

**Effectiveness of Media Relations and Communication
for creating awareness in the issues of Human Rights
With special reference to the Puducherry State
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Abstract

This paper discusses the role of effectiveness of Media Relations for creating awareness in the issue of human Rights and ascertains what teaching can be drawn from different happening so as to make sound recommendations to the journalistic profession and Human Rights Organizations in protection of Human Rights. The main objective of this study is to improve the quality and consistency of work in this area of Media relations. The proposed study is concerned with the media's relations to provide accurate and reliable relations and also timely information on issues that involve human rights. A detailed quantitative study would show that the various media like Print Media (Dailies, Monthly, Bimonthly, Weeklies, Fortnightly), Electronic Media (T.V. and Radio) and Other Media (Posters, Bit notice, Internet, Hoardings, etc.), devote a great deal of attention to this subject.

The objective of the study is not to make a general judgment on performance but to describe why the media do what they do, in the way they do it, when it comes to human rights. What pressures are brought to bear on them by parties that, one way or another, may be concerned by their reporting? The study concentrates on news coverage and all the ways in which human rights issues are reported by the media in Pondicherry State.

The proposed study will analyze the issues from the perspective of those who work in the media, more than those who work in human rights organizations. It discusses the constraints journalists' face, the effects of changes in the reporting process and in technology, and how the values of journalists and editors influence their priorities. This paper will analyze the relationship between news and human rights, defines the terms and sets out the report's postulates, and an overview of the history of human rights, and identifies the points of intersection between the media and human rights.

It will also examines the professional environment of the coverage of human rights in recent years in India, and focuses on the dynamics inside the newsroom, and the direct impact of factors internal and external to media organizations on the selection of human rights issue. The presentation of report of human rights issue is affected by bias and other forms of benign or less benign interference. Outcome of this proposed study, it will analyzed that the impact of human rights coverage and report and which amenities to need for developing the role of human rights reporting and some recommendations that journalists and interested parties may wish to consider if they seek to improve the quality of coverage of human rights by the media and recommendation.

Introduction

Media is a powerful tool in Puducherry for focusing human rights in our daily life. The Human Rights mostly cover the rights to human life, the rights of minorities and majorities, woman's rights, child's rights, the right of people, the right to a fair trial, the right of disabilities, the rights of treat the fairness and equality. Human rights cover every aspect of life from social security to the right to arts and entertainment. Many people do not know the difference of human rights and consumer rights. Journalists in their day-to-day coverage give much important to the news related to employment, health, crime, punishment, education, sports, etc. But they should emphasis the rights of ordinary people which should help them to safeguard their community. It is pertained to mention here that every citizen should know their rights to survive their life without any hamper. In the situation, the role of Media is considered very important for creating awareness about their rights in the society. This paper mainly concentrates on the recent years of media coverage in the Puducherry State about the environment of the coverage of human rights, coverage and focuses on human rights and the presentation of report of human rights issues.

Methodology

This paper mainly analyzes, (i) how the Media focusing the issues of human rights, (ii) whether the media reporting is accurate and consistent (iii) how the Puducherry Government, NGOs and media persuade the human rights reporting, and this paper also discussing the process of reporting in human rights issues and challenges.

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Prelude about the human rights

