

Gender Equality in India

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8th grade

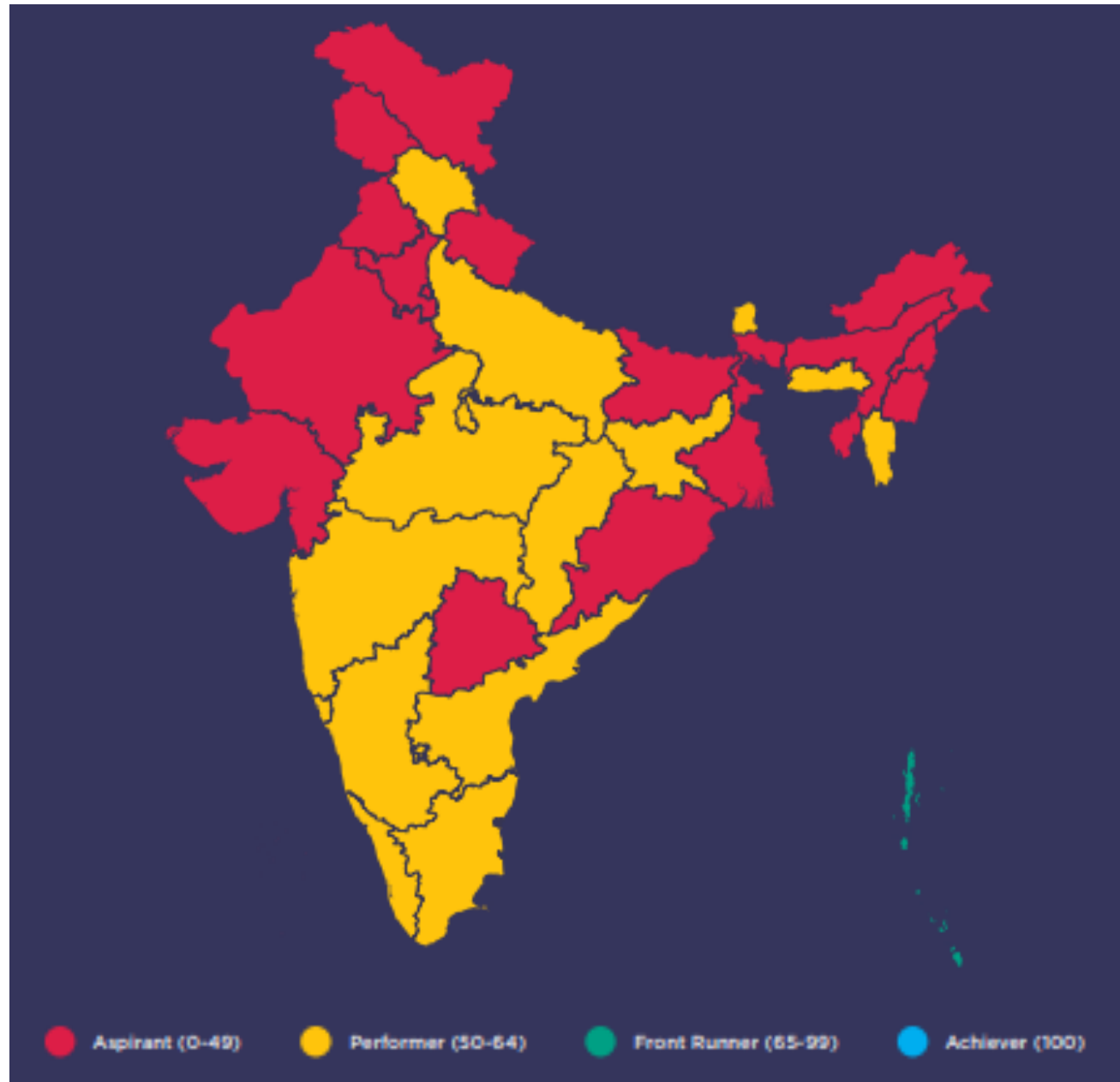
Age-14

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India



Overview



◆ Gender Equality

As per UNESCO, Goal 5 of the Sustainable Development Goals (SDG) is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

Gender Equality is the fair treatment of Transgenders, Women and Men. Though there has been progress, the ongoing Pandemic could reverse whatever advancement we have made.

Gender Inequality has been persistent, throughout the centuries, and a very big social issue for my country, India.

In my country, poverty, education and health are widely discussed topics, but gender equality is not something discussed openly, mainly because of lack of awareness.

◆ Where India Stands

India, ranks 140 out of 156 countries in the Global Gender Gap Index (GGI) 2021, according to the World Economic Forum.

India is vast with diversity spanning across culture, religion and traditions which makes gender inequality even more complex.

