

PLANET IPE

MARCH 2018



...TILL WE ACHIEVE GENDER PARITY

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MD SPEAKS



Narrowing gender disparity by ensuring equity in opportunities and facilities is a critical pre-requisite to achieving the Sustainable Development Goals (SDGs).

Women make up half of world's human capital and yet they are denied access to resources and are not involved in decision making. Successfully engaging this talent pool and harnessing their contributions fosters faster, more inclusive growth. It can positively impact economies and societies.

India slipped 21 positions in the World Economic Forum's 2017 Gender Gap report to stand at 108th position amongst 144 countries. Worrisome indeed. With women in India earning less than quarter of the income earned by men; at times even doing unpaid work despite working long hours in the informal economy the low rankings are a reminder to us to make conscious efforts to work towards the gender agenda. Dedicated efforts need to be put; women and girls need to be empowered and educated for an accelerated and prosperous development in an ever more competitive world.

I would like to congratulate each one of you for being a part of #MakeWayforHer campaign and making it a success. Our campaign has turned 1, and with our efforts we will continue to make strides in the direction of gender parity to help women and girls achieve their ambitions, challenge bias; call for gender-balanced leadership; value women and men's contributions equally; and create inclusive flexible cultures.

Let us ensure everyone enjoys the same opportunities, resources and rewards and invest in the next tier of women leaders. It is about time we become drivers of change for a progressive and gender equitable world.

Best wishes
Ashwajit Singh

INTRODUCTION

International Women's Day (IWD) is a time to reflect on progress made, to call for change and to celebrate acts of courage and determination by ordinary women who have played an extraordinary role in their countries and communities.

This year, International Women's Day comes on the heels of strong global momentum striving for gender parity. This has taken the form of global marches and campaigns, raising issues ranging from sexual harassment to equal pay and women's political representation.

The theme for IWD 2018 is #PressforProgress that aims to encourage people to continue the vocal fight for equality and celebrate the achievements of women who have overcome these barriers.

There are currently **17** countries with women as head of government, head of state, or both, which, according to the UN, has more than doubled since **2005**.

There are currently **20** female CEOs of Fortune **500** companies, or just **4%**

Women currently hold about **16%** of board seats of S&P **1500** companies.

DID YOU KNOW?

In **2017**, women effectively worked “for free” for **51** days of the year because of the gender pay gap.

Companies with at least **30%** women in their top ranks had profit margins **6** percentage points higher than those with no woman at the top.

In the US, in **2015**, women made **81** cents for every dollar a man made.

The World Economic Forum estimates that it will take **118** years to close the gender wage gap.

Make Way
for Her
Turns

216 YearsTILL WE ACHIEVE GENDER PARITY

Narrowing gender inequality
in the workforce is the critical
prerequisite in order to
achieve the Agenda 2030 for
Sustainable Development.

Launched in March 2017, #MakeWayforHer campaign is IPE Global's first ever digital campaign that advocates and engages with people to help break perceptions for a more gender inclusive world. The Campaign highlights the need to address gender gaps in the formal work spaces through its various themes spread across the year: **Work Expiry, Parity on Wheels and Colours of Empowerment.**

DIGITAL OUTREACH - KEY HIGHLIGHTS

Over **7.8 lakhs**
users reached across platforms

+30 Blogs

from key influencers,
change makers,
entrepreneurs, authors,
travel bloggers

The hashtag #MakeWayforHer went viral within
of the campaign launch in 2017 and was used by companies/
individuals in their women's day posts

5 days

The company received the highest
ever user engagement of

+2 lakhs
across platforms

+4500 Likes and
+19000 Facebook
Outreach received for
Parity on Wheels contest

Work Expiry

#MakeWayforHer

Realising that women's social and economic empowerment is critical for gender equality, the theme looked at how equity in opportunities and facilities can lead to growth and empowerment for women in the corporate world.

For numerous reasons, women are simply less likely than men to advance: they experience an uneven playing field, with their odds of advancement lower at every level; there is a persistent leadership gap in the most senior roles; gender diversity is not widely believed to be a priority; and while employee programs designed to help balance work and family are abundant, participation is low among both sexes due to concerns that using them will negatively affect their careers.



