

## **PRESS RELEASE**

### **Education Is the Key to Create Awareness on Women Security Issues: Sharat Pradhan**

**Lucknow:** **Mr. Sharat Pradhan** Senior Correspondent, Reuters, U.P expressed the above views while addressing the participants as Chief Guest of the inaugural session of the one day National Seminar on ‘**Social Security of Women in India**’ on 19 April, 2016 (Tuesday) organized jointly by the Dept. of Journalism and Mass Communication and Dept. of Home Science of Khwaja Moinuddin Chishti Urdu, Arabi-Farsi University in the University premises. By pointing towards the present hypocrisy existing in the society on women issues he said that several cases of women harassment and violence go unreported due to the marginal backgrounds of the complainants. However, he added that the increasing level of education in rural areas is making the younger generation aware about women issues and women rights. He also stressed that today internet is playing a vital role in strengthening women security measures in the society.

The program started with the recitation of verses of Holy Quran and lighting of the ceremonious lamp. Ms. **Piush Antony, PPE Specialist UNICEF**, addressed the gathering as the Keynote Speaker. She brought to the fore the facts that various women oriented government policies fail at the grassroot level as the rural women are uneducated and ignorant. Focusing on the her experiences at Saunbhadra and Badayun she pointed out that women survival is a greater issue than her security. She further urged that the government should focus on creating a care economy which provides the basic infrastructural amenities to the women like toilets and crèches so that they become active participants in the society.

Hon’ble Vice-Chancellor, Prof. Khan Masood Ahmad, welcomed the eminent guests and began his speech by emphasizing that there is an increased women participation in the workforce but that hasn’t contributed much in changing her perceived position in the society. He therefore stressed that fundamental changes in the mindset is mandatory to bring meaningful changes of the society.

The inaugural session was followed by a Panel Discussion on “**Portrayal of Women on Visual Media and its Impact on their Social Security.**” The panel discussion witnessed an august gathering of prominent speakers and scholars. The panel discussion chaired by **Mr. Sharat Pradhan** was enriched by relevant contributions of **Mr. Kamal Khan**, Resident Editor NDTV, **Ms Archana Misra**, Marketing Manager, Outlook, New Delhi, **Begum Shahnaz Sidrat**, President, Bazm-e-Khwateen, Lucknow, **Ms. Naish Hasan**, Social Activist & Writer, Lucknow and **Prof. Govind Pandey**, Deptt. of Journalism & Mass Communication, BBAU Lucknow. The panel discussion focused on several themes like representation of women in the media, changing parameters of advertising, representation of women in Indian cinema as well as laid guidelines for the young students in interpreting women issues.

The event concluded on the same day with the Technical and Valedictory session. **Prof. & Dean (Ret.) Suman Bhanot**, Dept. of Human Development and Family Studies, Narendra Dev University of Agriculture and Technology, Faizabad addressed the gathering as the Chairperson of this session. **Dr. Mukul Srivastava**, H.O.D, Dept. of Journalism and Mass Communication, University of Lucknow, **Col. F.U. Ahmad** from Indian Army, **Dr. Mukta Garg**, Assistant Professor, Dept. of Human Development and Family Studies, CSA, Kanpur and **Dr. Ritesh Chowdhary**, Assistant Professor, Institute of Media Studies, SRMU, Lucknow will share their insights on a variety of women security issues like – Cyber crime, Role of Judiciary, Domestic Violence and Role of Universities in educating the youth on women issues during the second technical session.

The programme was conducted by Ms. Doa Naqvi and Dr. Archana Savita. The program was convened jointly by Ms. Ruchita Sujoi Chowdhary, Assistant Professor, Dept. of Journalism and Mass Communication and Ms. Tatheer Fatma, Assistant Professor, Dept. of Home Science. The program was conducted efficiently under the supervision of Prof. Mahrukh Mirza, Dept. of Commerce. The program witnesses an active participation of faculty members and students from different Universities of the city.