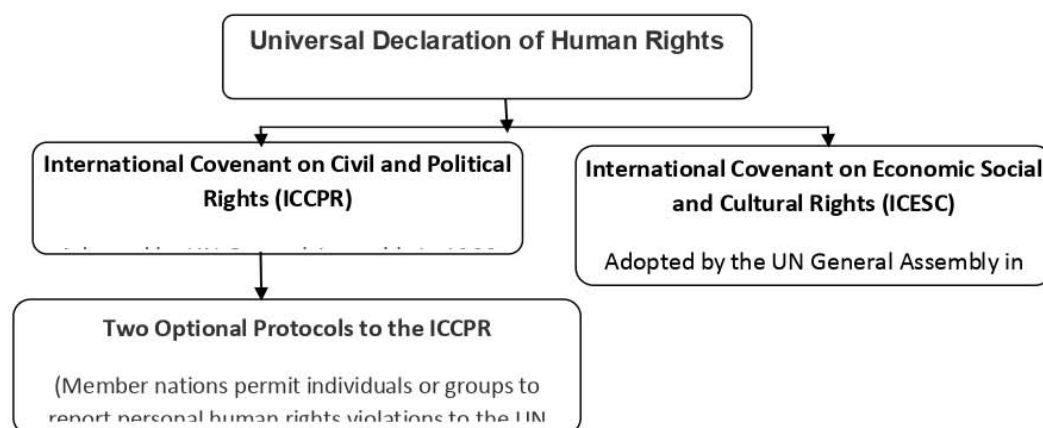
Every person has dignity and value as fundamental rights provided in the Constitutional law of India. One of the ways that we recognize this fundamental worth is by acknowledging and respecting a person's human rights. Human rights are concerned with equality and fairness. They recognize our freedom to make choices about our life and develop our potential as human beings. They are about living a life free from fear, harassment or discrimination. There are a number of basic rights that people from around the world have agreed on, such as the right to life, freedom from torture and other cruel and inhuman treatment, rights to a fair trial, free speech and freedom of religion, rights to health, education and an adequate standard of living. These human rights are the same for all people everywhere – male and female, young and old, rich and poor, regardless of our background, where we live, what we think or what we believe. This is what makes human rights 'universal'. Rights also describe what is lawful: that is, some rights may be laid down in law. If you have a legal right to something, you may be able to defend it in court. In many situations, though, rights exist but are not covered by law. These rights are often called moral rights and are based on people's sense of what is fair or just.

The Universal Declaration of Human Rights, agreed to by the nations of the world (including India) on 10 December 1948, sets out the basic rights and freedoms of all men, women and children. It has become the most important document of its kind and forms the basis of many legally-binding national and international laws. Then, human rights standards have been developed and incorporated into many international laws and treaties.

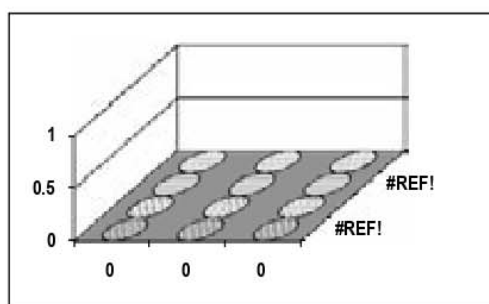
Two of the most significant of these are :

- ☐ International Covenant on Civil and Political Rights
- ☐ International Covenant on Economic Social and Cultural Rights.

International Bill of Human Rights



Analyzing the various type of Media in Puducherry



As per Indian constitution, Puducherry is a Union Territory of India. It is a former French colony, consisting of four non-contiguous enclaves. In September 2006, the territory has been changed its official name as 'Puducherry' from its original name 'Pondicherry'. The Puducherry means 'New Village'. Puducherry consists of four small unconnected districts / regions, Puducherry, Karaikal, Yanam and Mahe. Puducherry and Karaikal are by far the larger ones and are both enclaves of Tamil Nadu. Yanam and Mahe are enclaves of Andhra Pradesh and Kerala respectively.

The territory has a total area of 492 km². The total population of the Union Territory of Puducherry is 9,73,829. Official languages of Puducherry are Tamil, Telugu, Malayalam and French. English is used as like language for convenience of the official conduct of the District. The Governance and Administration of the Union Territory falls directly under the federal authority in New Delhi.

The media in Pondicherry is in four languages like Tamil, Malayalam, Telugu and English. Most of the newspapers and magazines published from Puducherry cover the news of human rights and consumer rights of the

People of the Union Territory of Puducherry. Printing Media in the State is more powerful in bringing out the report in violation of human rights against the minority and scheduled castes. The challenges in human rights report in Puducherry State are in very critical position so as to bring out the true news to the public. Tamil dailies likes Dinanthanthi, Thinakaran, Dinamalar, and Malayalam are having separate units in the State. The following Dailies, Monthly, Weekly, Bi-monthly, and Fortnightly are being published from Puducherry and they are rarely concentrating the issues of the Human Rights. At now 143 Newspapers and Magazines are being published from the Puducherry State (chart -1).

Dailies: Dinakaran, Dinamalar, Kaalai Jothi, Maalai Boomi, Maalai Malar, Namathu Murasu, Pondy Murasu, Tamizh Murasu, The Thanthi, Dinamani and Thina Boomi.

