



GENDER INEQUALITY

#SHAKTI For Fighting Against **The World**

#EQUALRIGHTSFORALL

WHAT DO WE UNDERSTAND BY GENDER EQUALITY?

Gender inequality is the unfair treatment or discrimination against individuals based on their gender, leading to unequal opportunities, rights, and status between men and women in various aspects of life, such as education, employment, politics, and social expectations.

WHAT IS THE MISSION?

To eliminate gender inequality by empowering all genders through education, advocacy, and policy reform, ensuring equal opportunities, rights, and representation in every aspect of society.

PRELIMINARY FOCUS GROUP

"Empowerment knows no Gender. Let's build a world where everyone can thrive based on their abilities, not their gender."

Women and Men from
Various Age Groups

Non-Binary
& Transgender
Individuals

Students & Educators

Community Leaders
& Activists

#UNITEDWESTAND

#शक्ति

#Shakti—a Hindi word that means power, but in Hindu mythology, Shakti is much more than just strength. She is the divine goddess who embodies the fierce and protective energy that fought against evil to restore harmony in the universe. Shakti represents the ultimate force of resilience and empowerment, inspiring us to tap into our inner strength to overcome challenges.

Primary Research

1. Male labour force participation rate and female labour force participation rate is 37.0%.
2. Women are more likely than men to be victims of violence, both at home and in public.
3. Women aged 6 years and above spend 301 minutes on unpaid domestic work compared to men who devote 98 minutes to the same.
4. 51% of all trafficking victims were children, of which more than 80% were girls
5. There are 223 million child brides in India; 102 million were married before turning 15

Secondary Research

1. Women in the age group below 30 years earned 23.07% less than men, whereas women in the age group of above 30–40 years earned 30.24% less than men.
2. While male literacy is at 80.9 per cent, female literacy is only 64.6 per cent
3. 48% of girls with no education were married below 18 years of age as compared to only 4% among those who attained higher education
4. Globally, almost one in three women have experienced physical and/or sexual violence at least once in their life



SHE IS #SHAKTI

#ONEVOICE

ISSUES OF GENDER INEQUALITY

1. Pay Gap
2. Workplace Discrimination
3. Leadership Representation
4. Access to Education
5. Gender-Based Violence
6. Reproductive Rights
7. Cultural and Social Norms
8. Legal Inequality
9. Health Disparities



#ONENEWORLDforall

OBJECTIVES FOR GENDER INEQUALITY

1. Increase Leadership Representation
2. Enhance Access to Education
3. Combat Gender-Based Violence
4. Support Reproductive Rights
5. Recognize and Value Unpaid Labor
6. Challenge Gender Norms
7. Eliminate Legal Discrimination
8. Raise Awareness
9. Achieve Pay Equity

STRENGTHS

1. Partnerships (Chitkara University)
2. Community Engagement
3. Educational Value

OPPORTUNITIES

1. Active Digital Presence
2. Collaborations with more Education organisations
3. National Reach

CHALLENGING GENDER INEQUALITY

1. Awareness
2. Education
3. Activism



4. Solidarity
5. Tourism
6. Humanizing

1. CHALLENGING THROUGH AWARENESS

OUR INTRODUCTORY POSTER

OUR INTRODUCTORY VIDEO MESSAGE

Inequality in Society

Inequality is a major issue affecting societies worldwide.

1 Income Disparity
Income disparity, driven by education, occupation, and policy, widens the gap between the wealthy and the rest, impacting society's stability and prosperity.

2 Education Inequality
Education inequality perpetuates income gaps, hindering social mobility and exacerbating disparities in opportunities and outcomes.

STOP KILLING US

3 Healthcare Disparities
Healthcare disparities widen income gaps, affecting access to quality care and worsening health outcomes for marginalized communities.

4 Gender Inequality
Gender inequality amplifies income gaps, with women often earning less for the same work. Addressing this disparity is crucial for economic and social progress.

5 Racial Injustice
Racial injustice deepens income disparities, marginalizing communities of color and perpetuating systemic inequality. Equality and justice are essential for a fair society.



Bridging the Gap

2. CHALLENGING THROUGH EDUCATION

✦ An Awareness Campaign to 300+ Students on gender equality by our Respected Chancellor **Dr. Ashok Chitkara** and our Vice Chancellor Mrs. Madhu Chitkara.

✦ It was highly motivation based seminar which helps student to think broadly about the things happening in our society.

✦ We are highly encouraged by his speech and will look forward to change the society with positive results.



- ◆ Promoted Education
- ◆ Updated Norms to promote equality
- ◆ Introduced equal Gender based Activities

3. CHALLENGING THROUGH ACTIVISM - **NUKKAD NATAK**

A Nukkad Natak on gender inequality serves as a powerful medium to raise awareness about the deep-rooted disparities between men and women in society.

Through engaging performances, it can highlight issues such as unequal pay, eve-teasing, gender-based violence, societal expectations, and the lack of opportunities for women.

