environment. I can actually go up to my boss and abuse him and tell him that "you are an insensitive prick who doesn't understand that I am working when I'm chumming, I am just not going to come to work tomorrow". You can approach anybody, you can talk to anybody which is, I think, one thing, that is across the board in all media organisations. That is their way of promoting safety.

Such responses show that women in media today are quite vocal and assertive. However, these responses could be seen only from women respondents in English Media. The picture is quite different in regional media houses. Here male respondents were more insistent about all rules being observed and women being provided with all safety measures but women themselves were quite unaware of mandatory constitution of IC for prevention of sexual harassment or steps to take if they found themselves in such situations. Surprisingly certain proactive measures like having a counsellor or constituting an IC are more prevalent in regional media organizations than English media organizations.

The series of questions posed to respondents on POSH Act, 2013 to gauge their knowledge about the Act, produced contradictory responses. While many seemed to be aware of the Act, they were either unaware or vaguely aware of related provisions like constitution of IC, role of IC, procedure for filing a complaint or third party harassment. Some even mentioned about the IC being constituted 10 years back. This gave an impression

that they were probably talking about Vishaka Guidelines on Sexual Harassment. Interestingly some of the regional-language press media personnel said that the IC would be constituted as and when the need arises. An incident that seems to have jolted the media is the Tarun Tejpal case, after which many respondents said that the HR had become quite active and had been sending them questionnaires to fill by mail or had sent emails to all women employees providing them with guidelines towards prevention of sexual harassment.

However, the respondents themselves have not taken these missives seriously and some have not even bothered to reply. Some of the male respondents were quite dismissive about POSH, 2013 and wondered why they should know details about it, when it was meant for women. When asked about the Internal Committee, Nitesh (25 years old, male) from English broadcast says,

Yes there is, our boss who is a woman heads the committee. No idea when it was formed, we just know because we laugh about it, that's why.

Though respondents, especially in print media, reported that training and workshops under the SHA was not a regular feature and there was a general vagueness about its different aspects, yet they also stated that since they are journalists they are supposed to be aware of all such measures.

No workshops or training sessions conducted. Newspapers tend to have very informed women. So it is assumed that they are well informed and you know your rights and you're supposed to fight for them.

Mostly all respondents felt that they were being provided with a safe working environment since they had close circuit cameras everywhere, they had safety guards, separate toilets for men and women and late night drop and sometimes early morning pick up facilities. Hence there was a general perception that this environment served as a deterrent to any would-be sexual misbehaviour or predator.

What could possibly account for the low level of awareness among respondents about their working conditions? One could be the high attrition rate in media houses, especially print media, a fact highlighted by Ammu Joseph (2005). Many of the respondents were vague about policies and measures because they had joined the organization recently after moving from another one. Secondly, those respondents who work as reporters and correspondents or as photographers and camera persons and are out on beats may not be aware of policy issues pertaining to gender, if any, since they are hardly in office. Thirdly, some of the respondents also said that with so much work pressure on them, it was difficult to keep up with emails, workshops or any other proactive measure the office might take, hence leading to lack of awareness and interest.

Chapter 6: Sexual Harassment: Perceptions, Experiences and Responses

On sexual harassment at work place, the respondents were asked a series of questions beginning with whether they had faced sexual harassment at work place, the nature and kind of harassment and whether they had lodged a complaint and if the complaints were addressed in a time-bound manner.

The data on sexual harassment falls into three distinct responses. The first of these is a denial. A large number (69.38 percent) of the female respondents said they had not faced sexual harassment in any form. However a large majority amongst them did acknowledge an invisible form of sexism that is prevalent in media houses but is often unacknowledged or rather not supposed to be talked about. It is accepted as 'given'.

30 year old Divya Das, who has worked with several news channels very succinctly puts it:

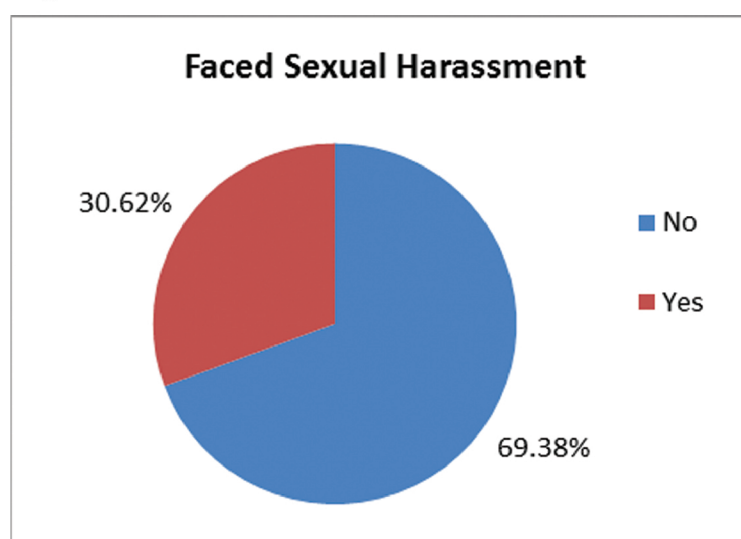
Cracking of sexist jokes is always there. Everybody is always saying things that have puns loaded but nobody means it in any way, the environment is like that. Nobody reads much into these things unless it's specific to you.

