

# MD NICHE MEDIA CONSULTANTS

## INTERNAL COMPANY POLICY ON WOMEN EMPOWERMENT



The Women Empowerment Policy of MD Niche Media Consultants demonstrates the company's commitment to promoting an equitable work environment, in line with national policies and international norms. The following document lists mechanisms and guidelines to support principles of gender equality and women empowerment, while making offences in this regard punishable.

- The policy covers all offices of MD Niche Media Consultants, which are located at New Delhi (headquarters), Trivandrum and Kochi. Women contribute about 35 percent to the company's staff.
- Women Empowerment (WE) refers to strengthening systems and structures so that gender-based discrimination and related forms of inequality are not perpetuated. WE involves raising awareness, enhancing self-confidence and opening up personal choices and access to multiple resources, for women at the workplace. One of the primary objectives of the policy is to identify and address challenges and obstacles towards achieving women empowerment at the workplace.
- Offences that are detrimental to the goals of Women Empowerment include violence against women, sexual harassment, abuse and exploitation and any other form of discrimination.
- The policy holds all staff members accountable to the highest standards of maintaining women's empowerment. Any offences in this regard, whether suspected to be committed by male or female colleagues, will not be tolerated in any form. Strict action, beginning with an internal investigation, will be taken against alleged offenders as well as those making unfounded claims against a coworker.
- Our policy actively involves male colleagues as equal partners in promoting principles of women empowerment. This includes designing organisation-level learning and behaviour change systems to achieve an equitable work environment for women and men, alike.
- As an extension to the women empowerment policy, any form of discrimination, harassment, abuse or violence against male colleagues is intolerable. In this case too, strict action, beginning with an internal investigation, offenders as well worker.

With the abovementioned guidelines, we will continue to strive to make MD Niche Media Consultants a great place to work for.

S Suresh

A handwritten signature in blue ink, appearing to read 'S Suresh', with a horizontal line underneath the name.

CEO, MD Niche Media Consultants