

FOURTEENTH MEETING OF THE NATIONAL COMMISSION FOR WOMEN

(31.10.1994)

ITEM NO. 3: Project Proposals (Supplementary Note)

Ms. Akhila Sivadas, Media Consultant, has submitted a Project proposal to document the concerted efforts made jointly by the NCW and the Media Advocacy Group on the issue of women and media in a single volume, as for more than 2 years, the NCW and the Media Advocacy Group have been engaging media professionals, media critics, academics, Doordarshan, Viewers etc. in this debate. As a result, certain suggestions and concrete proposals have been emerging. To put all the work done till now in a single volume will help in knowing as to how much ground has been covered and what remains to be done. It will serve as a ready reference for future work plans.

2. The duration of the study is three months. The Consultant identified for the project is a media columnist and researcher. Within 2 weeks of the start of the project, she would work out the draft outline of the proposed book which could be internally discussed by the Members of the NCW prior to its being finalised. An amount of Rs.75,000/- was initially proposed with the following break-up :

Honorariums Consultant (for three months) (Rs.7,000 x 3)	Rs. 21,000
Assistant (for three months) (Rs.3,000 x 3)	Rs. 9,000
Secretarial costs (Computer time, Xeroxing) (Rs.3,000 x 3)	Rs. 9,000
Printing costs (120 pages) Rs.1.50 x 120 = Rs.180 Rs.180x200 copies	

TOTAL : Rs. 36,000
Rs. 75,000

3. The proposal was examined in the NCW. While the proposal was accepted in principle, Ms.Sivadas was requested to lower the cost. Accordingly, she reduced the costs by Rs.5,000/-.

4. Chairperson had accorded her approval to the proposal in principle. The matter was discussed by MS with Ms.Akhila Sivadas on 27.10.1994. After discussions, it was felt that the proposal deserves to be considered by NCW. As for the total cost, Ms.Akhila stated that Rs.36,000/- is for 200 copies of medium quality. If the Commission requires quality printing and/or more copies, the cost would escalate. MS suggested that it would be worthwhile having the book translated into Hindi as well, so as to be of great use in circulating to a wider range of users. Ms. Akhila agreed to suggest names of good translators.

5. The proposal is submitted to the Commission for consideration.