



Report of Gender Equality

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EQUALITY





SDG 5

One Day Seminar on “Promoting positive mental health amongst women – Prospects and Challenges with special reference to women of coastal district Udupi”

The National Commission for Women (NCW) was set up as statutory body to review the constitutional and legal safeguards for women, recommend remedial legislative measures, facilitate redressal of grievances, and advise the Government on all policy matters affecting women. This one-day seminar was sponsored by the NCW. The One Day Seminar ‘Promoting positive mental health amongst women – Prospects and Challenges with special reference to women of coastal district Udupi’ was organised by the Department of Commerce, Manipal Academy of Higher Education, MAHE, Manipal on 11th January 2020.



This seminar basically aimed at educating the women of Udupi district by giving special focus particularly to women in the rural sector. The main objectives of the Seminar were to create a platform to discuss matters related to women's mental health and to modify societal behaviour towards issues related to mental health. It also focuses on challenges towards implementing positive mental health in rural part of Udupi District. Around 160 participants participated in the seminar from different colleges and cooperative societies across the three taluks of Udupi District. Ten resource persons from different streams worked together with the participants on the topic of the various mental problems faced by women.

Daycare Centre for staff and students

The MAHE daycare was established about 35 years ago in order to provide a safe, nurturing space for MAHE staff and faculty members to be able to work without having to worry about childcare. With trained staff and a cottage nestled in a quiet neighborhood, the day care is accessible and affordable. Great care has been taken to provide facilities such as classrooms, playgrounds, activity rooms, a small library as well a dormitory style resting space for the



children. The day care is also equipped to provide care for children across several age groups. The MAHE Volunteer Service Organization (VSO) works closely with the daycare Centre and often conducts activities with the children on an occasional and daily basis. On a regular basis, classes are conducted by the VSO volunteers with the students. The younger children (ranging between 2-3 years) are taught basics such as colors, alphabets, numbers etc. The older children (ranging between 4-5 years of age) are taught extra-curricular skills such as origami, storytelling etc.



The VSO also conducts workshops at the daycare from time to time. The facilities are affordably priced with monthly fess being less than 1000 rupees for non-teaching members of staff and less than 2000 for members of faculty. Students who have children are also allowed to make use of the daycare facilities should they need it so that their study is uninterrupted. The daycare remains operational from early in the morning, (around 7:30 am) through the working hours (until 5:30 pm) thus providing all-round care for children during the workday enabling the parents to focus on their work.

Investigating the Policy Strategies to Strengthen the Role of Women in Social media – A Study on Digital Inclusion

The project, Investigating the Policy Strategies to Strengthen the Role of Women in Social Media – A study on Digital Inclusion, was conducted from 1st April 2019 - 31st March, 2020 (1 year). With a keen eye on the gender disparity in social media, the project focuses on gendered digital inclusion and investigation of media policy strategies. It was funded by a grant of four lakh rupees from the Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development (MHRD), Government of India (GOI). Impactful Policy Research in Social Science (IMPRESS). The Project Director was Assistant Professor (Department of Commerce) Dr. Ambigai Rajendran. The project was co-directed by Mr. Sai Sachidananda. Since the inception of “Digital India” programme by Government of India (GoI), the focus was mainly on building governance and services on demand, digital infrastructure, and digital empowerment of citizens. G20 members obliged in reducing gender gap through a variety of programmes, very recently ‘digital inclusion’ got added into it. ‘Digital inclusion must be understood as those who have the skills, ability, and opportunity to productively engage, mobilise, and participate in public life using ICTs’. In 2016, ‘We are Social’ report prepared by a UK based consultancy, posited gender inequality in social media



too, as only 24% of females in India is using Facebook. Researchers have propounded means to investigate the strategies to strengthen the role of women in Social Media, as a part of the Digital Inclusion Programme. Researchers have identified a research gap in Indian literature on gender gap existing in the way technology adopted in India. The present study aims to understand the gap to strengthen the role of women in social media, acting as a medium of overall development.