25 year old, Aranya Sidhwani from a leading Hindi daily first denied that she had ever been harassed and then added

See these things are so common. For some it is not even sexual harassment. So how many complaints will you file, the more you bother to do all this, the more you will be troubled, especially for me, only girl in the team, it would get very difficult. So why would I make my life so difficult and you know how our legal system and police work.

The **second response** is an acknowledgement of very obvious forms of sexual harassment that range from unwelcome comments on appearance, unwelcome conduct and inappropriate touching by seniors to online stalking and offensive text messages or too much attention being showered by male bosses that get a little uncomfortable. One third (30.62 percent) of the female respondents said that they had faced sexual harassment at work place. See table 6.1 for the types of transgressions.

Fig. 6.1:



Only three out of the 15 respondents who faced sexual harassment had lodged a complaint. Others who were sexually harassed did not lodge a formal complaint with the Internal Committee. The reasons proffered were multiple ranging from 'career would be jeopardised' to 'it would not serve any purpose'. As 28 year old Ayushi Kadam from the advertising industry says,

Advertising is a really, really small industry and everyone knows everybody. If they come to know that you have complained, then it'll have negative effects- because at the end of day, all the big bosses are male.

Another from the electronic media echoed a similar opinion *"I'll think twice before complaining because I don't want to lose out on something because someone doesn't know how to behave"*

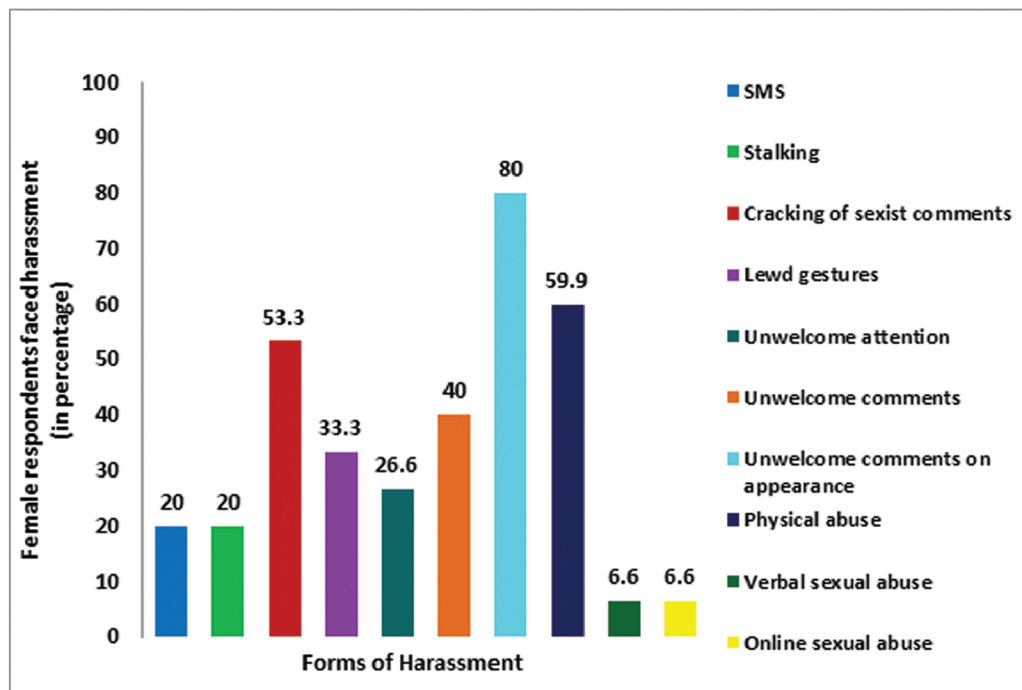
The fear of backlash, stigma, lack of support from colleagues and absence of supportive institutional mechanisms deter some from pressing charges against the accused. 29 year old Vidhi Raisingh who works with a leading English daily summarised it well,

If you complain then you become a Whistleblower and nobody wants to take you. You lose out and it's hard to find occupation. This happens across the hierarchy and across forms- print, electronic, digital etc. The man remains in the office, unaffected but it is often the woman who is subjected to shame and bad-mouthing by her colleagues, calling her a slut or a bitch and what not. Many a times if the accused is in a high position the HR do not act. In such cases the woman either has to leave the organisation or continue in a different team which may not be of interest to her.

Some felt they should have complained but let it go. 29 year old Riya Nagpal from a leading English newspaper who ultimately had to quit and now works with another English daily had this to say,

My boss slapped my thigh and commented on my appearance, about how some days I look good or someone is wearing a skirt which would make her legs look sexy, he would always pass unwelcome comments to women around in the office. I should have filed a complaint, but because the other women who were also harassed let it go, I too did the same.

Fig. 6.2 Forms of Sexual Harassment faced by respondents



Please note: Any individual may have been harassed through multiple forms of harassment therefore the figures don't add up to 100%

37 year old Piya Sethi with 15 years of experience in television channels recounted her traumatic experience of lodging a complaint,

The committee did not support. They said that they were not in a position to do anything because the harasser was the Director. There was no action taken so I had no choice but to walk out and resign.

She further adds,

Even my peers did not support. They asked me not to file a complaint and feared that he would ruin my career. I knew he had done similar things to other colleagues and I asked them to support me so that I could complain- they said they won't because they didn't want to leave the company. Finally I went ahead and lodged an FIR. I was in severe depression and I was contemplating suicide.

