

# ONE BILLION RISE

## BREAKING GENDER STEREOTYPES

### SI PUNE METRO EAST

#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

Every society, ethnic group, and culture has gender role expectations which are nurtured on a daily basis. In the twenty first century as we strive to bring gender issues centre stage yet gender stereotypes are still perpetuated by culture, religion, institutions and political structures. Stereotypes about [gender](#) can cause unequal and unfair treatment .

Discrimination against women and girls is a pervasive and long-running phenomenon that characterises Indian society at every level. Gender roles are ingrained from a very early age so that girls socialize to be meek and take subservient roles in the family and society.

This process of internalizing the inferior role expectation has seen changes, with the advance of education and general prosperity but attitudinal change takes long and require a hard firm sustained handling.

I want to take you through the story of how the Project One Billion Rise evolved after an unfortunate incident.



## **Project Inspired by Eve Ensler's One Billion Rising 2012**

- \* 'One Billion Rising' a global movement, to raise awareness about sexual violence against women.
- \* It was launched as part of the V-Day movement.
- \* The "billion" refers to the UN statistic that one in three women will be raped or beaten in her lifetime, about one billion.

#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

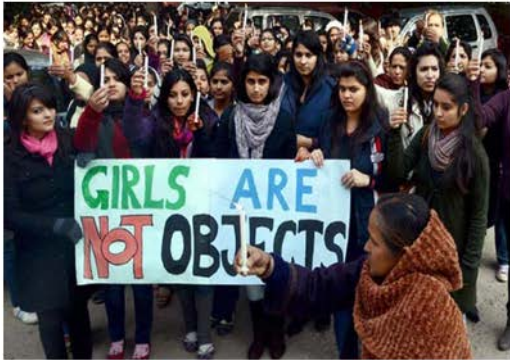
This title was inspired by One Billion Rising – Eve Ensler's movement when she asked women and girls to come out to the streets to dance in protest for violence against women .....



**ONE BILLION RISING**  
STRIKE | DANCE | RISE!

#SoroptimistBournemouth2019

**Women inspiring action,**  
*transforming lives*



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

That was 2012. The same year a horrific gang rape of a young girl, on a bus in the capital New Delhi shook the nation and galvanized marches, protest sit -out down, candlelight marches, strikes. The victim died and that added to the anger and upheaval with women's groups demanding death for the rapists.



#SoroptimistBournemouth2019

**Women inspiring action,**  
*transforming lives*

The movement became known as Nirbhaya- which in Hindi means the Fearless.

## SI Pune Metro East-Dec 2012



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

What could we do as Soroptimists? On a cold wet Dec of 2012, we stood in the market place with our banner. It was troubling our souls and a feeling of powerlessness overcame us. SI Pune Metro East (SIPME) embittered, angry was determined to act.

## Feb 2013-Project launched



#SoroptimistBournemouth2019

**Women inspiring action,**  
*transforming lives*

We remembered the inspirational clarion call of the One Billion Rising on V-Day. Members of SI Pune Metro East marked the day. And no, we did not dance. We plotted and planned and a Project took shape. We decided to name it One Billion Rise. – One billion people in India what if they could all rise? On V Day 2013 we gathered at a café invited the local corporator and launched our very own **OB Rise not Rising**.



## Pledge to Nirbhaya –Dec 2013



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

One year since that gangrape in December we walked the streets of our area remembering Nirbhaya. Holding placards, we lit candles- reminding her and ourselves that our determination had not faded.



## Train the Trainer -1



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

Meanwhile we felt the need to have some training on topics like violence against women, gender stereotype and how to address it. Dr Radhika Rawat, a counsellor, explained the subject, answered our several questions – made us see discrimination with a focused lens.

## Brainstorming



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

At the Club more brainstorming, issues explored, presentations made and remade but one thing we all agreed upon was that it was the discrimination against girls that was the root cause. And it resulted from gender stereotypes, that the society held on to so rigidly. We explored further the implication of gender stereotypes

## Gender Stereotype

- \* **Pre-conceived ideas whereby females and males are arbitrarily assigned characteristics and roles determined and limited by their gender.**
- \* **Cultural mores**
- \* **Lack of education**
- \* **Traditional practices**

#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

The first step- understanding what gender stereotype was-  
We also understood that it required a lot of sensitivity to talk of this.

