

Gender Policy

South Asia Center for Media in Development
Integrating Gender Perspectives in the work of SACMID



Background and rationale

1. SACMID's deed of trust states that " **Promote Gender-sensitive policies and strategies in media (particularly government media, private, community media & online) to strengthen female voice in the public and media domain in line with UNESCO Gender Sensitive Indicators for the Media (GSIM) "**. It is increasingly well recognized that, there are differences in the factors determining poverty for women and men. The dynamics of gender in poverty are of profound importance in this regard and they have long been overlooked.
2. Society prescribes to women and men different roles in different social contexts. There are also differences in the opportunities and resources available to women and men, and in their ability to make decisions and exercise their human rights, including those related to protecting rights and seeking economic opportunities. Gender roles and unequal gender relations interact with other social and economic variables, resulting in different and sometimes inequitable patterns of exposure to poverty risk, and in differential access to and utilization of information, care and services. These differences, in turn have clear impact on social and economic outcomes. Evidence documenting the multiple connections between gender and poverty is rapidly growing.
3. Responding to this reality and in line with its long-standing concern with social and economic equity SACMID will, as a matter of policy and good social and economic development practice, integrate gender considerations in all facets of its work. This action is also in harmony with the constitution that integration of gender considerations that is gender mainstreaming, must become standard practice in all policies and programs. It will be the Organization's policy to ensure that all research, policies, programs, projects, and initiatives with SACMID involvement address gender issues. This will contribute to increasing the coverage, effectiveness, efficiency and ultimately the impact of social and economic interventions for women and men, while at the same time contributing to achievement of the broader goal of social justice.
4. SACMID is also committed to advancing gender equality in its own workforce, as well as in advisory bodies, Board and among committees and subcommittees. Strategies to close the gender gap fall into the broader context of diversity, and are in line with SACMID "Employment and Participation of Women in the Work of SACMID". Integrating gender considerations into technical programmes and achieving equality between women and men in staffing are complementary policies.

Goal and objectives

The **goal** of this policy is to contribute to better social, economic, cultural, environmental opportunities for both women and men, through research, policy changes and program

interventions which give due attention to gender considerations and promote equity and equality between women and men. SACMID will analyze and address gender issues in planning, implementation, monitoring and evaluation of policies, programs, projects and research in order to achieve the following objectives:

- increase coverage, effectiveness and efficiency of interventions;
 - promote equity and equality between women and men, throughout the life
 - ensure that interventions do not promote inequitable gender roles and relations;
 - provide qualitative and quantitative information on the influence of gender on health and health care; and
 - support on how to undertake gender-responsive planning, implementation and evaluation of policies, programmes, and projects.
5. These objectives will be achieved through the incorporation of gender analysis in the work of all level. This analysis will examine the differences in the relationships between women and men and their roles, and how these differences impact on:
- protective and risk factors;
 - access to resources to promote and protect social and economic opportunities, including information, education, technology and services;
 - the manifestations, severity and frequency of poverty incidence, as well as poverty outcomes;
 - the social and cultural conditions of poverty;
 - the response of poverty and services;
 - the roles of women and men as formal and informal services and care providers.

This analysis will include identification of ways to overcome constraints so that improved social and economic outcomes for women and men can be achieved.

Organizational arrangement for implementation

6. Successful realization of this policy will require consistent and active participation by all staff in the organization. Responsibilities and actions will require collaboration and effective linkages across departments and levels of SACMID.
7. Senior management will take the necessary steps to ensure the policy is translated into action in both technical and management aspects of SACMID programs. They will transmit the policy to technical and administrative staff and monitor its consistent and effective application throughout the work for which they are responsible. They will be accountable to the Chief Executive Officer and the Board of Trust for successful incorporation of gender considerations in their work.
8. This policy applies to all work throughout the Organization: research, program planning, implementation, monitoring, evaluation, human resource management, and budgeting. Effective implementation of the policy will require senior level commitment and validation, organizational support for activities to advance the knowledge and skills of staff for efficient gender analysis in their area of work. SACMID will institutionalize the mechanisms for

building capacity among the staffs providing information, training or technical support staff needed to assure the policy's success.

9. General guidance and support will initially be provided by the organization common fund, in collaboration with gender focal points in other departments/ programs. However, all programs will be expected to collect disaggregated data by sex, review and reflect on the gender aspects of their respective areas of work, and initiate work to develop content-specific materials. This analysis will help ensure the integration of gender considerations in all work with which SACMID is associated in different program areas.
10. The field offices/Partner NGOs is expected to develop their own mechanisms, appropriately staffed and resourced, and collaborate with SACMID to develop strategies to promote the integration of gender issues in program activities, working with local community and civil society.
11. SACMID will assist and support the development of methodologies and materials for gender analysis, standardized terminology to ensure coherent communication about gender issues, a strategy for appropriate capacity building across the Organization, and mechanisms for monitoring and evaluation. The organization will also have responsibility for on-going collection and dissemination of information, such as case studies of "good practice" in mainstreaming gender, as well as contributing to the building of an appropriate evidence-base on gender-related program issues in the Organization. It will develop a gender focal point and collaborate with the focal point throughout the Organization, to ensure continuous implementation of this policy and the above activities.
12. The resources and administrative and operational mechanisms for implementation and monitoring effectiveness of this policy throughout the Organization will be set forth in directives of the CEO and the Board of Trust.