45 year old, Neha Kapur with 20 years of experience in the English press said,

My editor flung verbal sexual abuses in front of the whole editorial board while we were having a conference. I complained but my peers did not utter a word of support. In another instance I was trolled with explicit sexual content by a person for an article that I wrote. Instead of lending support people asked 'what did you write'? Why should anyone even ask this question – there is no provocation in sexual harassment, it is the offender whose mindset needs to change

Some find a way out without lodging a formal complaint. Says Vidhi Raisingh a 27 year old journalist about her former employer a widely well-known English-language newspaper,

There was a very serious case of sexual harassment but I was just an intern then, hence did not report. I confided in a friend who worked with the features department and requested that I be taken there. This I felt would be safe for me.

Sometimes there is a 'reverse kind of sexism', that is at work, which can be equally offensive- a patronising attitude that can be repulsive. As 45 year old, Kimaya Dayani, working with an English print organisation says,

Sometimes I find this offensive, my boss would always say " you have worked so nicely, I always wonder how you work despite having 2 kids" I have won many awards and for every ceremony he would say the same thing. Why does he bring my kids in the conversation especially when I have never asked for concessions because of my kids?

Conclusion

Thus there seems to be a general atmosphere of sexism that pervades the work culture of media houses. Less number of women reporting cases of sexual harassment may be good news but it may also indicate a large scale acceptance of sexism at the workplace or women choosing not to react. 27 year old, Vidhi Raisingh articulates this well when she says,

If you complain about something or bring up something often, it's called a complaint instead of an issue. And they go like "oh no, everything is not about gender. Just chill'. So then you tend not to react, to just ignore it and move on, than you being that bitchy woman.

Thus one prefers to remain silent than react to every instance of sexism. Somewhere this reluctance to complain also ties up with the largely masculine culture prevalent within media houses which is usually dismissive of such instances of harassment.

Of the fifteen respondents who said they had been sexually harassed only five were aware of the procedures of lodging a complaint and knew of other details like the internal committee and its members and third party harassment. The rest had heard or had some vague idea about the Prevention of Sexual harassment of Women at Workplace Act 2013 but had absolutely no idea about the provisions under the Act. Lack of knowledge among the employees of what constitutes sexual harassment and the rules under the Prevention of Sexual Harassment of Women at workplace Act, 2013 reflects poorly on the media organisations and their commitment to zero tolerance of sexual harassment. Managements are clearly indifferent to complaints of sexual harassment and do nothing to address it. In fact one of the respondents made a telling statement,

What do you expect when the top management harasses you?

Sexual harassment is a sensitive topic that few are willing to talk about. They would rather stay quiet or handle it themselves than lodge an official complaint. Nevertheless sexual harassment is an occupational hazard that many female employees within media have to deal with, in one form or another. (Joseph, 2005; NCW, 2004; IFJ, 2015). Some of the unsolicited comments and remarks though without explicit sexual content can be quite unsettling and disturbing. And this kind of casual sexism comes out in reporting as well. Misha Patel, (36 year old, female journalist) articulates this well when she says,

Like the simple judging of clothes when the Oscars, or Grammy awards happen. So that in itself becomes a norm and we forget that we are judging women for their clothes, the best and the worst dressed, every day. It's only the women it's rarely men.

Sexual harassment constitutes a grave violation of the constitutional rights of women under articles 14 and 15 and her right to live with dignity under article 21 of the Constitution. The Sexual Harassment of Women at Workplace Act (Prevention, Prohibition and Redressal), 2013 clearly stipulates that it is the duty of the employer to provide a safe working environment at the workplace and display at a conspicuous place in the workplace, the penal consequences of sexual harassment and the order constituting the internal committee. It further states that the employer shall organise workshops and training programmes at regular intervals to sensitise the employees about the provisions of the Act. Almost all the media organisations whether advertising, broadcast or print save a few have been found severely wanting in this respect.

Chapter 7: Conclusion and Recommendations

This was a comprehensive study, carried out across print, television and advertising media to find out how gender sensitive and inclusive media is, with regards to policies, gender distribution and pro-active measures to provide a gender friendly working environment. The project was restricted to media organizations within Mumbai Metropolitan Region and covered a total of 87 respondents drawn from 36 media organizations across languages. The data collection exercise was carried out by a group of fifteen students who received intensive training in the intricacies of data collection and research methodology for two weeks prior to going to the field. Our conclusions, thus, are derived from the rich data gathered from interviews with media personnel and from review of previous research studies and existing literature on the subject. However it is important to bear in mind that media personnel do not constitute a homogenous community. They expressed a diversity of opinions on a range of subjects. What we present here are broad conclusions:-

