



# Principles of Gender Sensitive Program

These principles are applicable for all Doordarshan programs. The production process should follow these principles:

1. Programs should ensure **equal representation** of women and men.
2. Programs should promote equality and **equal opportunities for men and women**.
3. Programs should use **gender neutral/sensitive language**.

## Checklist for Producing Gender Sensitive Program

Parameters	Description of Parameters
<b>Role</b>	<b>Content should reflect the gender role diversity and equality in terms of power, role, money &amp; respect in social, professional and family activities.</b> Gender roles simply mean-who does what. As the roles of gender are not fixed or constant based on difference of their sexes (except some biological abilities), the role/activities of a male or female should also not be fixed.
<b>Behavior</b>	<b>Behavior of actor/actress should challenge gender perceptions/myths. Social, family and religious rituals &amp; symbols should question gender myths/identity to portray empowered male or female</b> Programs and shows should show diversity in responses to a particular life situation.
<b>Dress</b>	<b>Dress of actors or presenters should break gender stereotypes.</b> Diversity in dress of characters help in minimizing stereotyping of a society/culture/community etc.
<b>Visual</b>	<b>Visual and composition should not show gender discrimination/objectification on screen.</b> Graphics, camera angle and composition should show gender equality.
<b>Language</b>	<b>Gender sensitive language should be used in script, dialogues and narration.</b>

## Five Questions to Check Gender Sensitiveness of a Program

Does this Program / Scene	Mark (X or ✓)
Show <b>Gender Role Diversity/ Equality</b>	
Challenge <b>Gender Identity /Myth</b>	
Break <b>Dress Stereotype / Show Dress Diversity</b>	
Challenge <b>Gender Disparity in Visuals &amp; Sound</b>	
Use <b>Gender Sensitive Language</b>	