Weekly: Karaikural, La Gazette De L' Etat De Pondicherry, Makkal Thulakole, Namadhu Manasatchi, Pondy Express, Pondy Times, Pondy Times, Puducherry Makkal Urimaikural, Puducherry Vision, Puduvali Express, Puduvali Sangamam, Puduvali Oli, Puthiya Geetham, Sintaani Seithigal, Thagaval Surabi, and Voice Of Puducherry

Monthly: Amaithi Puyal, Arasakattalai, Dhanigai Bala, Karai Murasu, Karai Sudar, Magalir Osai, Nanbargal Thottam, Natramizh, Pudhuvai Vanambadi, Puducherry, Puduvali Kavithai Vaanil, Puduvali Osai, Puducherry Report, Puduvali Seithigal, Puthiya Uravu, Sooryodayam, Sri Aurobindo Karmadhara, Sri Aurobindo Society Newsletter, Sri Aurobindos Action, Velicham, and Vellum Thooya Thamizh.

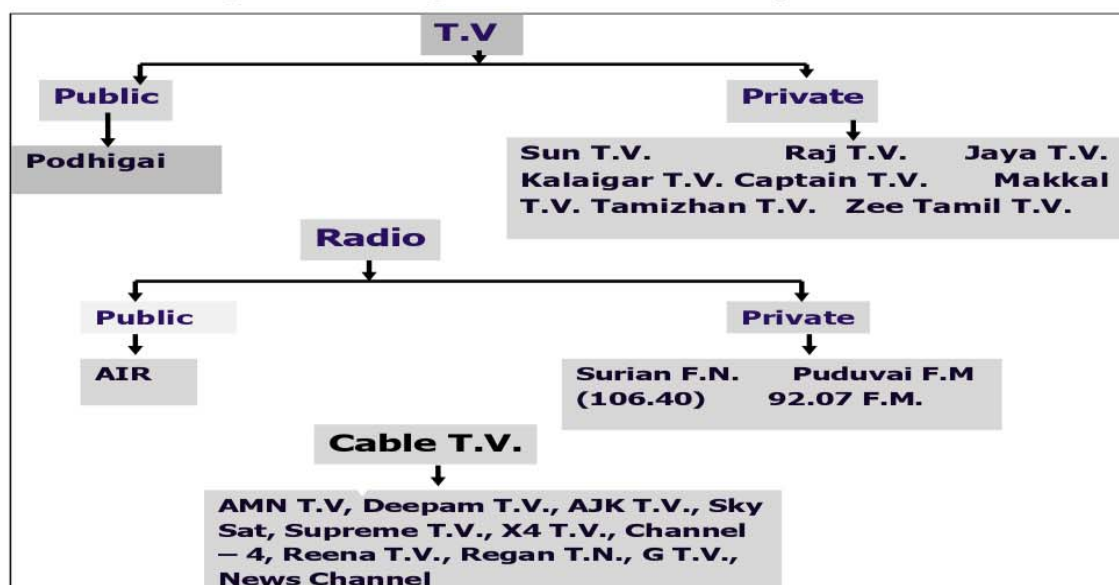
Bimonthly: Puducherry Rajiyam, Puduvaipparani, Vallinam and World Union Goodwill

Fortnightly: Cheidhi Surangam, Chozha Nadu, Jipmer News, Karai Samaran, Muthamizh Thoodhu Naattu Dharbar, Pudhuvai Bhoomi, Pudhuvai Muzhakkam. Seithi Sangamam, Sukran Reporter, and Vaniga Kalanjiam.

Other media covering in the Human Rights issues in Puducherry State

1. Posters,
2. Wall poster
3. Hoarding
4. Banners
5. Pamphlet
6. Bit notice
7. Internet

Electronic Media covering the Human Rights issues in the Puducherry State



Discusses about the Media relations in covering the issues of human rights

Media coverage in human rights in the State is highly appreciable. Much of the reporting in the State concerns directly or indirectly to the human rights issues. In fact the freedom of the media itself is a human right. As far as the State of Puducherry concerned the media has interested not only in violations of human rights, but also in the institutional apparatus designed to promote and protect human rights. The Acts and Rules of the Puducherry are mostly common to the Government of India.