- Our respondents' profile clearly reflects a predominantly Hindu, upper caste population within media organisations. There is hardly any representation of lower castes, dalits and tribals.
- The marginalised genders have an insignificant presence. The organisations seem quite open to the idea of employing them and emphasize that there are no barriers, yet are not pro-actively involved in reaching out to them.
- Data on gender distribution at different levels and within different sections in media clearly reflect gender disparity. While there are more number of women in junior and middle level positions, there is a preponderance of males at the top levels. Board members, Founder members, CEO etc are predominantly men. Women are found in large numbers as HR personnel across print and advertising but are less in number in broadcast. The presence of women technical personnel like camerapersons, photographers, printers etc is dismal across all media. Marketing and client services in the regional-language press have more women employees. However the marketing section in English dailies is largely male oriented.
- Some of the respondents were so critical of the use of a gender lens in the questions that it seemed as though gender did not matter in media organisations, that women and men are distinguished more by their professionalism than masculinity and femininity. However a deeper probe revealed the misogyny floating around.
- Beats are highly gendered even though media houses would have us believe that gender is irrelevant when it comes to assignment of beats. Culture, education, consumer news, fashion, lifestyle are primarily assigned to women and crime, business and political reporting are generally done by men with some exceptions like Indian Express for instance which has women crime reporters across the country. This was attributed to women's preference for the so called 'feminine beats' and that it was unsafe for women to do crime reporting or that she was physically weak to handle heavy technical equipment. Here too, we find stereotypes and over-protective male attitudes operating. Jobs that are perceived as glamorous like being on-screen were given to women, since as one respondent reported "Nature has made women more presentable and attractive. They perform comparatively better on screen and males at the back-end".
- Gendered assumptions and stereotypes are deeply embedded within media organisations but are more pronounced in the regional-language press. Men play 'big brotherly or avuncular roles' (Joseph, 2005) patronising and protectionist. This is indeed a matter of concern, since successive Indian Readership Surveys (IRS) has shown that the regional-language press have a large readership base.
- A masculine culture pervades media organizations and determines the work ethics and news content. There is the preponderance of a 'Boys' Club" which includes working till late hours or playing political mind games. Women respondents said that they got their promotional opportunities depending upon whether they played by these power games or refused to do so. Women respondents also felt that they were constantly

being judged and had to prove that they were “as good as a man”. However if women were aggressive it was perceived as arrogance, whereas the same was overlooked in a man. Thus there seems to be a tension between what Zoonen (1998) calls 'the requirements of objective and detached professional values and the cultural demands one faces as a woman'.

- The lack of awareness among media personnel about their rights with respect to various policies is appalling to say the least, and among those who are aware of institutional mechanisms and procedures, the reluctance to use them is disheartening. While the number of women in media is definitely on the rise, it has still not translated into organizations having structured programmes for creating awareness of sensitive issues like sexual harassment.
- Only 33% of the respondents reported to there being any orientation/training/workshop organized at periodic intervals for employees so as to generate an awareness of The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. There were exceptions in which seniors from certain organizations did say that they conducted such programmes at their own initiative for their juniors.
- This lack of awareness translates into respondents not knowing the procedure regarding filing of sexual harassment complaints within their organization. At least 26% female respondents and 10% male respondents said that they had no idea about the procedure for filing complaints. Amongst the others who knew about the procedure, many felt hesitant about filing such a complaint if the situation should ever arise, because they were not confident about their organizations supporting them.
- While the number of women in different forms of media has been increasing, the feminization of media does not necessarily translate into less sexism in media content or an increasing feminist consciousness since organizational content, socialization of reporters, journalistic routines play an important part in imbalances in gender portrayal in media content.
- Reconciling the demands of work and family life came out as a major hindrance for women professionals in media. Women seek not only gender sensitive workplaces but also understanding families. The socialisation process is not wired to train girls in goal setting and negotiating skills or for facing the challenges of work life.
- When it comes to gender policies very few organisations have little to offer other than the legally mandated policies like maternity leave for instance. Even here there are disparities with some offering fully paid three months maternity leave and others six months. Paternity leave of course is a mere token ranging from one week and fifteen days to one month. There seemed to an unwritten code in some media houses about losing out on career benefits like promotion and other incentives following maternity leave.
- However all is not bleak. There are some media organisations which stand out for their progressive gender policies that reflect their sensitivities to structural inequities within the system. These policies seek to provide a gender enabling environment to women and mitigate the gendered consequences of their work life. These include organisations like SapientNitro, FCB Interface and Hypercollective in the advertising media, Star and NDTV in broadcast and BBC in print.
- The advertising media appeared more sensitive with respect to gender policies and attitudes with greater awareness of working conditions and progressive gender policies in place.
- The lack of transparency within media organisations was quite startling. The HR of most organizations was extremely reluctant to share information on policies. There seemed to be an unstated command asking employees not to give interviews. Media creates awareness amongst the public by their revelations; however they need to extend the same policy to within their organizations too.
- Attrition rate within media organizations is very high leading one to surmise that there exists a paucity of job satisfaction or lack of suitable working conditions, which lead to media personnel frequently changing jobs. This again leads to there being a lack of awareness of the organisation's policies. Besides this, the tremendous work pressure on media personnel seems to lead them to ignoring important aspects of policies, personal rights, statutes and legal rights.

Recommendations

There is no easy way of dismantling the gendered assumptions and cultural stereotypes that are deeply embedded within media organizations. While we agree that sexism within workplaces cannot be delinked from the larger forces of misogyny and patriarchy that have deep roots within the social structure, the fact remains that media, being a watchdog of democracy has a greater responsibility to shoulder and must pay greater attention to issues of gender and justice and equity. Media organizations must therefore turn the gaze inwards and reflect on the following:

Inclusive Media

There is poor representation of the lower castes, dalits, transgender persons, disabled and religious minority groups in media. This is highly exclusionary since these groups do not participate in news making. We recommend that media houses be more inclusive and reach out to the vulnerable sections of society. It is not enough to say that there are no barriers and that recruitment and promotion policies are transparent. A more proactive approach is required if media houses are to be truly inclusive and sensitive to issues of equity and justice.

