



PLEASE FEEL
FREE TO ADD
YOUR OWN
BACKGROUND

**ADD AN ACTION PHOTOGRAPH
THAT SHOWS AN ASPECT OF THE
GOOD PRACTICE**

**YOUR
LOGO**

***BUSINESS EDGE NEWSPAPER
PRESENTERS NAME: THAPELO MABOTE
CATEGORY: MEDIA /PRINT***

COUNTRY SADC GENDER PROTOCOL SUMMIT

DATE 18/03/13-19/03/13

VENUE LESOTHO SUN

GENDER EQUALITY BY 2015, YES WE MUST!

BRIEF DESCRIPTION OF **MEDIA HOUSE**

- Location : Urban/Rural
- Type: Print

Number of employees
(number of females 5,
males



Your submission

- **THIS IS ALL TO MOTIVATE WOMEN EMPOWERMENT IN LESOTHO AS THEIR ALWAYS VICTIMS TOWARDS POVERTY, HIV AND AIDS EPIDEMIC. WOMEN CAN DO AND ACHIEVE A LOT WITHOUT ANY MEN OFFER HELP. STATISTICS ABOUT HIV AND AIDS SHOWS THAT WOMEN HAVE HIGH NUMBER OF INFECTED VICTIMS. THEIR BEING OPPRESSERS IN MANY CASES WHEN MEN TAKE LEADERSHIP DESPITE KNOWLEDGE AND SKILLS ACQUIRED. IT DOES NOT HAPPEN OPPENLY THAT WOMEN OCCUPY HIGH RANK POSITIONS ON GOVERNMENTS OR PRIVATE INDUSTRY. IN MY ARTICLE, YOU FIND THREE WOMEN IN LEADERSHIP TRYING TO BRING CHANGE AND CONFIDENCE**

HOW DOES YOUR SUBMISSION CONTRIBUTE TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC GENDER PROTOCOL?

PROTOCOL TARGET	COUNCIL ACTIONS
PART THREE AND PART FIVE	PART THREE OF PROTOCOL ON GOVERNANCES AND PART FIVE ON PRODUCTIVE RESOUECES AND EMPLOYMENT. IT SHOWS THAT WOMEN CAN MAKE DECISIONS ON THEIR OWN WITHOUT MEN. THEY CAN BRING CHANGE TO SEVERAL COUNTRIES ECONOMICALLY AND SOCIALLY. THEY HAVE EQUAL ACCESS TO EMPLOYMENT AND BENEFITS AS IN MY STORY ONE WOMAN IS A MINISTER, ONE WOMAN IS AMBASSADER, AND ONE AS A CEO OF PARASTATAL. TOGETHER ADVOCATING FOR WOMEN EMPOWERMENT AND BENEFITS AS AND AGAIN ENHENCING

Background

- **IT WAS ABOUT TELLING WOMEN WHO FEEL OPPRESSED AND UNAWARE THAT CHANGES CAN BE ACHIEVED WITH ATTITUDE. WOMEN WHO ARE ALREADY AFFECTED BY HIV AND AIDS TO HAVE HOPE IN LIFE. HAVE KNOWLEDGE ABOUT OTHER WOMEN WHO HAVE CLIMBED LUTHERS TO LEARN AND TAKE ACTION IF EVER ANYTHING HAD NOT BEEN DONE YET.**

Objectives

- Photo

- **MAKE WOMEN TO HAVE CONFIDENCE TO STRIVE FOR BETTER OPPORTUNITIES, HAVE KNOWLEDGE ABOUT CHALLENGES FACED BY REVODULISATION OF SOULS AND HEARTS OF BROKEN PROMISES BUT BELIEVE THAT DREAMS CAN COME TRUE. LEARN FROM THOSE WHOM ALREADY MADE IT HAPPEN IN THEIR LIVES.**

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Targets

- Photo

- **DISADVANTAGED
CITIZENS ESPECIALLY
WOMEN AND
CHILDREN. THOSE
WHOM AFFECTED
NEGATIVELY TO LIFE
POSITIVE LIFE
FOREVER.**

Process

- Photo

- **THROUGH THE EVENT THAT MINISTRY OF SPORTS, GENDER AND RECREATION, PRESIDENT EMERGENCY PLAN FOR AIDS RELIEF AND MILLENIUM CHALLENGE ACCOUNT HOSTED.**

GENDER EQUALITY BY 2015, YES WE MUST!

Follow up

- **COMMUNICATE WITH STAKEHOLDERS
ESPECIALLY THE CONSUMERS**