

**Prasar Bharati Secretariat  
(India's Public Service Broadcaster)  
Prasar Bharati Secretariat  
Copernicus Marg, New Delhi**

F.No. 1011/176/2020-IR

Date: 09.09.2020

**Sub: Press Release on AIBD Regional Webinar "Women Leading the New Future" on 10<sup>th</sup> September 2020 at 11:30 AM (IST) approximate.**

Dear Sir,

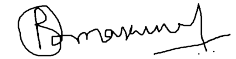
This is kindly to intimate that the Asia-Pacific Institute for Broadcasting Development (AIBD), Malaysia is organising a Regional Webinar on '**Women Leading the Future**' on 10<sup>th</sup> September 2020 at approx. 11:30 AM (IST).

The Webinar will bring together top-notch women leaders in various fields to talk about the leadership in the future. From women at the frontline of COVID management to economic freedom; and from women at the forefront of Science and ICT to socio-economic wellbeing, the Webinar will see the women leaders speak on various issues, challenges and way forward to lead the 'new future'. The Webinar will also provide a platform for the women leaders to discuss about the opportunities and strategies to manage the evolving roles and responsibilities. Among the prominent speakers are women leaders holding political portfolios, diplomats and bureaucrats.

Hon'ble minister Smt. Smriti Irani ji and Hon'ble Lt. Governor of Puducherry Ms Kiran Bedi ji are participating in the webinar. Mr. Sameer Kumar, Head PBNS along with some other officers are also participating in the webinar.

In this regard, a Press Release has been provided by the AIBD (copy attached). It is requested kindly to upload the '**Press Release**' on Prasar Net circular portal and at other available portal of Prasar Bharati immediately.

This issues with the approval of Competent Authority.



Encl: as above

(Raman Kumar)  
Director (IR)

To,

1. DDG(Tech), Prasar Bharati Secretariat for necessary action.
2. Head, PBNS – for kind information and necessary action.



**AIBD Regional Webinar  
Women Leading the New Future  
10<sup>th</sup> September 2020 | 2 PM Malaysia Time (+8 GMT)**

**PRESS RELEASE**

If there is one thing that proves women leadership has come of age, then it should be the recent handling of the coronavirus pandemic. The statistics show that the countries with women at the helm have done well in managing the crisis.

Lack of women in leadership positions has always been an issue for many generations globally. Although the world has seen some achievements in terms of women representation in senior leadership and political office the growth has not been as profound as it ought to be.

According to the World Economic Forum, the greatest challenge preventing the economic gender gap from closing is women's under-representation in emerging roles. And the COVID-19 pandemic has brought fresh challenges to the already array of problems faced by women and women leaders.

Therefore, Asia-Pacific Institute for Broadcasting Development (AIBD) based in Kuala Lumpur, Malaysia is organising a Regional Webinar on 'Women Leading the Future'. The Webinar will bring together top-notch women leaders in various fields to talk about the leadership in the future.

From women at the frontline of COVID management to economic freedom; and from women at the forefront of Science and ICT to socio-economic wellbeing, the Webinar will see the women leaders speak on various issues, challenges and way forward to lead the 'new future'. The Webinar will also provide a platform for the women leaders to discuss about the opportunities and strategies to manage the evolving roles and responsibilities.

Among the prominent speakers are women leaders holding political portfolios, diplomats and bureaucrats (see attached agenda for more). The event will be graced by H.E Khieu Tep rainsy, Honorary President of Cambodian Women for Peace and Development Association, and the keynote will be delivered by H.E Ms Amina J. Mohamad, Deputy Secretary-General of the United Nations.

The two-hour long event will be a moderated discussion, followed by Q&A session involving all the attendees.

Registration can be done via the following link: <https://bit.ly/32uGp16>  
Once registered, AIBD will later provide the details and links to join the virtual session.  
For more information about the event please get in touch with:

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Our Social media handles: @myaibd, #AIBDWebinars