Recruitment and Promotion

The Board members and the senior management are mostly males, which exclude women from the decision making process. The technical team is predominantly male as women are considered to be physically weak by recruiting personnel and therefore incapable for jobs like operating a camera, logistics, broadcasting, photography, etc.

- We recommend more gender balanced and gender sensitive panel for recruitment so that the gender disparity in work allocation can be done away with.
- Remuneration for all employees should be made transparent, at least to those who work in the same slab.
- Processes of recruitment and promotion should be made transparent for all employees.
- Instead of having limiting and protectionist policies for female employees, the organization should aim to create a safer and an unbiased work environment. Some of the measures in that direction could be:
 - ∨ More frequent and comprehensive awareness programs to create an understanding of various gender issues for all employees
 - ∨ Providing verified drivers and security personnel for pick-up and drop services
 - ∨ Providing adequate safety measures like verified accommodation, travel, security to all employees in conflict situations

Gender Policies

Organizational policies are a true reflection of their commitment to issues of gender justice and equity. Hence policies should reflect a concern for structural inequities and how they may limit career opportunities for women especially and other disadvantaged sections. One such concern that resonated strongly among the respondents was how pregnancy and motherhood hinder career opportunities and growth.

- We recommend that organizations should have at least four weeks of paid paternity leave and be open to extensions if need be and have incentives for men who share child-care responsibilities.
- There should be seamless re-integration policies for employees who have returned from maternity or paternity leave and should be non-discriminatory in terms of appraisals, promotions and incentives.
- Organizations should provide crèches, day care centres with surveillance within premises. They should also try to employ certified childcare workers for the same.

- We strongly recommend the inclusion of parental leave for employees
- Organizations should have strict no-tolerance policies for inappropriate comments on physical appearance, attire and conduct for all employees.

Pro-active measures

Media organisations must be proactively involved in making the policies effective and workable. We recommend the following in this regard:

- All employees should be made aware of the provisions of 'The Sexual Harassment (Prevention, Prohibition and Redressal) Act, 2013', with details like the composition of the Internal Committee, its members (both internal and external), procedure to be followed with regard to filing of a complaint and the role of the committee.
- Special attention should be paid to third-party harassment and employees should know whom to approach in such cases.
- Organizations should offer a 24/7 helpline for employees' grievances in addition to providing services like in-house doctors and counselors for all employees.
- Gender sensitization workshops should be organized on a regular basis so as to help employees become aware of their hidden assumptions and prejudices around gender.
- Andro-centric values within the organization must give way to egalitarian values that promote and respect diversity at the workplace.
- A written code of ethics should be displayed at a prominent place. This document should specify policies for gender inclusivity and help educate all employees on gender sensitization
- An E-learning module on gender sensitivity could be incorporated which would benefit even personnel working away from the office on different beats and also freelancers. With internet connectivity available at our finger tips, accessing these modules would not be a problem, at the same time ensuring that everyone grows and learns about gender inclusivity and sensitivity.

Sexual Harassment Policies

Some of our respondents recounted with horror the trauma of lodging complaints. Since sexual harassment constitutes an exercise of power that is traumatic for complainants the enquiry process should not be one that replicates such trauma. It should be handled with sensitivity and concern. We recommend the following in this regard:

- Since sexual harassment and enquiries into complaints can be highly stressful for the complainant, redressal of a complaint once harassment has been established should be tailored to address the needs of the complainant.
- The 2013 Act makes employers liable for the organisation's non compliance with the provisions of the Act. Thus we recommend that heads of media organisations extend full support to Internal Committee in order to prevent and deter cases of sexual harassment at workplace.
- Common tendencies of blaming the victim and putting pressure on the complainant to withdraw the complaint must be desisted.
- Internal Committees must be particularly sensitive to the needs of vulnerable groups who may find it difficult to complain and their vulnerability may be aggravated by region, caste, class, disability, sexual orientation and their minority identity.
- The organization should aim at having an approachable, open-minded and unbiased attitude towards complainants and maintain absolute confidentiality.

- The organization should ensure that a just trial and a speedy response are provided, in case sexual harassment is reported.

Educational institutions

Workplace gender discrimination cannot be de-linked from the larger forces of misogyny that are deeply embedded in our families and other sites like schools and colleges. It is imperative that we mount a sustained challenge on patriarchal ideas within educational institutions. Mass media courses must have a gender component integrated into each one of their courses. Gender is largely absent in the Bachelor of Mass Media course offered at the undergraduate level in Mumbai University. We found a small component on gender in four courses out of a total of thirty six courses offered in the three year undergraduate mass media course of University of Mumbai. Mere integration would not be enough. What is required is a pedagogical shift and the necessary feminist insights in each course. Gender sensitisation workshops, conversations, seminars must be an integral part of media courses at the undergraduate and post graduate levels.

Mentoring

Some female journalists mentioned about the lack of mentors within media houses that could help them cope with the increasing stresses in the highly competitive world of media. We recommend that a mentoring system be instituted to mentor fresh, young and enthusiastic recruits who are brimming with novel ideas.

Transparent media

Last but not the least, we strongly recommend that media open itself up for scrutiny and be more transparent about its policies and work ethics and introspect and reflect from within.

