



**FINAL REPORT FORM  
for  
WACC-SUPPORTED PROJECT**

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

**THE NARRATIVE REPORT**

<b>1. Project Title:</b> (as appeared in the Agreement)	<b>Christian Youth Initiative to Re-Read the Media :</b>
<b>2. Project Reference Number:</b> (as appeared in the Agreement)	<b>Xs10-60</b>
<b>3. Full Name of Project Holder:</b>	<b>Student Christian Movement of India</b>
<b>4. Full Address:</b>	<b>29, 2<sup>nd</sup> Cross, CSI Mission Compound, Bangalroe 560 027. India</b>
<b>5. Name of Country:</b>	<b>India</b>
<b>6. Period the project was implemented:</b> (from month/year to month/year)	<b>June, 2007 to December 2008</b>
<b>7. Project Grant received:</b>	<b>Amount in local currency: Rs. 953,136</b>  <b>Amount in Euros : 16,640 (circle as appropriate):</b>
<b>8. Date(s) Project Grant(s) were received:</b> (as in your bank statement) 1 <sup>st</sup> remittance: 15.02.2007 2 <sup>nd</sup> remittance: 18.02.2007	

## 9. Activities:

### **Report of the project of "Christian Youth Initiative to Re-Read Media: Media and Gender Justice"**

The Student Christian Movement of India implemented the project on, "Media and Gender Justice" during the academic years of June 2007 to December 2008. It is a very appealing project to us as students and senior friends, who looked at the media and accepted whatever it brought into light. Through this project we were able to promote the media literacy from a gender perspective in all the workshops on the larger theme. After conducting workshops and seminars, we formed the Media Watch groups at the unit levels. The Media Watch groups are involving themselves to analyse media in their own respective region and units. The SCMIers felt that this project is an eye opener to analyse and understand the media politics and the gender injustice in media.

*The following is the summary of the activities of the SCMI at the National, Regional and Unit levels on 'Media and Gender Justice' Project: -*

#### **A. National Programmes:**

##### **1. Gender and Media Justice:**

The National Workshop on "Gender and Media Justice" was held at the SCMI Programme Centre on 19<sup>th</sup> - 21<sup>st</sup> October 2007. There were 40 students and senior friends from all over the country, who are now the members of the SCMI Media Watch Group. The workshop began with an inaugural



worship and a keynote address from one of the most prominent persons in media, Ms. Ammu Joseph. We also had sessions on "Introduction to Media" by Rev. Dr. Sham P. Thomas, "Influence of Media" by Ms. Vari, "Portrayal of Media" by Dr. Sakuntala Narasimhan, and "Media Advocacy" by Fr. S. Jayanathan. We also had a Bible Study from Dr. Hrang Thanchhungi.



The objective of the workshop is to impart media education to the students and to enable them to critically watch over media, from gender perspective. We emphasised mainly on print media, including newspapers, journals and electronic media like televisions and movies. At the end of the workshop, we formed a Media Watch Group, where all the

participants were members. We were divided into three groups to focus on three different aspects of Media: Newspaper, Journals and Movies. After we go back to our own regions, we decided to collect clippings on the advertisement and editorial sections of newspapers and journals of our own region/states, and movies. We shall give critical reflection and respond to them in order to create a just media, especially from women's perspective.

## ***2. Media and Gender Justice - Media Watch:***

20 students and senior friends of the SCMI Media Watch Group met on the 23<sup>rd</sup> to 27<sup>th</sup> of January 2008 at the SCMI Programme Centre, Bangalore. This workshop is a continuation of the previous workshop on the same theme, "Media and Gender Justice", but in this workshop we had more focus on the Media Watch aspect of the issue.



The workshop started the workshop, with an extensive presentation of the works that the Media Watch group had done during the three months they had in between the two workshops, and it is amazing that as students they had learnt so much and were so sensitive about the issue. Most students brought clippings of advertisements and news matters in local and national newspapers and journals, where they feel that women are portrayed in an indecent and stereotypically 'lower than men' or 'women at home' manner. We also had an interesting discussion on how they felt as they were 'watching' the media, their experiences and the knowledge gained in the process.