No separate Acts and Rules are enforced by the Government of Puducherry, but the local and municipal acts, rules and standing orders are being enforced, so as to smooth administration of the Government. In parallel, the Human Rights Organizations have emerged from, within civil society in Puducherry State. These organizations monitor violations of human rights, lobby for reform and feed the press with information on the subject.

The coverage of many humanitarian crises by the media, in the last decade in Puducherry State has been increased. Some of the most serious human rights violations have either taken place in the context of political revenges or on conflict erupting. Print media of Puducherry State has given wide coverage for the human rights issues. The coverage of human rights are still taken largely by the mean of political and civil rights, but the economic, social and cultural rights are ignored much by the media in their coverage. Economic issues are includes of poverty and economic discrimination. Many human rights organization (NGO) in Puducherry have refined their approach in propagating on the advocacy. The Puducherry Human Rights Organizations as well as Consumer Rights Organizations are having well infrastructure so as to reporting about the violation of the Human Rights and Consumer Rights to the concerned authorities and media.

Though it is very difficult to verify the number of human rights reports which news augmented in State of Puducherry, the proportion report of national media that contain human rights issues have definitely increased. In some cases, a human rights angle can be found in the mainstream report like the reports of diplomatic or financial report, but it is not a case a decade ago.

In Puducherry, the various Media like print media (dailies and magazines), electronic media (T.V. and Radio) and other media (posters, hoardings, etc.) are covering issues of human rights occurring in the local areas so as to create the awareness among them. It has been analyzed in the angle of the coverage and focused by the media on the issues of human rights. Human Rights issues focused by the various media are furnished in the tables 1-3.

Table – 1: Human Rights issues focused by the Print media:

Sl. No.	Dailies and periodicals	Focused and covered the issues of Human Rights (in percentage)				
		Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	Dailies	26 %	22 %	18 %	20 %	14 %
2.	Weekly	29 %	32 %	12 %	14 %	13 %
3.	Monthly	19 %	23 %	19 %	20 %	19 %
4.	Bimonthly	22 %	26 %	20 %	19 %	13 %
5.	Fortnightly	29 %	23 %	19 %	14 %	15 %

Table – 2: Human Rights issues focused by the Electronic Media:

Sl. No.	Electronic Media like T.V. and Radio		Focused and covered the issues of Human Rights (in percentage)				
			Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	T.V.	Public	23 %	27 %	20 %	17 %	13 %
2.		Private	32 %	29 %	13 %	12 %	14 %
3.	Radio	Public	24 %	19 %	28 %	29 %	10 %
4.		Private (F.M.)	22 %	18 %	30 %	31 %	9 %
5.	Cable T.V.	Private	31 %	29 %	15 %	18 %	7 %

Table – 3: Human Rights issues focused by other Media:

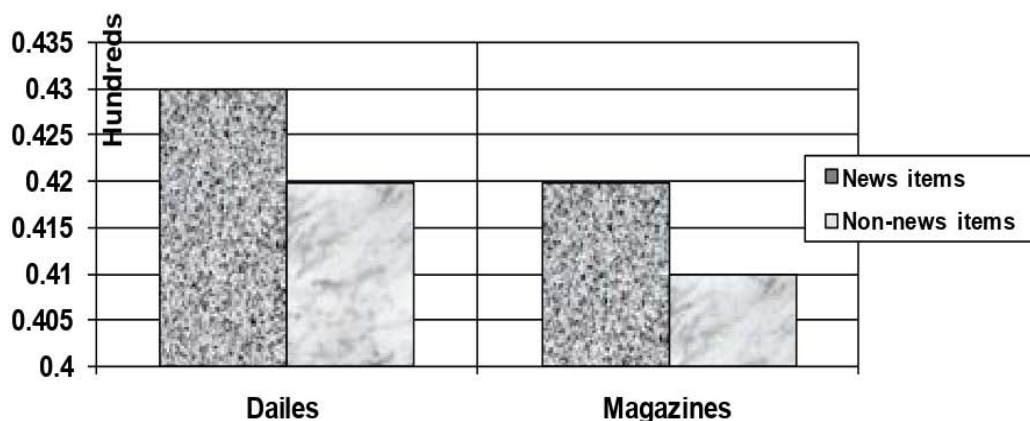
Sl. No.	Other Media	Focused and covered the issues of Human Rights (in percentage)				
		Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	Posters	36 %	10 %	18 %	20 %	14 %
2.	Wall Posters	25 %	27 %	19 %	19 %	10 %
3.	Hording	20 %	23 %	21 %	23 %	13 %
4.	Banners	22 %	26 %	20 %	19 %	13 %
5.	Pamphlet	29 %	23 %	19 %	14 %	15 %
6.	Pit notice	23 %	29 %	14 %	19 %	15 %