According to Nobel Laureate Prof. Amartya Sen (2001), there are seven types of gender inequalities at present in India.

Why I Chose This Topic?

- ✓ I have heard in my house how domestic workers are deprived of education, inheritance and abused by their family members.
Many a time, transgenders are seen begging on roads. Isn't it something heartening?
- ✓ I am inspired by my grandmother, Ms. Anita Mathur who works for the welfare and social development of women.
- ✓ Furthermore, I always wanted to work for the cause, thanks to UNESCO and my school for providing me this platform for voicing my ideas.

Challenges

I have identified the following challenges which are probable hinderences for the government and related organizations for achieving their gender equality goals.

- ✓ **Lack of Awareness**
People in general do not even recognize gender inequality is a concern
- ✓ **Conservative Mindset**
Distorted understanding of the value system has resulted in conservative mindset
- ✓ **Gender Bias in Education System**
Biased portrayal of gender in societal roles

My Proposals

I propose three innovative and original solutions which will address the challenges faced by the government today and will also have a significant impact on Indian society.

My following solutions are categorized as per the age groups of the target audience.

For Children (5 - 18 years)

◆ 1. Board Game/Online Game

I believe that the importance of gender equality must be imbibed right from the early age. They will be able to understand the significance better if explained through playful means. A simple game can do the trick !

My Board Game “**Gen-Q**” is aimed to reach out to the regions where technology is not accessible, however a future version of the game can be played online as well. This game should be given free of cost to all children who take admission in school.

◆ 2. Change in Textbooks

Education also plays a vital role in crafting the psychology of our young crowd. Why not to have text books which can put seeds of gender equality deep into the brain of young minds? Unfortunately, our current education system is incautious towards it and thus creates misconceptions. I have some ideas that might change this.