In this workshop we had several sessions, focussing on the Media Watch aspect. Sessions like Portrayal of women in advertisements, news media, internet, films/movies, community radio etc. The students were able to understand the whole politics behind media, especially newspaper, and were introduced to new and

alternative media like community radio. At the same time, we also had training on being a 'media watch dog'. The participants are now the members of SCMI Media Watch Group, and we had learnt how to use the internet as a tool, how to write letters to the editor, how to make a newsletter, how to use camera (both still and movie) and so on. With these skills learnt in the workshop, we hope that we may change the world and particularly make noises on how women have been portrayed by media.

**B. Regional Programmes:**

**a) Andhra Pradesh Region: “Women in Media: It’s Impact on Youth and Society”**

Three-day workshop on media focusing gender issues was jointly organized on 26<sup>th</sup>-28<sup>th</sup> October 2007 at Andhra Theological College, Hyderabad by the SCMI-AP and ACTC on the theme, “Women in Media: Its impact on Youth and Society”. There were 40 participants in this workshop. Eminent resource persons from media, women’s movement, seminaries and universities have given new insights and made students aware of the gender discrimination, politics in

media, promoting women in media and also re- reading the bible from a gender perspective.



Mrs. Lalita Iyer, (Director, The Week Magazine and Malayala Manorama for Andhra Pradesh Region) and Mrs. R.

Akhileshwari, (Special Correspondent, Deccan Herald) delivered the keynote address. They focused on image and portrayal of women in media, media dynamics, politics in media and made the participants to understand the whole notion of discrimination of women in media, media literacy and media awareness and stereotypes.

There were sessions on “Violence on Women in Media” by Ms. Sajaya, “Christian Youth to Re-Read Media” by Rev Reuben Mark and “Women and Media” by Dr. Padmaja Shaw (Head of the department of Mass Communication and Journalism, Osmania University). The Bible Studies were conducted by Rev. Dr. Vasantha Rao, Rev. Vijaya Kumari Joseph, and Rev. Dr. Sampurna Rao. There was also a group discussion, where the students reflected on the sessions on the previous days. The workshop ended with a plenary session and a closing worship.

#### **b. Bihar -Jharkhand Region:** *Christian Youth Initiative to Re-read Media*

70 students and senior friends participated in the regional workshop on ‘Christian Youth Initiative to Re-read Media’. It was held on 25<sup>th</sup> – 28<sup>th</sup> October 2007 at CNI Mission Compound, Tajhari, Jharkhand, with the objective of understanding media critically and encouraging student’s participation in analysing media. Apart from the dynamic Keynote Address by Mr. Ramesh Hembrom, there were session like the ‘Importance of Media in our day to day life’, ‘The Role and Involvement of Media, Understanding Self Participation in Media’ etc., including analysing the benefits of media into the lives of the youth. We tried to analyse the power and influence of Media to the people, and especially the youth. We are happy that the workshop was an insightful one for the students, where the participants are exposed to the theme, which lay hidden in the present society. Every one knows and heard about Media, but this workshop plays a very important role in understanding media dynamics and the role it plays in influencing people.

#### **c. Karnataka Region:** *“Women in Media”*

The SCM Karnataka Region conducted a three-day workshop on ‘Women in Media’ from 29<sup>th</sup> February to 2<sup>nd</sup> March 2008 at SCM Programme Centre, Bangalore. 40 students attended this workshop. Ms. Bharti Nath, Deputy Editor of Deccan Herald, delivered the keynote address. She spoke about



her experience as a journalist. She spoke about the negative and positive aspects of journalism. Rev Sham P Thomas of united theological college conducted the session on “Introduction to media”. “Portrayal of women in movies” was addressed by Mr. Ulhas, journalist of South Scene Movies. He spoke about the role of women in movie where the students debated, discussion and shared their opinions. The session on ‘Media as a Communication Tool’ was led by Mr Ashwin, a member of Witness Media. The session was very interactive and enjoyable. He suggested that by small report and pictures we can communicate or approach effectively and he also suggested in keeping proof for the work we do. Mr Edwin from Open Space gave an exercise to all the participants in which everyone were ask to write a letter to the editor of a newspaper on any issue which they were passionate about. Towards the end of the workshop we were able to form a Media Watch Group.