Independently reporting a conflict in the State of Puducherry is very difficult. The usual attitude of the media during the initial stages of a conflict on human rights violations are being committed on the other side. The reasons include:

- ☐ The character of the reporter during the collection of information, trueness, etc.
- ☐ The closeness of the reporter to sources which have an interest in representing the situation,
- ☐ Outright censorship, preventing the reporter from saying what he saw on his personal side, and
- ☐ Hazard, preventing the reporter to see through other side and reporting from outright bias.

Finding of human rights with case study

Human rights organizations are essential sources for the media for reporting the human rights violations. When media organisations become weary the human rights organisations trying to direct journalists priorities to give to the human rights issues. At the same time, reporting of the human rights in Puducherry is becoming very complex. The media has also train the staff to cover such issues accurately. The Human rights issues have been reported in the print media as in the items of news and non-news (editorials, letters, short story, etc.). The issues of human rights reported in news and non-news items of the print media of Puducherry have been analyzed and shown in chart - 2:

Chart -2.

The following human rights issues have been reported in various media and proper action has taken by the particular set up by the Government.

One of the human rights reported in the Puducherry State in the years 1998 is custodial death. It was taken by media and Human Rights Organization of the State. This effective human rights report of the media in connection with the above issue is a grant success in violation of human rights and it is settled by the Government. The main human right report upon being informed of the custodial death of one Gothandam, aged 23 years, who was brought to the Police Station during the night of 15 February 1998 but he died in the course of interrogation. The Human Rights Organization and the Media have published the report mentioning it is against the violation of the Human Rights. Hence this matter has been taken by the Human Rights Commission and issued notice to the Government of Pondicherry calling for a report. The report received from the Government of Pondicherry indicated that all the five police officials who had been involved in this incident were placed under suspension; a criminal case had been registered against them and a sum of Rs. 60,000 had

been paid as compensation to the father of the deceased. The Human Rights Commission directed the issue of a show cause notice to the Government of Pondicherry as to why an additional amount of Rs. 2.00 lakhs be not granted as immediate interim relief under Section 18 (3) of the Protection of Human Rights Act. The Government of Pondicherry responded saying that the matter was pending before the Court. The Commission, however, took the view that the payment of immediate interim relief under Section 18(3) of the Protection of Human rights Act, 1993 was not dependent on the outcome of the criminal prosecution. It accordingly directed the Government of Pondicherry to deposit an amount of Rs. 2.00 lakhs in a nationalized bank, in the name of the next of kin of the victim, adding that the interest that accrued thereon be made available to the next-of-kin every three months.

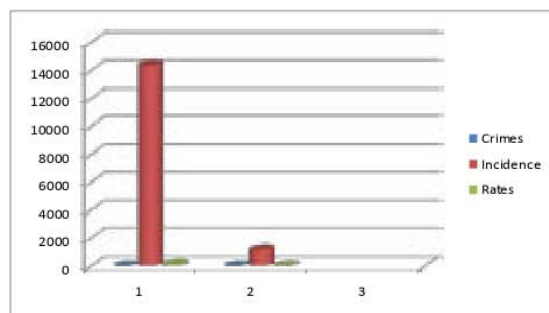
The Media and Human Rights Organizations have approached this matter differently in different view. These kinds of the human rights reporting are more easily misled the public, government as well as Non-Governmental Organizations. It may argue that there are serious limitations in the human rights commonality of interests of human rights organisations and media outlets. Human rights advocacy also has played an important role in turning the media's attention in the issues which were previously ignored or unknown or reviving issues as into news. Sometime, this has led to more accurate, more complete and more consistent coverage.