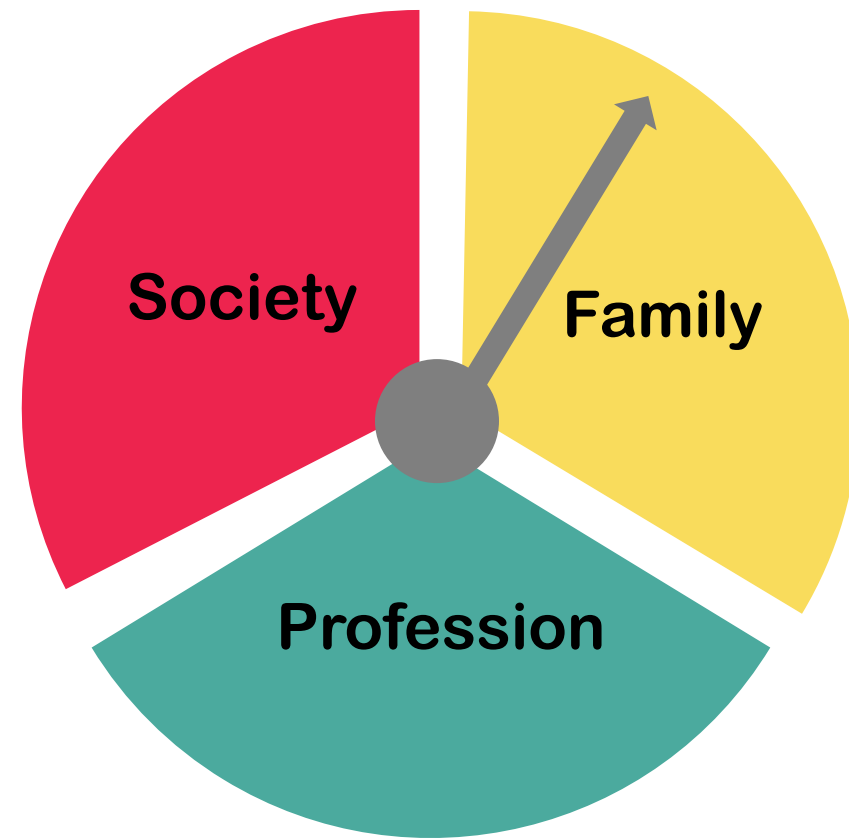
For Adults

◆ 3. Advertisement / Commercials

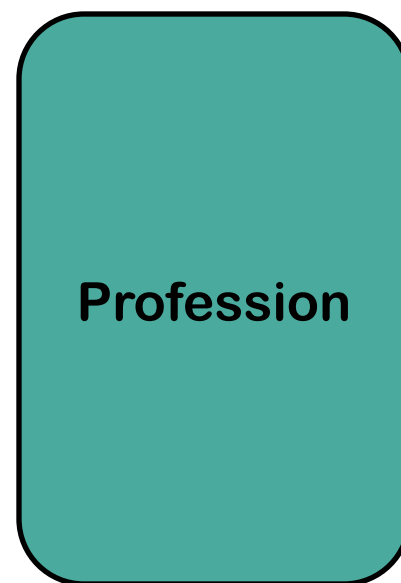
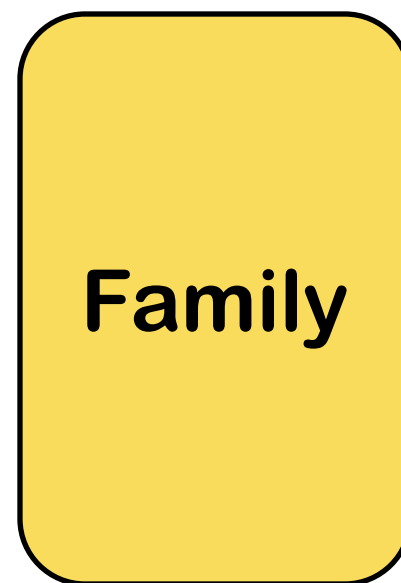
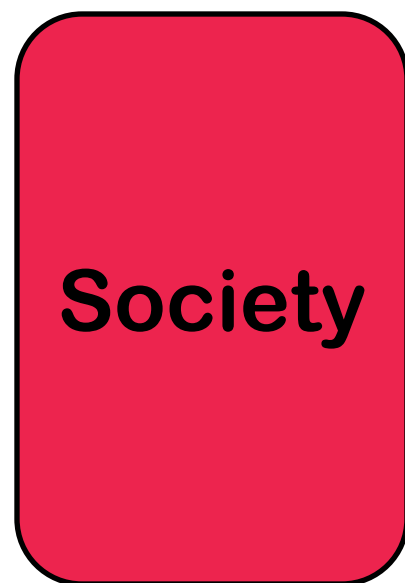
Giving advertisement about gender equality is common, but does it really reach out to the intended audience? What could be the best and simple approach? I will answer this question as well.

I. The Game: Gen-Q

Target Audience: Children



Spinner



Deck of Cards

◆ Theme

The game is provided with a backstory- *a gender offender is on the run, and the players have to help the police catch the offender.*