**d. Kerala Region: “Media and Gender Justice”**

The SCM Kerala Region successfully conducted a three-day student’s camp based on the theme, “Media and Gender Justice” from 25<sup>th</sup> to 27<sup>th</sup> July 2008 at Sophia Centre Kottayam. 40 students from various colleges, along with 10 senior friends and the Study Secretary from the National Office participated in this programme. The programme was mainly intended to create basic awareness among the students regarding Gender issue, the politics of media and to understand how women are portrayed in media in the contemporary society. The keynote address was delivered by Mr. Y. Saju, a research scholar in Mahatma Gandhi University and a social activist from Kerala. Mr. Biji Jacob Oomen, a senior friend and a research scholar in Mahatma Gandhi University led the session to discuss the Aims and Basis of SCMI. This was followed by the ice breaking session. Bible study was led by Rev. Blaisu Mathew who gave insights to students regarding the Biblical perspectives of Gender issue. On the second day, a workshop on Gender was led by Mr. Santosh Kumar K. C. from



Other Media Communication, Bangalore. He took the students into various games and activities and they participated creatively in the discussions. Other two important sessions were led by Dr. Shaji Jacob, Sanskrit University Kalady and Mr. Santosh George, CISRS, Bangalore. Through these sessions students attained

the insights and knowledge regarding the real picture of media works and politics behind the Media. Dr. Shaji Jocab took the students in depth of this issue through class and discussion and Mr. Santosh George facilitated the students to analyze the film 'Chakde India' through group discussion.

Based on the knowledge attained from this programme, Media Watch Groups in every unit were formed. In consultation with the staff advisors, the students are expected to watch some media regularly and the report of the students' analysis is expected to be published.

**e. Mid-India Region: Media and Gender Justice**

SCMI Mid-India Region and India Peace Centre, Nagpur jointly organised a three-day workshop on "Media and gender Justice" at India Peace Centre, Nagpur on 26<sup>th</sup> - 28<sup>th</sup> October 2007. 35 students and Senior Friends from all over the region and other ecumenical friends participated in this workshop. Mr. Moses Gaur, the Programme Secretary welcomed the participants, followed by the Inaugural worship. Then we had session like "Role of Media in Building Society" by Mr. Sunil Soni, Ms. Rajeshwari John Chelladurai had a session and reflected the documentary in women leadership, Ms. Arpana Pallavi talked on "Family and Gender Practise", Ms. Archana on "Role of Women in Media", Mr. Suresh Khairnar on "Gender Justice and Role of Women in India" and Dr. John Chelladurai on "gender Justice and Role Play".



As SCM is always particular about the faith aspect of the society, therefore, in this workshop, there were Bible Studies by Rev. Awala Longkumar, and devotions led by the participants themselves.

The students were happy that through this workshop, they learnt about the concepts of media, the stereotypical understanding of the role of women in family. There was a sharing of a personal experience by a female media person, the struggles that she had to undergo as a women-reporter etc. Therefore, at the end the students said that the workshop was a good eye-opener for them to look at the media from a critical viewpoint.

**f. Northeast India Region:** *Christian Youth Initiative to Re-read the Media*

SCMI-North East India region organised a regional workshop on 3<sup>rd</sup> - 4<sup>th</sup> December 2007 at the I&PR Auditorium, hosted by the Aizawl Theological College Unit. The theme for this programme was, "Christian Youth Initiative to Re-read the Media". Chief Guest, Mr. K. Sapdanga, president,



Mizoram Journalist Association (MJA) inaugurated the workshop and Rev. Rodinmawia Ralte addressed the Keynote address. There were sub-themes in this workshop like 'Re-reading Media through the Eyes and Ears of Christian Youth', 'Re-Reading the Media from the perspective of Media Ethics' and 'Re-reading the Media from the Perspective of Social Justice'.