In Puducherry, individual human rights were considered as secondary matter to the interests of the State. Most of people in the State have little awareness of their rights. When they are dealings with bureaucracy, police, and members of the public they do not know their strength. Many of the people still believe that the State has rights while citizens have should do the duty as they told. The media has a crucial role in changing this level of awareness that each individual should know that he or she has the rights of equal to those of other people. People pay attention to reporting the reality of their lives, which looks the world through their eyes.

On the basis of the coverage of the Media in Puducherry, the Tamil Nadu State Legal Aid and Advice Board brought to the notice of the Commission that Chandrasekhar had died on 29 December 1993 allegedly in police custody in Pondicherry State. It was also pointed out that there was non-reporting by the Pondicherry Administration, in violation of the Commission's instructions dated 14 December 1993 requiring prompt reporting of custodial deaths.

At recent, a Human Rights report in Puducherry State is focused in various media in connection with transfer of the case of murder of one 'Nondi Arumugam' from Government of Puducherry to CBI, Govt. of India. At the Same time, the media particularly the Dinamalar of Puducherry has published on 01.12.2010 a detailed story in the title "Kolai nagaramagum Puducherry Manilam (which mean Pondicherry State is being Murder City)". The Puducherry Police received numerous calls from journalists and Human Rights voluntaries requesting briefings and explanations of the legal issues of this case.

We may find out the common interest in the reporting that the Journalists who are not familiar with human rights and the regulations of the CBI and other State body are unlikely to understand fully the implications and ramifications of the Human Rights story they are going to over by them. Since the various Media of the Puducherry State have focused this issue in connection with the violation of human rights linked with the political persons, the opposition political parity has gone agitation against the ruling Government with the main demand that this case may be handed over to the CBI, even the accused was arrested by the police. Further, the report reflected the view of the political interest and hence it is against the true reporting of the Human rights. Most of the political party flames this issue only for the advantage of the politics.



Further, women rights are also focused by the media of the Puducherry State. The crimes against the women are being registered in a minimum number of cases, which is show in the chart-3. Rape, kidnapping and abduction, dowry deaths, cruelty by husbands / relatives, molestation, eve teasing and immoral trafficking are the crimes against women which are common in Puducherry State like as in many other States. Victims of rape are mostly in the age group of upto 18 years. Rapists are mostly known to the victims, more often neighbors.

The Puducherry Police have taken proper security on the view of the women rights. On the basis of the interview with the All India Democratic Women's Association of Pondicherry, it has stated that the Sexual harassment in working places is rampant.

The most of the cases against the harassment of girl students in schools and colleges were also reported in the Puducherry. Meaningful measures should be taken against this menace. In last year (2010), five accused persons had been arrested by the police of the Rediarpalayam Police Station in connection with the incident occurred for the harassment against the school going girl student near the Rediarpalayam road junction. The accused persons were only arrested after taken agitations by the local people for the harassment against the school going girls. In this case, the media had taken full accurate coverage every thing occurred about this incident.



One case of sexual harassment was taken in the working place during 2004 in the office of the D.R.D.A, Puducherry. One working women of the same office had filed a writ at Hon'ble High Court, Chennai for booking FIR against the accused person who also worked in the same Department. On the base of the direction of the Hon'ble High Court, the All Women Police Station, Puducherry had booked FIR against the accused person and the case was referred to Hon'ble Chief Judicial Magistrate Court for trial.

There have been reports of sexual harassment even in the Aurobindo Ashram of Puducherry. A case was reported fifteen years ago in the Grand Bazaar Police Station limit of Puducherry, that one house wife had been raped and murdered in Aurobindo Ashram. Initially, the Police had neither took investigation nor arrested the accused, since the accused person was having full political influence of Central and State level. So the print media, electronic media and other media had focused and reported accurately the violation of human rights against women. Thus, the local people, Human Rights Organizations, voluntaries had taken demonstration against the Government and Police to take immediate action against the accused person who took offence against violation of the woman's rights. The accused person had been arrested and the Hon'ble Court had given punishment to death. Hence, many of the Human Rights Organization and media were forced the government that, the authorities should bring the offenders to justice wherever the offence takes place. Offences under Section 493/490 (A) of the IPC should be amended to make them cognizable.