## **Gender Stereotypes**

**\*They are used to justify and maintain the historical relations of power of men over women**

**\*Cultural institutions in India, particularly those of patrilineality -play a central role in perpetuating gender inequality and ideas about gender-appropriate behaviour.**

#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

We agreed unanimously that it was the younger generation that need to be addressed before their opinions hardened. To start with younger generation as early as possible.

## OBR MODULES

- 1. SAFE TOUCH**-for CHILDREN (5 – 10 YEARS) (Primary)
- 2. GROWING-UP** for CHILDREN 11 – 14 YEARS  
(Middle School)
- 3. UNDERSTANDING GENDER** – for CHILDREN (14-+)  
(High School and Colleges)

#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

What evolved were 3 modules meant for different age groups.

## **OBR MODULES**

**\*FOR PARENTS**

**\*FOR TEACHERS**

**\*FOR THE COMMUNITY**

#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

The take home message being- 'listen to your child' and Be open with them.  
Education in India prepares children for academics, exams competitions but life-skills education is sadly lacking. Besides culturally gender, sex, physical change is not discussed by mothers.  
Ironically it was Nirbhaya's story that was the take off point.



## Train the Trainer-2



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

The training – those that had come to grips with the subject were now training interested people and the members of Pune Metro East too. We got training and assurance from our partner NGO AKS.



#SoroptimistBournemouth2019

## Train the trainer -3



**Women inspiring action,  
transforming lives**

In the past six years 4 Train the Trainer sessions have been held and a. emphasis has been underlined through every slide presented the modules explained.

## Trainer the Trainer -4



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

b. We acquired the ability to broach the subject which is taboo in Indian society and make the children open up discuss what makes them uncomfortable c. Develop the confidence to conduct the sessions for children of various age groups and satisfy their curiosity and answer their queries d. Learn to instil the confidence in children to speak up. The enthusiasm of the members was palpable.

## Delivered –SAFE TOUCH



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

Safe Touch posters were printed, school and colleges contacted. We talked to principles and parents. Trained members went out and delivered Safe Touch as directed to younger children.

## Delivered -SAFE TOUCH



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**



## Delivered –SAFE TOUCH



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**



## Growing Up- Adolescence



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

Adolescence was a tough subject. We faced shy, awkward students who would ask questions later privately. Some schools asked for the girls and boys to be addressed separately, some the teachers sat through it. Talking of bodily changes in the class room was a

## Growing Up- Adolescence



#SoroptimistBournemouth2019



**Women inspiring action,**  
*transforming lives*

## Growing Up- Adolescence



#SoroptimistBournemouth2019



**Women inspiring action,  
*transforming lives***

## Growing Up- Adolescence



#SoroptimistBournemouth2019



**Women inspiring action,  
*transforming lives***

## Understanding Gender



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

Understanding gender module addresses an audience of older children. One of the members designed a special poster which we distributed at locations, we addressed army medical girl cadets



## Understanding Gender



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

Our partner AKS addressed the boy cadets of the Medical college in Pune.  
Here at two different high Schools.



## Understanding Gender



#SoroptimistBournemouth2019



**Women inspiring action,  
*transforming lives***

## Understanding Gender



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

## Meeting Educators and Parents



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

As with gender roles, socializing agents—parents, teachers, peers, religious leaders, and the media—pass along gender stereotypes from one generation to the next. Therefore, we felt it important to address parents, and educators.

## Message for the Corporate Community



#SoroptimistBournemouth2019

**Women inspiring action,  
transforming lives**

At a corporate office three members addressed the employees on gender stereotypes and violence and harassment at work place. We underlined how gender inequality has adverse impact on development goals and reduces economic growth.

## Message for the Community



#SoroptimistBournemouth2019



**Women inspiring action,  
transforming lives**

At an urban slum we managed to have an audience of women and girls that were responsive. – explaining to them the gender stereotype and encouraging them to change their attitudes towards girls being any less than the boys in their families. Despite economic growth gender disparities persist.

One Billion Rise is a small but sustained affirmative action that the members have delivered successfully over the years. We hope that the seeds of attitudinal change will bear fruits, in the years to come. When girls feel equal and valued as people.



## **SDG-5 - ONE BILLION RISE**



## **SI PUNE METRO EAST**

#SoroptimistBournemouth2019

*women inspiring action,  
transforming lives*

SIPME knows that it's a slow ride to the big number, we'll be there, then when one billion young girls and boys will rise to actually dance.