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Interview Schedule

Gender within Media

Collaborative Research Project by Population First and Gender Issues Cell, K C College

Socio - Economic profile

- o Name
- o Age
- o Sex
- o Education
- o Caste
- o Religion
- o Designation

1. Gender Distribution

	Male	Female	Others
Permanent Employees			
Contractual Employees			
Freelancers			
Interns			
Board Members			
Higher Management			
Human Resource Management			
Marketing			
Advertising			
Client Services			
Technical Team			
Creative Services			
Web Team			

Recruitment and Promotion

2. What are the selection grounds/recruitment policies for your employees?
3. Is the recruitment panel gender sensitized and gender balanced?
4. What are the criteria for promotion?
5. Does your promotion policy take into consideration gender sensitive content?
6. What are the different beats assigned to men, women and others in the organisation?
7. What are the reasons for this assignment?
8. What is the percentage of women on-screen/back-end? What do you think could be the reasons for this? (For Broadcast)
9. What is the percentage of women in technical jobs?
10. Do you have flexible policies for work arrangements? (for example, Work From Home, flexible working hours)

Policies

11. What do you think is gender policy?
12. Does your organisation have gender specific policies?
13. If yes could you please elaborate?
14. What, according to you, is a safe working environment?
15. Do you think your organisation provides one?
16. Are you aware of the term "Gender Sensitization"? If yes, what are your thoughts?
17. Do you have separate toilets for men and women and others?
18. Does your organisation provide drop and dorm facilities?
19. What kind of safety measures are provided to reporters when they are on duty in conflict situations?
20. Does your organisation provide maternity and paternity leave? For how long and is it paid?
21. What are your reintegration policies for those returning after they have opted for unpaid paternity/maternity leave?

22. Does your organisation provide child care and child support services like creche?
23. Does your organisation have any special leave for women
24. Does your organisation have equal remuneration for men and women and others?
25. Does your organisation have a written code of ethics (which deals with gender representation that is gender sensitive)?
26. Do you have a dress code in your organisation?

Pro-active measures

27. Do you know about the Sexual Harassment Act, 2013?
28. Do you have an internal committee in your organisation and when was it formed?
29. Who are the members of the committee and who is the external member?
30. What is the role of the committee?
31. Does your organisation conduct workshops, training sessions for gender sensitization?

How many sessions are conducted?	How often are the sessions conducted?	What are the methods used to conduct these sessions?	Resource persons for the sessions conducted.

32. Till date, how many complaints of sexual harassment have been filed?
33. Do you employ transgender persons and does your policy cover transgender persons too?
34. Do you have an in-house counselor/consultant within your organisation?
35. Are you aware of the procedures to follow with regards to a sexual harassment complaint?
36. Are you aware about the clause on 'third party harassment' with regard to Prevention of Sexual Harassment Act, 2013.

Sexual Harassment

37. Have you faced any form of sexual harassment?

	Yes	No
SMS		
Stalking – online or otherwise		
Cracking of sexist jokes		
Showing pornographic material		
Lewd gestures		
Inappropriate touching		
Unwelcome comments		
Unwelcome conduct		
Unwelcome comments on appearance		

38. If yes, did you lodge a complaint?

39. What was the response of the committee?

40. Was the complaint attended to in a time bound manner?

41. How did your peers react to you lodging a complaint?

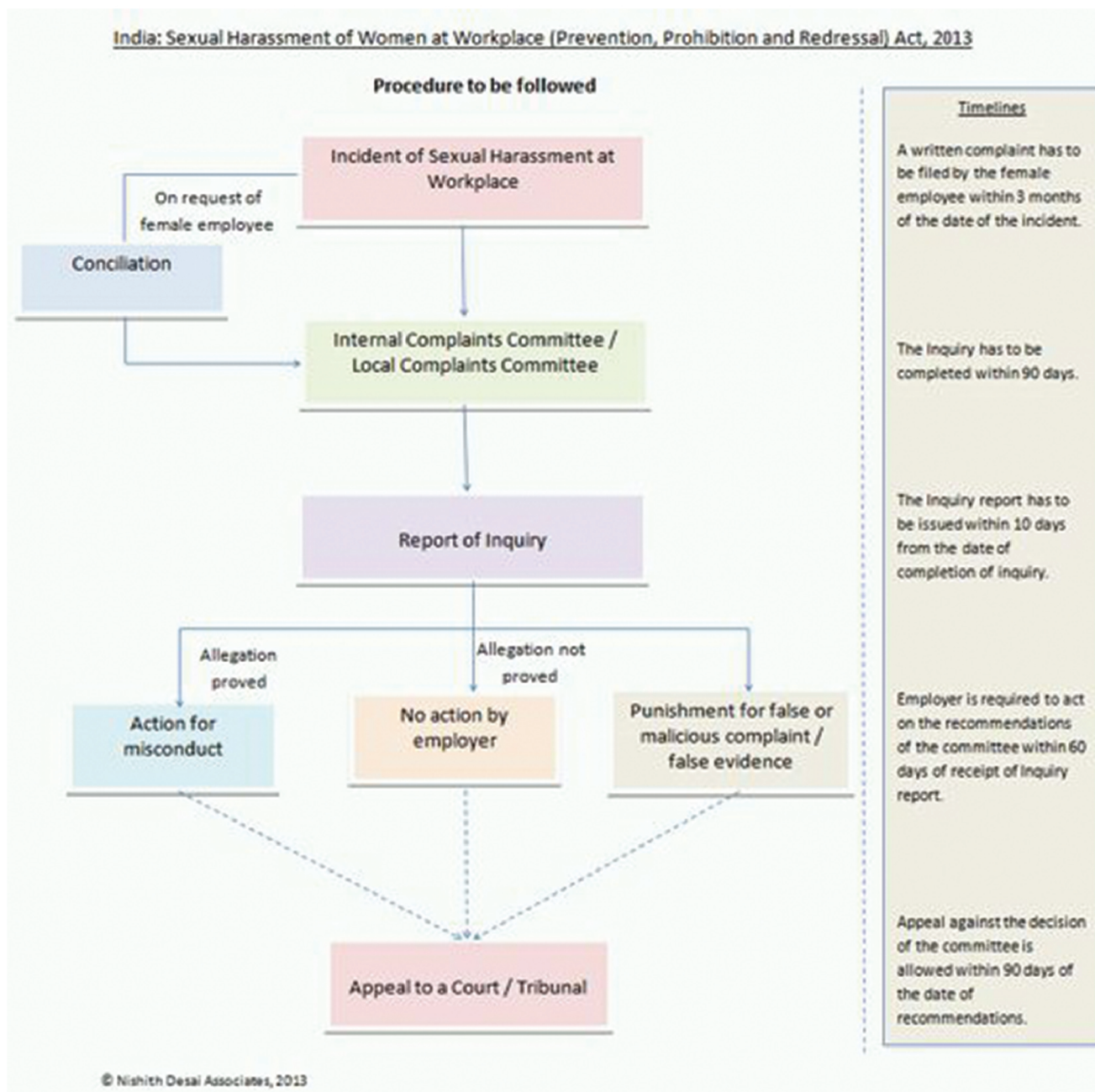
42. Did you continue to report at work during the period of inquiry?