Many cases of Rape were reported in the Puducherry. Out of the total cases reported, few cases were reported as raped and murder. Since this kind of the offences had been reported by the media, the local publics have got awareness about the violation against the women rights and them gone for agitation so as to file FIR and give assistants to the family of the deceased person. One important case was reported in the month of August 2010 at Ariankuppam (Manavelly Village) of the Puducherry State that one accused person has sent a parcel bomb through courier to his girls friend, who was lived near his home. The girl was received the parcel from the courier person and then went to her home. Within a second after opening of parcel, the parcel bomb was blasted and the girl was also dead at spot. The background of this case is rape and harassment of the girl. But, the Police had not taken any step on this violation against the woman. So, the whole People of the Puducherry have gone for the agitation against the Government. The all worker of saloon shop of Puducherry had gone for one day strike. The accused person had been immediately arrested and the Puducherry Government had given assistance of Rs. 3,00,000/- to the family of the deceased girl.

During 2010, one Yogu Iyyappan, who belong to Dhiravidar Kazhagam, was arrested in the Gunda Act against the violation of human rights and natural justice. So, he filed writ before the Hon'ble High Court, Madras. The Court warned the Government and ordered to release him immediately from the Gunda act.

Reportedly, there are a number of slums around Pondicherry - twelve of them are within the town itself and they become convenient breeding ground for immoral trafficking. In order to deal with the dowry menace, the Department of Women and Child Development conducts awareness camps in villages. There are also designated Dowry Prohibition Officers in the departments of Government to check on dowry menace. All Police Stations including the All Women Police Station in Pondicherry deal with cases of atrocities against women so as to protect the human rights of women and children. In pursuance of the guidelines and norms laid down by the Supreme Court in the case of Vishaka and others vs State of Rajasthan and communicated to them by the Government of India, the Puducherry State Government has also constituted Complaints Committees in all the four regions of the Puducherry State for redresses of sexual harassment complaints of women employees of Government Departments and Public Sector Undertakings.

The Committees have been mandated to examine complaints received by them and make appropriate recommendations to the Heads of the concerned Government Departments and Organizations. The Committees are functioning as watchdogs for prevention of sexual harassment at workplaces. The Committees are further to send annual reports to the Government through the Department of Women and Child Development. They are also likely to be more easily misled by Governments Puducherry and in some cases by NGOs. Bearing this in mind, Claude Moisy warns against the tendency for assimilation when both NGOs and media are on the ground and stresses the need for the media to remain at a certain distance. Politicians are also interviewed in the context of reports that give a voice to the people whose lives have been affected. They have justified they did everything in human rights context. Moreover, by giving equality of coverage to the governed and those who govern, the media itself is delivering on people's right in freedom of expression. The media in Puducherry is not reported the human rights issues in accurately. The overall reporting rates of the media are furnished in the table -4.

Table – 4: Human Rights issues reported by Media in comparative method:

Sl. No.	Media	Covered and Reported issues of Human Rights issues (in percentage)				
		Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	Printing Media	29 %	26 %	21 %	20 %	14 %
2.	Electronic Media	28 %	27 %	15 %	18 %	15 %
3.	Other Media	25 %	25 %	17 %	19 %	14 %

Most Police services, initiate publicity through regular press releases of information about police operations and arrests. Some media treat these police statements as undisputed fact. These versions of events may eventually be challenged in a court, and should therefore always be attributed and not reported as established fact. In all reporting of police operations it is important to distinguish between someone being interviewed, someone who has been arrested and someone who has been charged. Only the last of these has been accused, and even in this case there is no presumption of guilt. The presumption of innocence until proven guilty applies to the media as much as to the courts.

Pressure is often put on media not to criticize the police, who are there to protect the public and often have to confront violent criminals. However, an inquiring and critical media is not a threat to good policing. The evidence is that 'closed' Police forces become a law unto themselves, and are more likely to abuse the rights of suspects, or indeed to become involved in corruption. A Police force that accepts the right of the media to ask questions is on its way to becoming publicly accountable.

Mr. R. Rajaguru, Chief Reporter of Puducherry Report monthly magazine, has stated that, in general, reporters should recognize human rights violations when they see them and should not need special expertise to do so. Journalists of the Puducherry State worry about accuracy. Many journalists, including some of those interviewed for this paper, do not feel that there is a problem in their coverage of human rights issues. Though they acknowledge inadequacies, they view, that human rights issues are covered no worse or better than other subjects are.