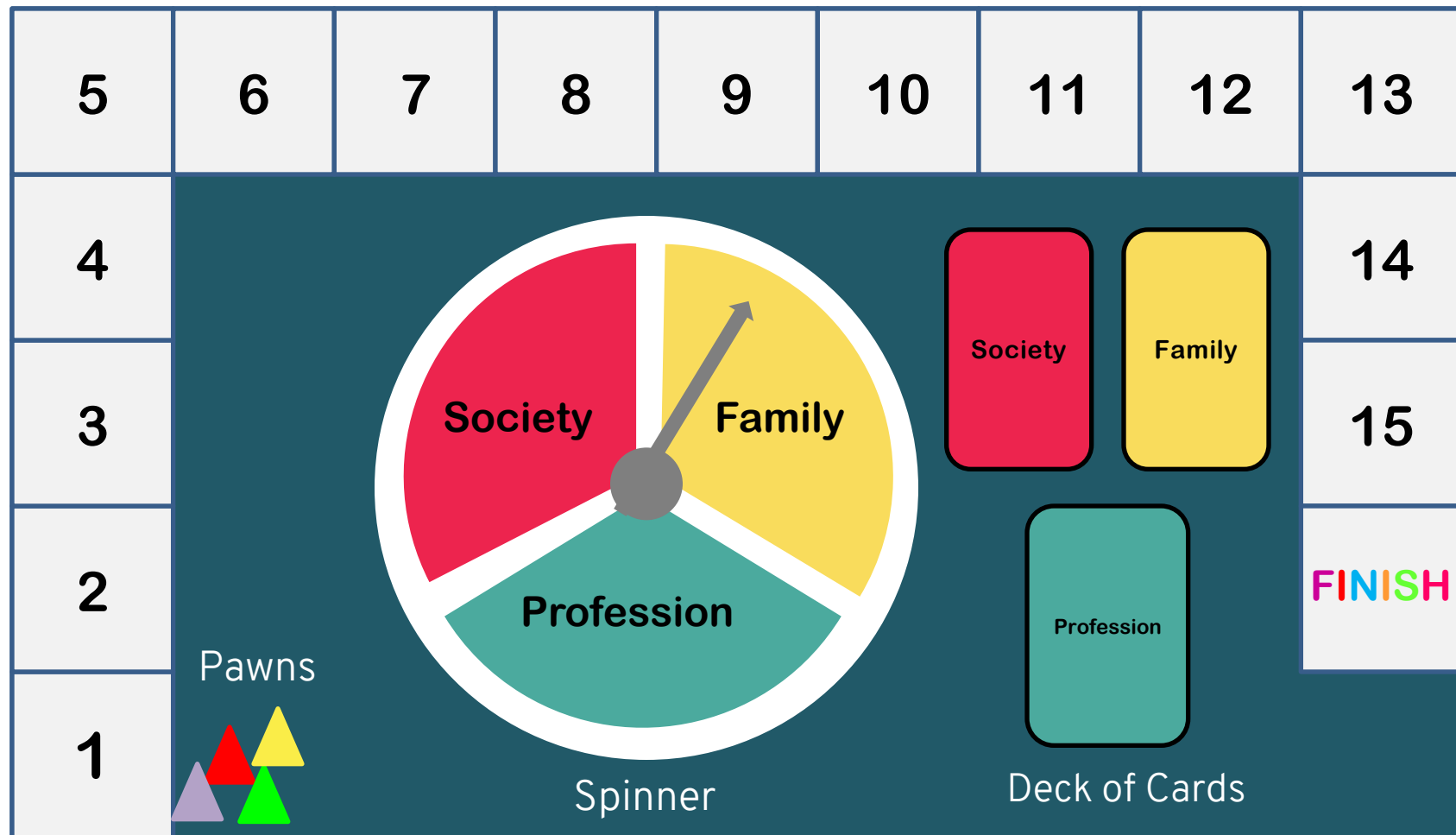
◆ Objective

The players need to get to the finish line by answering the questions correctly.

◆ Contents

- A spinner with three sectors: Society, Family, Profession(representing the three spheres of life).
- Three decks of situation cards having questions related to Gender Equality on each of the sectors stated above.
- 4 pawns.

How to Play Gen-Q



Board

◆ The Setup

- Number of players: 2- 4
- The board will be placed with the spinner in the center (as shown alongside); the three decks of situation cards will be placed alongside the spinner.

◆ How to Play

- The Player spins the spinner, it will land on any one of the sector (Society, Family, Profession.)
- Anyone of the remaining players will pick out a situation card from that particular sector's deck and ask the question
- Player needs to answer in Yes or No.
- If the answer is correct, the player moves a step forward and if it is not, then the player remains on the same spot.

Gen-Q Mock Play

Society

A man wears nail paint.
Do you stand with him for making his choice?

Ans: Yes

Family

You find out that your friend is a transgender.
Do you still want to be their friend?

Ans: Yes

Professional

A female associate with the same potential is paid less than her male counterpart.
Do you think it's right?

Ans: No

◆ Gen-Q Mock Play

- Player1 spins the spinner and land on the Family Sector.
- Player2 then picks out a situation card from the Family deck and ask the question given in the card -"You find out that your friend is a transgender. Do you still want to be their friend? "
- Player 1 replies 'Yes' (which is the correct answer) and moves a step forward; if the player answers, 'No', then he will remain on the same spot.
- Player2 gets the chance to spin the wheel; and the game continues, till someone reaches the finish line.
- Thus each question brings up a scenario related to gender biases & inequalities and educate the players to understand the situation and make a right choice.

2. Textbooks

Target Audience: Children



A female teacher teaching in class



Soldier, Blacksmith.
Construction Worker are all
males



A male bus driver

My brother who is a 2nd grader has textbooks where following genders are mapped to different roles and jobs.

- A security guard as male
- A teacher as female
- A construction worker as male
- A bus driver as male

These depictions are given at multiple places throughout the textbook. Because of such depictions, the kids associate such jobs with specific genders. It limits the kids imagination and potential; thus harboring gender inequality indirectly.

My Proposal:

The textbooks should be changed. Roles and jobs should be interchangeably used throughout the textbooks so that children get an open perspective.

Actual pictures taken from State-Board books

3. Advertisement

Target Audience: Adults



'Ad by 'Vicks' Company– it portrays a transgender mother, Gauri Sawant and her daughter.

According to government officials, most of the crimes against genders are done by less privileged or people living in rural areas. With 65% of India's population living in rural regions, it is crucial to spread awareness in these regions.

- People living in rural areas are mostly farmers, laborers and shopkeepers. The best way to reach out to such groups is through contextual advertisements such as:
 - Displaying posters at their workplaces
 - Advertising through legal documents like Ration Card, Electricity Bills, Aadhaar Card, etc.
 - Advertising through mobile apps which are widely used by them for entertainment
- Such advertisement, should be of more Audiovisual (AV) type for effective reach.
- These ads should be targeted mainly during evenings as the majority of the target audience gets free by evening only.

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Thank You!

