

**National Commission for Women
No. 4, Deen Dayal Upadhyaya Marg**

Minutes of the Commission held on 29th October, 2014 at 1100 Hrs in the Conference Hall of the National Commission, New Delhi

The following attended the meeting:

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| 1. Ms. Lalitha Kumaramangalam | Chairperson |
| 2. Ms. Hemlata Kheria | Member |
| 3. Ms. Laldingliani Sailo | Member |
| 4. Dr. Nandita Chatterjee | Member Secretary |

In attendance were:

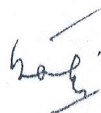
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| 1. Ms. Sunita H. Khurana | Joint Secretary |
| 2. Shri Narendra Kumar | Deputy Secretary |
| 3. Shri Sukhchain Singh | Public Relation Officer |
| 4. Ms. Richa Ojha | Sr. Research Officer |
| 5. Ms. Hunny Maithani | Coordinator |
| 6. Ms. Nitu Kashyap | Jr. Accountant |

At the outset, Member Secretary welcomed the Chairperson and all Members present in meeting of the Commission. Thereafter, with the permission of the Chair, the Member Secretary presented, ad seriatim, the agenda items of the meeting.

Agenda Item No. 1 : Proposal for commemorating Nirbhaya Day on 16th December, 2014.

- (i) It was decided that all activities to be taken up on Nirbhaya day should be based on the common theme of "Safety of Women at Public Spaces"
- (ii) Chairperson advised that a women's anthem may be prepared on this occasion. The Office of the Chairperson will coordinate with the producers, lyricist, music director and singer for this purpose.
(Action: Office of Chairperson)
- (iii) Regarding the advertisement proposed to be issued in print media, the Chairperson advised the Public Relation Officer to submit the list of agencies empanelled with Ministry of Women and Child Development for issue of advertisement in media.
- (iv) A half day session could be devoted to seminar on "Safety of Women at Public Spaces" and distinguished speaker(s) may be requested to address the delegates on this occasion. A tentative list of delegates / invitees may be prepared by Public Relation Officer. Each Member was also requested to sent their suggestions to Public Relation Officer on their recommended list of invitees and guest speaker on this occasion.

(Action: PRO)



(v) The NCW calendar and diary may be unveiled on this occasion.

Regarding the compendium of Research Studies, it was decided that the said compendium may be prepared (topic wise) within 31st March, 2015.

(Action: R & S Cell)

Agenda Item No. 2 : Approval of new posters and out-door publicity plan on behalf of the Commission.

The Commission approved the design of the posters on "Domestic Violence" and on "Sexual Harassment of Workplace". The posters on "Marriages with NRI grooms" however, was advised to be re-designed with explicit representations of passport / visa / icons of international repute.

Regarding the outdoor publicity plan of the following was decided.

Bridge Panel		
West Bengal	Kolkata	AJC Bose & Harish Mukherji Road Xing
West Bengal	Kolkata	Chowringhee Road and Exide Road Xing

Bus Queue Shelter	
State	City / Location
Andhra Pradesh	Vijayawada
Telangana	Hyderabad
Chhattisgarh	Raipur
Delhi	Delhi (MCD)
Delhi	Delhi (NDMC)
Delhi	Delhi (Ambedkar Nagar Siri Fort BRT)
Goa	Panjim
Gujarat	Ahmedabad
Gujarat	Surat
Jharkhand	Ranchi
Karnataka	Bangalore
Karnataka	Mangalore
Karnataka	Mysore
Madhya Pradesh	Bhopal
Maharashtra	Nagpur
Maharashtra	Pune
Maharashtra	Mumbai
Rajasthan	Jaipur
Tamil Nadu	Chennai
Tamil Nadu	Madurai
West Bengal	Gariahat / Kolkata

Gantries		
Karnataka	Bangalore	Tannery towards Pulkesi Nagar

Hoarding (Petrol Pump)		
Maharashtra	Mumbai	MS/HSD Batra Brothers, HPC Dealers Saki Vihar Road, Sakinaka Junction.
Maharashtra	Mumbai	MS/HSD Sachadeva automobiles, SV Road, Chincholi Naka, Malad (W), Mumbai
Rajasthan	Jaipur	IOC Petrol Pumps
Bihar		Patna
Himachal Pradesh		Shimla
Jammu & Kashmir		Srinagar
Kerala		Thirunanthpuram
Orissa		Bhubaneshwar

Metro Rail (Inside Panel)	
Delhi	Blue Line (Dwarka – Kakardooma / Noida City Centre)
Delhi	Violet Line (Central Secretariat to Badarpur)
Delhi	Yellow Line (Jahangirpuri to Huda City Centre)

Unipoles	
Chandigarh	Panchkula Side NL
Chandigarh	Railway Station
Delhi	Seelampur Bus Stop FTC ISBT to Shahdara
Delhi	Connaught Place
Delhi	B.K. Dutta Market, Rajouri Garden
Delhi	Near Lavanya Banquet Hall (MCD)
Delhi	Munirka

(Action: PRO)

Agenda Item No. 3 : Approval for broadcasting the Radio Jingles.

The Commission heard the jingles but rejected those dubbed in Bengali and Tamil etc on the ground then the jingles have to be sung by singers who actually hail from those states where the jingles are proposed to be broadcasted so as to provide correctness of account and accuracy of delivery of the jingles. It was also advised that the singers should have a resonant voice what will create a impression on the listeners.

The Commission also suggested that the jingles prepared in Hindi required further improvement. It was however, decided that given the previous decisions in this regard, the jingles may be broadcast for a short duration of only 15 days and only in selected States of the country.

(Action: PRO)

Agenda Item No. 4 : Approval for launching a publicity campaign through Prasar Bharati for North – East States.

It was decided that the outset, the publicity campaign comprising jingles and spots will be taken up in the following languages: -


Name of the States	Languages
Assam	Bodo and Assamese
Nagaland	Nagamese
Mizoram	Mizo
Meghalaya	Khasi and Garo
Tripura	Bengali
Manipur	Manipuri & T-Kuki
Sikkim	Lepcha
Arunachal Pradesh	Adi – monpa

It was decided that Chairperson will chair a meeting on 3/11/2014 with Member (LS), Joint Secretary, Public Relation Officer and Accounts Cell for the purpose of identifying other languages for such publicity programme and also to discuss the progress of activities and financial expenditure in North Eastern States.

(Action: PRO)
Action: Office of CP)

The meeting ended with thanks to the Chair.


(Dr. N. Chatterjee)
Member Secretary


(Lalitha Kumaramangalam)
Chairperson