43. Do you feel lodging of complaint affected your career prospects?

44. Anything else that you want to say and comment upon?

Appendix IV

Flow Chart on Procedure and Inquiry in Sexual Harassment Cases



Source:

<http://www.mondaq.com/india/x/238076/Discrimination+Disability+Sexual+Harassment/Indias+New+Labour+Law+Prevention+Of+Sexual+Harassment+At+The+Workplace>

About Us

POPULATION FIRST

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Our Vision:

An India where every child is wanted, cared and nurtured

An India where every woman is empowered to exercise her rights

An India where every citizen is secured a life of social well being, free of poverty violence and discrimination

An India where health and population programmes are pursued as an integral part of social development and gender equality in an environment of collective responsibility

Our key objective is to work towards gender sensitive and social development-oriented health and population programmes. We promote gender sensitivity and gender equality through:

- Awareness programmes on gender, health, population and social development issues
- Mobilising community participation in population, health and social development programmes
- Building Public-Private Partnerships for programme and policy development and implementation
- Working with influencers in media and advertising to change mind sets related to girls and women's rights and gender equality.

ABOUT LAADLI MEDIA INITIATIVES

The Laadli Media Advocacy initiatives focus on promoting gender sensitivity in media and advertising to build a gender just society. Population First is committed to building such a society by engaging the media and advertising professionals in discussions on how they can shape, indeed, change such mindsets. A number of programmes have been initiated with the media, such as the “Media and Gender” workshops for working and student journalists, Laadli Media Fellowships, National Creative Excellence Awards for Creative Professionals, ad analysis and interactive sessions with Creative Directors of general entertainment channels as well as senior editors and media leaders.

This year we had a consultative meet with the Heads and Creative Directors of Advertising Agencies to review the gender guidelines for advertising and the draft guidelines are ready. We had also commissioned a research study on 'Changing Trends in the portrayal of Women in Indian Advertising' through IAA. The survey confirmed that there is a definite change in advertising with more positive portrayals of confident, assertive and successful women. A consultative meet was also held in Delhi with representatives of Press Club of India, Women Press Corps, Foreign Correspondents Club of South Asia, Editors Guild and Press Institute of India to explore various means to promote gender sensitivity.

UNFPA

The United Nations Population Fund (UNFPA) works to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA focuses on four key tracks in India:

1. Investing in adolescents and youth especially the vulnerable and the marginalized
2. Expanding the availability and use of integrated sexual and reproductive health information and services with a focus on family planning
3. Ending the practice of gender-biased sex selection and promoting gender equity and equality
4. Using data to decode population dynamics including evidence-based advocacy to address the emerging issue of population ageing.

