

# EQUALITY

GENDER SENSITISATION: NEED OF THE HOUR

Respect Equality Social  
Pride Society Opportunity  
Appreciation Rights Women  
Change Identity Safety  
Teamwork Progress Discrimination  
Success

## CEO's Desk: Need for Gender Sensitisation Programmes at School

“GIRLS ARE WEAK! BOYS ARE BRAVE!”

OFTEN HEARD THESE STATEMENTS ?

In a patriarchal society like India, we have contrasting gender roles that have led to discrimination and devaluation of girls and women. Stereotyping that promotes gender inequity, and later leads to acceptance of imbalances in power. The root of the problem stems from negative influences on a child's attitude and perception. Gender identities are defined as children grow and are influenced by the situation at home, from their parents, and at school, from their peers and teachers.

A study conducted by World Vision India in 2017, shows that one in every two girl children face some form of abuse. In fact, a few research studies show, one in three people agree that control over another is not considered a form of violence or abuse. There is no denying the seriousness of the issue, especially with the increasing rate of offenses involving children under the age of ten.

[Read Full Article >>](#)

## SOME HEART-ACHING FACTS



**GENDER INEQUALITY,  
INDIA STANDS  
A LOWLY 125<sup>TH</sup>  
OUT OF 159 RANKED  
COUNTRIES**

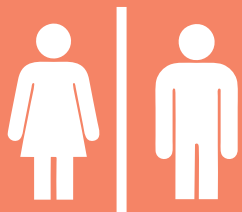
- United Nations' gender inequality index.



**FEMALE  
CHILD MORTALITY,  
RATE IS  
17% HIGHER THAN  
THAT OF BOYS**



**IN INDIA, THE FEMALE  
LITERACY RATE IS  
COMPARATIVELY  
LOWER (65%) THAN  
THE MALE LITERACY  
(82%)**

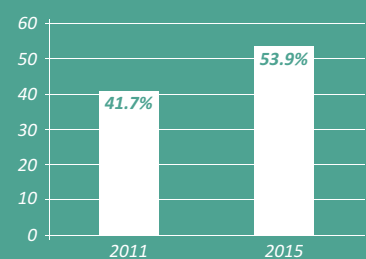


**GENDER GAP,  
INDIA FELL 21 PLACES  
ON THE INDEX TO 108,  
FAR BELOW THE GLOBAL  
AVERAGE.**

- The World Economic Forum's (WEF)  
Global Gender Gap Report



### THE REPORT CARD CRIME AGAINST WOMEN ROSE



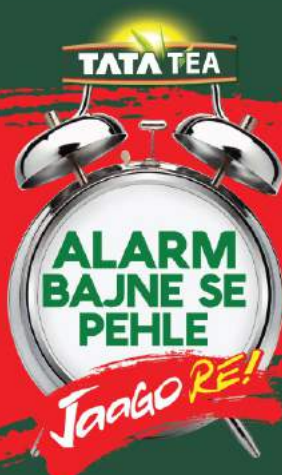
**RAPE : 34,651  
ATTEMPTED RAPE: 4,437  
DOWRY DEATHS: 7,634  
DOMESTIC CRUELTY: 1,13,403  
KIDNAPING AND ABDUCTIONS: 59,277**

- National Crime Records Bureau

## Some Campaigns

### Tata Tea Campaign Jago re

Tata Tea's Jaago Re initiative aims to take this a step further by petitioning government bodies to make such programmes mandatory in schools across the country. By facilitating a behavioral change from the grassroots, such classes inculcate a sense of equality and respect in children, leading to a more harmonious and gender-just future.



### Taron ki Toli- Gender sensitization initiative

The programme involves both boys and girls to support each other and raise their voices to protest against and prevent gender based discrimination via games, songs, drawings, and other activities that are conducted by the Breakthrough team. The kids come together regularly every week to learn about gender based discrimination, and explore and understand ways in which they can prevent these forms of discrimination around them – at homes and in their communities while the teachers and principals are encouraged to contribute their time to support the students.



## ABOUT FIINOVATION

Innovative Financial Advisors Pvt. Ltd. (Fiinnovation) is a global consulting company operating in multiple disciplines of social development sector with emphasis on Corporate Social Responsibility (CSR) and Sustainability.

Fiinnovation offers end to end CSR consulting services and simplified solutions that has helped various corporations channelize their resources for the upliftment of community on societal, economical and ecological aspects in accordance to their CSR charter. Since 2009, Fiinnovation has grown phenomenally and has made a benchmark in the sector through its service quality. It has been able to bridge the gap between businesses and communities through value based CSR programmes in association with credible civil society organizations on Pan India basis in the field of health, environment, education and livelihood.

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