



NAME OF GOOD PRACTICE: "NARI SHAKTI"
PRESENTERS NAME: RAJINIBYE BHEKUR
CATEGORY: MEDIA COE

COUNTRY SADC GENDER PROTOCOL SUMMIT

DATE : 25 & 26 March 2013

VENUE : Hennessy Park Hotel, Ebene

GENDER EQUALITY BY 2015, YES WE MUST!

MEDIA HOUSE: MAURITIUS BROADCASTING CORPORATION

- ▶ **Headquarter: MOKA**
- ▶ District of Moka, rural part, in the centre of the island
- ▶ National public broadcaster, more than 4 decades, broadcasting services, inform, educate and entertain.



MEDIA HOUSE: MAURITIUS BROADCASTING CORPORATION

- ▶ Type: 6 Radio channels and 18 Television
- ▶ Staff Composition: 32% Female/ 68% Males
- ▶ Proportion of women sources: 41% latest updates
- ▶ Number of employees (187 females/ 431 males)



NEWSROOM

FTV: M 8
F 12

Radio M 4
F 4

STV M 8
F 11

ETV M 2
F 5



GENDER EQUALITY BY 2015, YES
WE MUST!

MBC/ Gender Links – 2003: promote gender equality, gender balance and gender sensitivity at all levels.

Collaboration GL & MBC sealed – signature MOU – create Centre of Excellence for Gender Mainstreaming in the Media



“NARI SHAKTI” – The courage, strength and empowerment of women

SYNOPSIS:

- ▶ 26 mins programme weekly
- ▶ 1st episode– two women: Mrs Sadna Sokal Chairperson Mauritius Jewellery Council and
- ▶ Mrs Chanta Jhootna, Tailor





SUBMISSION CONTRIBUTING TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC GENDER PROTOCOL

PROTOCOL TARGET	COUNCIL ACTIONS
<p>Article 17: Economic Empowerment Mrs Sadna Sokal Chairperson Mauritius Jewellery Council, decision making, contributing economically home, family, country, empowering others</p> <p>Mrs Santa Jhootna, financially independent, economically contributing family, country, empowering other women.</p>	



Background

- ▶ Women struggling at different levels, learning, working different fields.
- ▶ Improving condition of living, financially independent
- ▶ Economic activity 2010 Men 76%, Women 43% increasing
- ▶ 2000–2010 senior post 23%–39%, female unemployment decreased by 2.4%, continue decreasing.





Objectives

- ▶ Encourage other women do something
- ▶ Take first step, help from organizations and authorities will follow
- ▶ Life & world of women, sharing aspect, changing mindset.





Targets

- ▶ Reach all women of every level in the society
- ▶ Multicultural aspects, collaboration – other language.
- ▶ Evidence, mails, letter of appreciation





Process

- ▶ International Jewellery Meet, Salon de la Bijouterie, factory
- ▶ Workshop, house of tailor
- ▶ Consulted 8 men, 10 women – 1st case
- ▶ Consulted 7 women and 1 man – 2nd case





FEEDBACK

From: NATIONAL WOMEN E.C PHOENIX
<secretarynwecouncil@orange.mu>
To: Rajni Bhekur <rbhekur@yahoo.com>
Sent: Thursday, March 21, 2013 7:08 PM
Subject: Re: MBC Prog- Nari Shakti

- ▶ 1.
Dear Sis,
Am really sorry for the delay in replying due to technology failure.
I wish to congratulate you and the MBC for the so much informative programme NARI SHAKTI. Really it portrays so well the achievements of the women of the Republic of Mauritius and is an incentive for potential women entrepreneurs.
This programme is in line with the vision and mission of the National Women Entrepreneur Council(NWEC) to empower our womenfolk. I am confident that the partnership created between the MBC and NWEC will go a long way and will benefit our customers.
Keep it up and best of luck.
Regards
Mrs D.Bootun
ag SEC NWEC

- ▶ 2. Re: Thank you note-Chanta Devee Jootnah
- ▶ **From:** Ratna ----- <ratna_02@hotmail.com>
To: rbhekur@yahoo.com; rbhekurh@yahoo.com
Sent: Saturday, March 9, 2013 8:07 PM
Subject: Thank you note-Chanta Devee Jootnah

- ▶ Dear Rajni,

I hope that you are doing well.