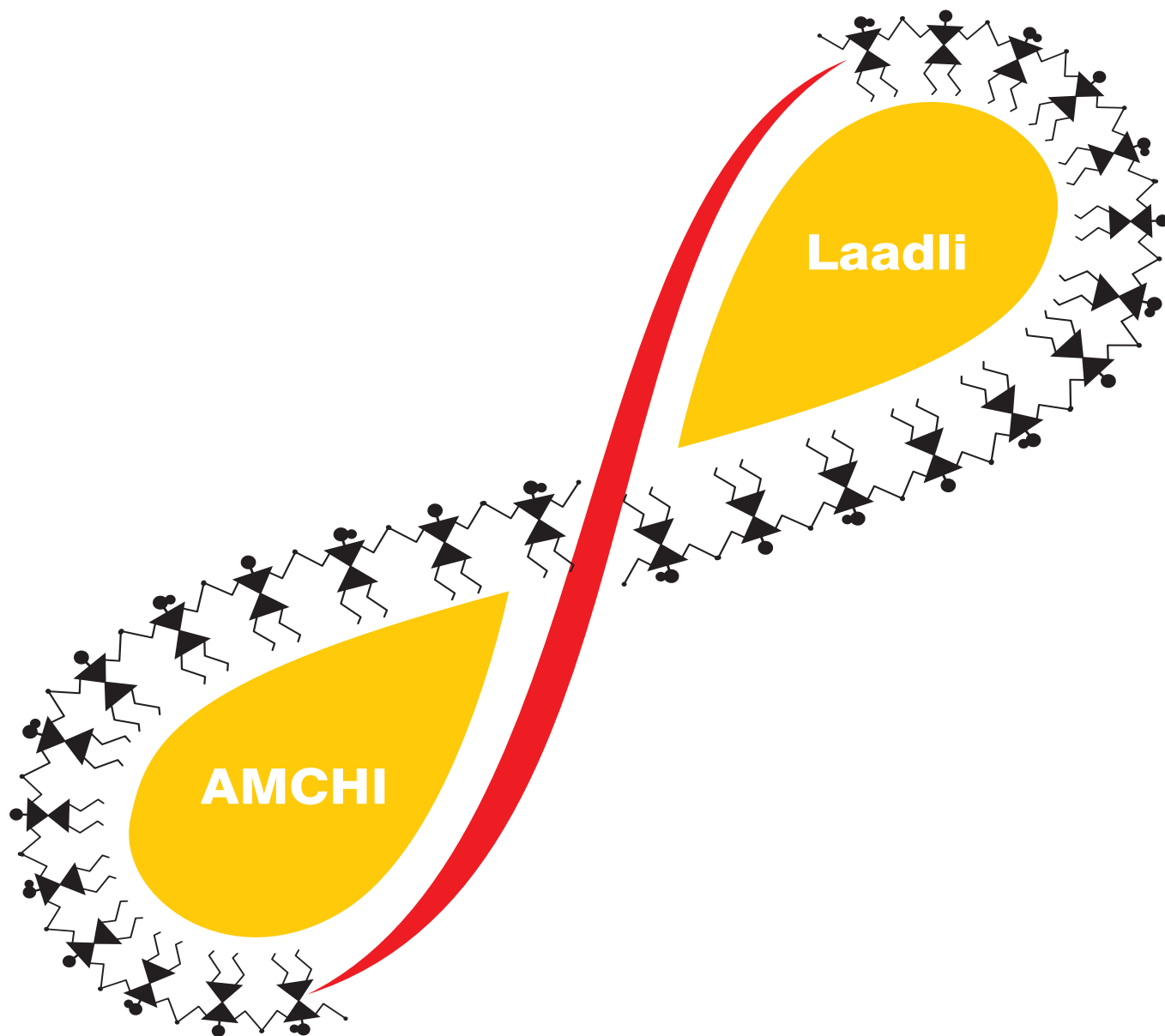
K.C. COLLEGE

Established in 1954, and now poised close to its 64th year, Kishinchand Chellaram College, Mumbai has made a momentous journey to carve a special niche for itself over the years. K.C. College as it is popularly known was the second institution set up in Bombay under the aegis of the Hyderabad (Sind) National Collegiate Board after it relocated itself in the city following the Partition of India. The two Founders, late Principal K.M. Kundnani and late Barrister Hotchand Advani, lent their own expertise and resources to help set up K.C. College as well as several other educational institutions.

Our motto has been “Salvation through Knowledge” and our vision is “to emerge as a center of academic excellence aiming at value based and holistic development of students equipped for global challenges”. True to this vision the college has worked zealously to be recognized today as a premier South Mumbai educational centre that boasts of many Undergraduate Departments, some Post Graduate Departments and a few PhD courses. The college has several Cells and Committees that provide vibrant spaces to the student community to contribute and enhance their analytical and critical thinking abilities as well as develop their personalities.

GENDER ISSUES CELL

Gender Issues Cell of KC College was constituted in November 2003 and since then has been proactively involved in raising awareness on issues of gender discrimination and in providing a nuanced understanding of gender issues through multifarious activities. National conferences, workshops, interactive lectures, film screenings, debates, elocutions, group discussions and fundraisers are organised on a regular basis to enhance students' understanding of gender issues and to dismantle stereotypes and long-established beliefs about gender roles and identities. Collaborative projects and campaigns with women's rights and advocacy groups further accentuate students' understanding on gendered aspects of their lives. We also run a two-month certificate course in gender studies. This course aims to promote a nuanced understanding of basic concepts in gender studies and to build a critical feminist perspective with an emphasis on participatory approaches and experiential learning. The Gender Issues Cell has an audio visual library with a collection of documentary films, short films and feature films on gender issues. We also release an annual newsletter titled 'Celebrating differences'. We have launched a helpline for the LGBTQI (becauseimatter.gic@gmail.com). Student volunteers of the cell form a vibrant, energetic and enthusiastic bunch and have played an important role in making the campus a space for equal opportunities for all.



Laadli and *Amchi* are Population First's flagship programmes addressing gender inequality and poor social development.

Contributions to Population First are exempt from tax under section 80-G (5) of the Income Tax Act. Population First is registered under Foreign Contributions (Regulation) Act 1976. Cheques can be made payable to Population First and mailed to: Ratan Manzil, Ground Floor, 64, Wodehouse road, Colaba, Mumbai - 400 005.