There were 76 participants in this workshop from 13 colleges, including colleges with no SCM unit yet. The issue of portrayal of women in media is the main focus for all the presentations and discussions. Finally, at the end of the workshop, the participants enthusiastically formed the Media Watch Group, which will act, not like a censor board, but like a pressure group to guide the local media in matters of decency and news that would be beneficial for the public, and would give advice from time to time, whenever the need is felt. The workshop was a grand success and most of the daily newspapers in the local areas and even some television channels captured their attention to this programme.

**g. North Tamilnadu Region:** *"Christian Youth Initiative to Re-read the Media"*

The North Tamilnadu Region conducted a three day camp on the theme "Christian Youth Initiative to Re-read Media" at AICUF (All India Catholic University Federation) on December 5-7 2008. 20 students and senior friends from four units participated in this camp. We also had participants from





UELCI (United Evangelical Lutheran Church of India) and AICUF. The camp started with the inaugural worship, introduction about the camp and self-introduction of the participants. The keynote address was delivered by Rev. Fr. Joe Andrew who is a Vice-Provisional, a Salesian and former director of Don Bosco Institute of Communication Arts (DBICA). We had session on "Identifying the elements of media" by Mr. Manoj Samuel, "Understanding Stereotypes" by Ms. Geetha, "Portrayal of women: with special reference to media and health" by Ms. Josephine David from DBICA, "Advertisement Analysis" by Ms. Ravethy, "Media and Lesbian, Gay, Bisexual and Transgender issues", by Ms. Priya Babu, "Christian Media-Critical perspective" by Professor Chinnapan of Loyola College and 'Movie review' by Mr. Someedran, a film maker, who gave a clear explanation about how gender has been understood in media and the movies which brings out the right quality, character and dignity of women. He discussed it in the light of old movies and the present ones. The session on "Students response for an alternative media and women's empowerment" was led by Rev. Fr. Henry Jerome, who is the national advisor for AICUF and also a well known friend of SCMI.

On the whole, this three day camp was very useful to all the students and senior friends. At the end of the camp participants critically read the media and formed the Media Watch groups in all the four units. The participants made their action plans in Unit wise as Media Watch groups, by sending letters to the media groups, to create a blog on awareness of media crime, gender and their problems, to organise debate on issues related to media and gender justice, to invite renowned personalities from media and have programmes, to oppose those things which are against gender justice to question and raise voices to the things which portray women in a wrong way. The participants believe that the anger which is in them will make a difference.

#### **h. South Tamil Nadu Region: "Communication and Christian Leadership"**



A three days seminar was organised by South Tamilnadu region to introduce media awareness programme to the students, to critically analyse media and learn how to participate creatively as Christian leaders in media. The seminar was held on

2<sup>nd</sup>-4<sup>th</sup> August 2007, at Green Hands Youth Hostel, Kodaikanal and there were 38 participants from 8 units within the region. We had eminent resource persons like Rev. Dr. Gnanavaram, Mr. Ponmudiraj and Dr. Dinakarlal. Mr. Ponmudiraj talked about Christian leadership and its distinctiveness from other kinds of leadership. He spoke on the meaning of communication, communication barriers and the importance of leadership in communication. He concluded by talking about the importance of "Media Watch Group". Rev. Dr. Gnanavaram led an interesting and eye-opening Bible Study from the perspective of Communication. We also had interesting group discussions during the workshop on how SCMerS can communicate to people of other faiths, how SCM can make the best use of communication channels and technology, the role and responsibility of Media Watch Group and how modern communication system play media politics and how to end this trend.

**i. West Bengal Region:** *"The Role of Media in Understanding Gender Biasness in Society"*



The West Bengal Region organised a three days workshop on 23<sup>rd</sup> - 25<sup>th</sup> November 2007 at Seva Kendra, Kolkata. 27 students participated in this workshop. The keynote speaker, Fr. Gaston Roberge (St. Xavier's College, Media Department) introduced the theme by emphasized on the study of Old Empire, especially the British Empire and its characters and the New Empire, the Empire of

Mind and its characters, and how invisibly it controls us. He said that the Empire controls the Media and the Media controls us, and also explain how media can be also used to fight against Empire. He finished up his Keynote Address by explaining the case study of Barbie Icon and the erotic symbolism of Women as Barbie Icon.