Just wanted to thank you for your TV program NARI SHAKTI as indeed it has been very advantageous to us.
The fact that you guys broadcasted the work of my mother, Mrs Chanta Devee Jootnah, last month on TV has brought many more client to her and more people have started to know her all over the place. Also, there has been many people coming to ask for tuition and many more people phoned her to congratulate her for her success in her career.

Than you again for your generous contribution in making my mother's job well-known all around the country.

Kind regards,

Poonam Jootnah-Busgheet



FEEDBACK

4. ----- Forwarded Message -----
From: Sadhna Sokhal <sadhnasokhal@hotmail.com>
To: Ragini MBC <rbhekur@yahoo.com>
Sent: Friday, March 22, 2013 11:22 AM
Subject: Thank you!

Dear Ragini,

Hope all is good on your side.

I wish to thank you for the program you did on my business. I had the pleasure to watch it and wish to congratulate you for your wonderful work- you managed to make me look good, that must be an achievement to congratulate you upon!!

I am pleased to inform you that after the program a lot of people have started to come to me for my products as they came to know of my existence through the program. I have to be thankful to you for that great publicity. Hopefully this will carry on and my data base of customers will enhance.

Hoping that you will carry on with many more of such programs, as we women entrepreneurs need this kind of boost and we more often than not, do not have enough resources to market our products. Such programs gives us an instant national coverage that we could not dream of or even afford.

Therefore I wish you all the best in your futur endeavours and thank you once again.

Thanking you.

Regards

Sadhna Sokhal (Mrs.)

Director

Cutting Works (Mauritius) Limited

Legem Limited

9 George Guibert Street

Curepipe

Mauritius

Tel:+230 696 0769

Fax:+230 698 1490

Mob:+230 255 4081

email: sadhnasokhal@hotmail.com

3. ----- Forwarded Message -----
From: Pillay Yehghen <yehghen@hotmail.com>
To: "rbhekur@yahoo.com" <rbhekur@yahoo.com>
Sent: Friday, March 22, 2013 6:12 AM
Subject: EMISSION FEMME ENTREPRETRNEURS

Rajinee Pillay Sculptor

Montagne Blanche

Bonjour,

Moi, Rajinee Pillay mo fine bien apprecier to programme lor Bhojpuri Channel. Programme la ti xtra top.

Ban parents, ban camarades, ban voisins ek ban client ek particulier fine bien contan lor travail ki mone faire

Emoition la fine aide moi encr plis lor marche du travail, mo fine gge commande atravers l'ile (double), incroyable!

Fna client fine dire moi grasse ar sa l'emission ine faire zot vine pli vite kot moi pu order zot commande.

Bon cki mo kapav dir toi ek MBC, bizin passe ban programme kumsa pu kapav motive plis ban femme entrepreneurs

Keep it up!

Meci beaucoup & Mes Salutation

Rajinee Pillay

5. ----- Forwarded Message -----
From: Sivram RitahBye <ritahbye.sivram@yahoo.com>
To: "rbhekur@yahoo.com" <rbhekur@yahoo.com>
Sent: Saturday, March 23, 2013 4:31 PM
Subject: Thank you

Dear Madam,

I wish to express you my gratitude as the show you have made for me was superb.

My business has started to expand by the publicity you have made for me.

Thank you once again.



Follow up

Prepare other programmes, these women invited to share experiences and know-how.

Return to the women ,challenges facing

- ▶ Achievements
- ▶ Phoned the women, they got more orders, students etc



NARI SHAKTI Episodes

Episode 2



Episode 3



Episode 4



Episode 5



Episode 6



Episode 7



GENDER EQUALITY BY 2015, YES
WE MUST!



Acknowledgements:

- The Director General of MBC, Director of News and Management
- Women in programmes.
- Contacts, Colleagues, friends.
- Teams, cameramen, drivers and video operators



THANK YOU

Women/Men – partners – future plans and projects in life. *Gender Equality by 2015, yes we must because we can.* We have come a long way and we are on the right track.