Conclusion

As a result, media coverage varies in quality, "On the Puducherry State side, there is not much escapes in media coverage. On the international side, it is not necessarily, because a reporter may not notice and report it, but because of the competition of limited space. Moreover, it is pointed out that if a journalist does not access the human rights stories, he simply cannot cover the story.

The media focus on the story of the occurrence, not the broader questions, the process stories. It can not get an accurate picture of what is at issue, probably not with regard to the story itself and certainly not with regard to human rights in a crisis.

Among journalists, there are serious lacks of knowledge of what human rights are. Many journalists as well as many politicians and others who are working in civil society are not familiar with the Universal Declaration

of Human Rights and the International Human Rights treaties and mechanisms. Often they do not understand the difference between human rights law and the laws of crime. As a result, human rights are often erroneously regarded as relevant only to reporting of conflict.

The objective of reporting is not achieved merely on presenting facts. Balance is certainly important. There is no contradiction between committed reporting and truthful reporting. media professional should not abandon professional standards but to emphasize them.

In general, human rights organisations feel the media do not give sufficient coverage on human rights issues. The coverage is also often lacking in depth. At the same time, human rights groups carry out credible research and develop their capacity to provide media with reliable information. There is a need to bridge the gap of misunderstanding that sometimes appears to exist between rights activists and journalists.

Recommendation

Changes in the International Human Rights Policy in recent the journalists and media organisations be well-informed about the human rights issues and, therefore, they better be able to promote wide-ranging debates within their societies.

The following human rights programmes may be conducted for creating awareness for the media persons, public and human rights Organizations by the State Government of Puducherry:-

- ☐ Specific pre-entry courses on human rights issues for individuals learning journalism schools,
- ☐ Mid-career and internal training on international human rights standards, including national and State Govt. perspectives on human rights law and policy;
- ☐ Internal editorial programmes reviewing coverage of human rights issues like refugee & asylum matters, rights of children, racism and racial discrimination, health issues; and
- ☐ Actions to promote exchanges of views between journalists and human rights organisations at national, regional and international level. Such meetings, briefings and seminars should be organized by journalism schools, media organisations and journalists' professional groups.

In short, media organization, NGOs, SHG and others should raise their voice to promote the human rights and creating awareness about human rights among public.

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Most of the journalists and human rights experts below were interviewed in the course of the preparation of this paper:-

1. Tmt. K. Kalivani, President, Puducherry Human Rights and Consumer Rights Organization.
2. Thiru R. Rajaguru, General Secretary, Press and Journalist Association of Pondicherry.
3. Thiru M. Gobi, All India Journalist Welfare Association, Pondicherry.
4. Thiru Rabert Roch, Public Relations Officer, Mark, Karaikal, Puducherry State.

Useful Internet site for preparation of this paper:-

1. <http://police.pondicherry.gov.in/About%20us/ArrestGuidlines.htm> (Website of Police Department, Govt. of Puducherry)
2. www.unhchr.ch/udhr/index.htm, (Universal Declaration of Human Rights (UDHR) is the premier human rights instrument of the United Nations. It was adopted and proclaimed by the UN General Assembly resolution, 217 A (III) of 10 December 1948)
3. www1.umn.edu/humanrts/instree/arabcharter.html (Arab Charter on Human Rights was adopted by the Council of the League of Arab States resolution 5437 on September 15, 1994. There are no ratifications to date).
4. www.wix.com/presspuducherry/phrcro (Pondicherry Human Rights and Consumer Rights Organization, Pondicherry)
4. www.unhchr.ch/html/menu3/b/k2crc.htm (Convention on the Rights of the Child (CRC) is the most widely ratified human rights treaty. It was adopted by the UN General Assembly resolution 44/25 of November 20, 1989 and entered into force on September 2, 1990)
6. www.nyu.edu/globalbeat (Global Reporting Network, a programme of the Centre for War, Peace, and the News Media at New York University's Department of Journalism and Mass Communication. Contains a useful international list of experts)
7. www.fair.org (Fairness and Accuracy in Reporting scrutinizes media practices and offers Criticism of media bias and censorship).
8. <http://nhrc.nic.in/cdcases.htm#no3> (National Human Rights Commission, New Delhi)
9. <https://rni.nic.in/> (Registrar of News papers for India, Govt. of India)

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