

Fiinnovation Launched #PowerOfBangles Campaign for Men on Women's Day



New Delhi, March 17, 2015: A unique campaign was launched on the occasion of International Women's Day that focused on engaging men rather than women. Initiated by Innovative Financial Advisors Pvt. Ltd. (Fiinnovation), the campaign #PowerOfBangles (No longer a sign of weakness) aimed at breaking stereotypes against women and sensitizing men that wearing a bangle is not a sign of weakness. As part of the campaign, Fiinnovation organized a selfie

contest primarily for men, who were asked to share selfies wearing bangles along with a message. The campaign kicked off on March 02, 2015 across social media platforms and on radio and ended on March 13, 2015. The winners of the contest were declared on March 14, 2015 on social media platforms and their testimonials were aired on Radio City 91.1 FM on March 15, 2015.

The highlight of the campaign was a chat show with Virender Sehwa and Mr. Soumitro Chakraborty, Chief Executive Officer, Fiinnovation, where they shared their views on the campaign and women empowerment on Radio City 91.1, aired on March 15, 2015. The most dangerous opening batsman ever Virender Sehwa supported the campaign and shared how the women in his life helped him realise his dream and continue to do so even today.

On the campaign, Mr. Soumitro Chakraborty, said, "Women empowerment has been a burning issue around the world. What is required is to change the mindset of the society and the men in general. This is what forms the genesis of our campaign. The #PowerOfBangles is an initiative that attempts to focus on men and not on women as the need is to change the perception that men seem to have for women. We hope that by running such a campaign, we have laid down a foundation for a better future where women realise their self-worth and men are able to support without any bias."

The popular Hindi idiom "Maine choodiyan nahi pehen rakhi hai" (Translation: I am not wearing bangles (I am not weak) was the trigger of the campaign that led up to "Choodiyan pehen rakhi hai toh kya!" (Translation: So what if I am wearing bangles!). What is worth noting is the fact that the idiom is used only by men to show their machismo while carrying an obvious reference to women. Since bangles are worn by women, the campaign encouraged men to participate in the contest and show that wearing bangles does not make them any less of a man. Through this, they also got an opportunity to stand up for the women in their lives.

The #PowerOfBangles contest received enthusiastic response on social media platforms and from the listeners of popular radio channel Radio City 91.1 FM, who also participated in the contest. The winners of the contest conducted on radio were announced daily for four consecutive days. Fiinnovation also reached out to universities and colleges across Delhi to engage youth in this thought-provoking campaign.



Contact Us:

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