Source: An edited extract from Women in the Workplace 2017 study on the state of women in corporate America by LeanIn.Org and McKinsey

Parity on the Wheels

#MakeWayforHer

As a step up to the campaign, the Gender and Tourism theme firmly endorsed the UN Resolution for Sustainable Tourism for Development and attempted to highlight 'equality' and how sustainable tourism can lead to a better working world – a more gender inclusive world.

In general, women are well represented in formal tourism employment. However, women are more likely than men to be working at a clerical level, are less likely than men to reach professional-level tourism employment, and as a result, their average take-home pay is lower than men's.



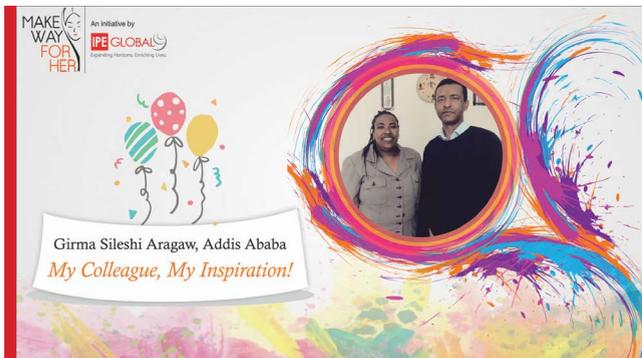
Source: Global Report on Women in Tourism 2010; Un Women (http://www2.unwto.org/sites/all/files/pdf/folleto_global1_report.pdf)

Colours of Empowerment – Stories that Inspire

#MakeWayforHer

Celebrating empowerment, the theme urged each one to share stories of inspiration which advocated for a more gender inclusive and equal world. Highlighting the urgency of the situation, it reinforced #PressforProgress to #MakeWayforHer because we at IPE Care... The Torchbearers...

Congratulations to the Winners!



Courage is contagious

My father refused to
adhere to the ritual of
“Kanyadaan”





Why call her existence unfortunate? From her, kings are born!

Patriarchy affects all



Freedom to express fearlessly is a gift from my father!





Thank you all for your contributions

Aakansha Bhatnagar
Amandeep Atri
Amit Dixit
Daya Handa
Indresh Kumar Srivastava
Michelle Mariadoss
Monika Srivastava
Mohammad Mohsin Ganai
Navneet Singh
Pankaj Yadav
Pooja Dhooper
Poorva Puri
Pranali Pakhale
Priyanka Bansal
Rachna Chopra
Rahul Panjwani
Rahul Srivastava
Shalender Sharma
Shikhar Srivastava
Soma Biswas
Tanushree Sinha
Umang Handoo
Zoya Siddiqui

VOICES

I would like to see more women in the decision making process; more women leading critical negotiations, more women working on and managing key internal assignments and more women contesting for national elections and getting support from other women as well as men. Let us develop the next tier of women leaders by investing in them because women definitely matter.

- **H.E. Florence I. Weche**
High Commissioner of Kenya to India

No society can develop sustainably without transforming the distribution of opportunities, resources and choices for women and men so that they have equal power to shape their own lives and contribute to their families and communities.

- **H.E. Ebyan Mahamed Salah**
Ambassador of Federal Republic of Somalia to India

A woman is the first Guru of a child. Was fortunate to have my mother as my first guru. Educated in music and humanity at home. It's high time a woman should receive what she deserves in the world.

- **Sarod Maestro Ustad Amjad Ali Khan**
Padma Vibhushan

I invite all of you who have in your hands the power to hire someone in the tourism sector, to please take this into consideration as one of our key contributions to the Celebration of the International Year of Sustainable Tourism for Development of the United Nations.

- **Loreto Ibanez Castillo**
Head Tourism Int. Projects STH-ESC La Rochelle-France, Former UNWTO - TedQual Programme Manager

We don't believe that women need to be given wings to reach the skies or that they need to be empowered or even that they need to be told what to do. They are powerful and capable enough to make things happen for themselves!

- Rohit Khattar
Entrepreneur, Founder –Jugni

While choosing an unusual career path over my high salaried job two years back, I was questioned by the world, including my own family. The moment I hit the road to explore the unexplored, it made me empowered. Being a woman Travel Blogger today, I feel proud to have the courage to live my life on my own terms.

- Parnashree Devi
Travel Blogger, My Travel Diary

Many a times I was told, "Why gender? This is India. The change you are seeking will not come through. This is a way of life that people have learnt to live with, walk over, circumvent and ignore." I was fumbling to pick up the magnanimous pile of gender issues and articulate one at a time. On the contrary, both men and women were threatened how the change I was speaking of, will feel like.