There were also sessions on "Media and Gender Justice" by Fr. George Ponodoth (EMRC St. Xavier's College) and "How Print Media and Electronic Media Presents Gender Biasness" by Fr. Robin Gomes (Researcher and Media Analyses, Don Bosco Nitika). There were also Bible studies, devotions, group discussions and reflections.



At the end of the workshop, the participants filled up the sketched hands with flowers, in a circle as a vow/pledge and to stand for Gender Bias in the Society. It can be Women and Men or the distinction can be among Women and Women, Men and Men, but both should unite and fight for Gender Bias and should participate in Media.

### **C. Unit Programmes:**

*United Theological College:*

The SCMI Unit of UTC, Bangalore organised a one day workshop on “Media and Youth” on 15<sup>th</sup> August 2007 at the UTC Campus. The objectives of the workshop were to understand Media and its societal role, to create awareness on the influence of Media on Youth and Christian attitude towards Media. Experts in the field of Media and Youth like Ms. Ammu Joseph, Rev. Dr. Sham P. Thomas were the resource persons for this day.

### **10. Was the project successful? (If possible, please give measurable indicators.)**

The project was very successful. Through this project we were able to form the Media Watch group in local level. We are trying to make this media watch group as one of cell in the local units, which will continue as the watch group even if the project is over. One thing that we have to be noted is that at the end of every workshop whether it is in National or regional level it disturbs the minds of the participants and this disturbances make them to ponder and motivate them to involve in action. The students involved in Media watch groups produced the clippings form the news paper and magazines. They have also learn the skills to write a letter to the editor.

### **11. Project Beneficiaries:**

Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

We conducted workshops and seminars to the students in two levels, the national and the regional/ area levels. The direct beneficiaries through this project are students and senior friends. As we organised workshops in two levels, the direct beneficiaries were those who represented their own region and unit. For instance, in the national level workshop five participants represented their own respective regions where as in the regional level selected participants represented their own units.

The numbers of the direct beneficiaries from this project are 620, (372 women) (248 men)

The indirect beneficiaries are around 2500 student members in the local unit. The participants who attended the national and regional level workshop went back to their own respective units to convey the message and to form a media watch group.

**12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?**

The beneficiaries from this project were so much enthusiastic to collect the clippings of the advertisements, editorials, film reviews in order to raise their voices against the portraying and stereotyping of women in the media.

The great impact that this project has created in the minds of the students and senior friends were that the students were gendered sensitise, critical view on media politics.

**13. Outcome and Outputs of the project: What has your project achieved and what has changed?**

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

The outcome of the media and gender project:

1. The reader on 'Media and Gender Justice' has been published to promote media education from a gender perspective. It will help the students and senior friends to initiate in re-read the media.

2. The SCMI was able to produce a DVD of the National Media Watch Group.

3. The clippings collected by the students.

**14. Evaluation:**

14.1 What were the results of evaluating the project?

The result of evaluating the project was that the students are very much interested and benefited by the inputs from the workshops and seminars. The West Bengal region organised one regional workshop on this project but were not satisfied so they are planning to organise another one with the regional initiative on February.

**14.2** What were the challenges, difficulties, and/or failures in carrying out the project?

Please explain how you addressed these issues.

The challenges that we faced while carrying out the project was that we were able to bring the young minds in understanding, analysing and to react on the power and politics of media. While conducting the workshops and seminars, the participants came with no idea what media is, because most of the participants are not media oriented? Therefore, the workshops on this project has made an impact in the thoughts and minds of those who attended and involved in the project.

**Conclusion:**

We believe that all the participants who have been attending the programme in different levels, understood the politics of media and critically look at it and analysing the media from a gender perspective. We have to go a long way to create genders sensitive communities and a just media. Our small effort will produce a result in some day.

**15. Other comments, if any.**

**16. Name of the person submitting the report:** Ibatista Shylla and Samuel Jayakumar

**Position:** Study Secretary, Women's Desk and General Secretary of SCMI

**Date:**3<sup>rd</sup> February 2009

**Signature:**