- Dr. Ranjana Kumari
Director, Centre for Social Research;
President, Women Power Connect

IPEANS ADVOCATE FOR THE CAUSE!



- Mohammad Mohsin Ganai
Urban & Infrastructure Development

STRAW FEMINISM?

A LOOK TO THE OTHER SIDE!

Pandit Jawaharlal Nehru once remarked, "To awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves". Although having come a long way, injustices and crimes against women such as domestic violence, female foeticide, rapes, honour killings, and dowry still remain deeply rooted in our society. It's about time we all become feminists and raise our voices against the misogynistic norms of our society.

Feminism however, in its pristine raw form denotes that men and women should have equal rights and opportunities. It stands for political, economic and societal equality of the sexes. Equality is the bed rock on which the feminism rests. As wonderful as the concept of feminism is, there is an ugly side to it: The Feminazism or the radical feminism, which promotes and supports misandry as well as inculcates a victim mentality in women. Most of the women who consider themselves to be feminists, it would seem, are leaning more towards, if not completely immersed, in the role of the gender

feminist rather than addressing the more serious issues to banish inequality. Women are now more eager to bash men than to fight fairly. This new-age female chauvinism has its undue benefits and repercussions such as the false accusations on men, misuse of laws and popular male bashing. The present day inequality (men being superior to women) is sadly countered with reverse inequality (women wanting to be superior to men). Unfortunately, the radical feminists are tarnishing the feminist movement's image by unnecessarily & constantly spewing venom against men, which turns them into the same sexist, misogynistic, oppressing males who they were trying to fight in the first place, making the cause lose all its meaning and purpose.

On this International Women's day, while preaching the empowerment of women, we should be careful in maintaining the thin line between feminism and feminazism, lest we create an unstable inequality where empowering women means disempowering men.



- Shilpi Jain
Corporate
Communications
(Excerpts from her
article published in
reputationtoday.in)

Little do we realise that subconsciously we begin our journey with colours. The universal favourites red, blue, pink and so on in the young minds soon give way to the more serious browns, blacks and whites. And, we just cannot afford to conveniently pass on the buck to genes and Lord Krishna in his melanin syndrome.

COLOUR CALLING

Tipi Tipi top...what colour do you want?

Little do we realise that subconsciously we begin our journey with colours. The universal favourites red, blue, pink, yellow and so on in the young minds soon give way to the more serious browns, blacks and whites. And, we just cannot afford to conveniently pass on the buck to genes and Lord Krishna in his melanin syndrome ... Radha kyun gori, main kyun kala? (Why is Radha so fair when I'm dark?).

There is a thin line of difference between colourism and racism. While the former hinges on shadism, it instantly creates a visual connect which cannot be hidden, the latter is more constructed and conditioned over the years primarily visible on application forms (thankfully now optional at places!) Conveniently inter-played and impregnated, most often colourism leads to prejudices and discrimination.

And like it or not, we idolise white and we glorify its perpetuation through media.

The media sets the tone for morals, values, and images of our culture. It creates and sets us apart. A case in point are the strong social and psychological impacts created by all forms of media – be it the print or new media. No one is spared. The ever famous Oprah Winfrey has also been at the receiving end when, in an interview with Swiss newspaper Blick a few years ago, she stated that racism is something that 'people

of black or brown colour experience daily.'

Colour psychology often influences purchases. Media ads with big bucks behind them glorify and benefit businesses. Does anyone really care that Prohibition of discrimination on grounds of religion, race, caste, sex or place of birth is a clear violation of Article 15 of Constitution of India?

It is important to pay attention to how media gives the information? Media is extremely pervasive. Constantly and readily available, it can both consume and subsume. As communicators we have a social responsibility. We need to educate audiences and that education can simply be based on cultural differences and each one's accomplishment. Often interpersonal contact may work best to address colour prejudice, but to realise the universal goal of building a humane society, the potential of mediated and new media can also be leveraged. An essential component could be to adopt a communication strategy that seeks to influence the behaviour of individuals, motivates them and builds their capability to influence others basis increased knowledge and awareness.

What is therefore needed is a conscious bit more on skilling, building media sensitivity for coverage that transcends beyond boundaries and just does not magnify light skin vs dark skin.

Read full article here: <https://reputationtoday.in/views/colour-calling/>



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