The play can depict various everyday scenarios where gender bias is prevalent, urging the audience to reflect on their own attitudes and behaviors



4. CHALLENGING THROUGH **SOLIDARITY** - OFFLINE AND ONLINE CAMPAIGNING



#EQUAL

5. CHALLENGING THROUGH HUMANIZING

Seminar by Mr. Bhavin Shah (CEO Education World)

- Education for Equality: Mr. Shah emphasized education's role in challenging gender stereotypes and promoting equality.
- Respect and Inclusivity: He advocated for inclusive environments that value everyone's contributions.
- Interactive Engagement: The seminar encouraged student participation, fostering meaningful discussions on gender equality.



Benefits of this session:

- Enhanced Understanding: The session deepened students' grasp of how education can combat gender discrimination, making equality more tangible.
- Increased Awareness: It heightened sensitivity to gender issues, fostering respect in daily interactions.
- Interactive Learning: Students directly engaged with Mr. Shah, enhancing their understanding through dynamic discussions.
- Empowerment: The seminar inspired students to actively promote gender equality.

6. CHALLENGING THROUGH TOURISM

Collaboration with SOS NGO:

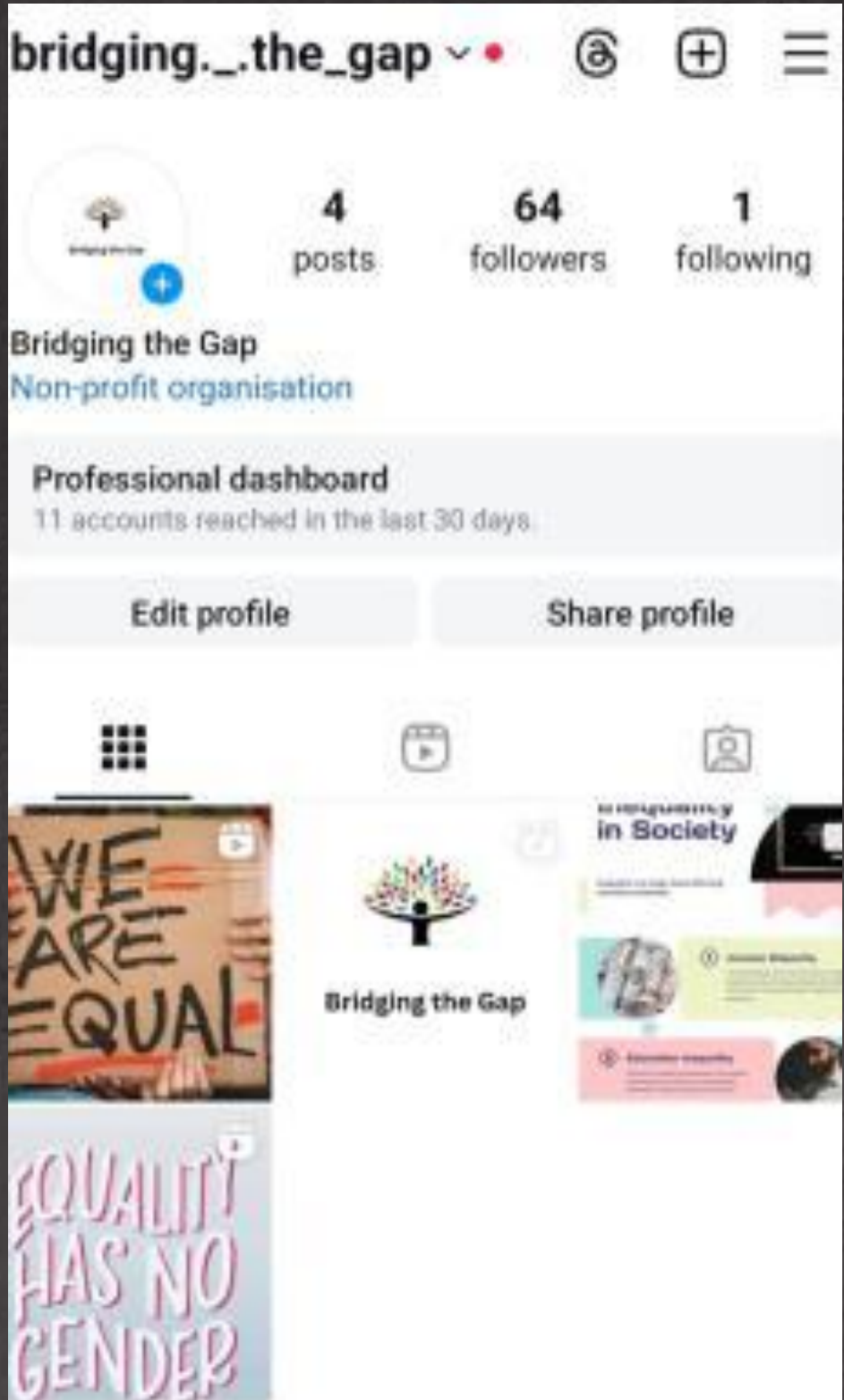
Focused on bridging gaps between privileged and underprivileged communities.

Objectives:

- **Personal Interaction:** Students engaged directly with underprivileged members, fostering empathy.
- **Educational Workshops:** Sessions addressed discrimination, challenging biases, and stereotypes.
- **Experience Sharing:** Encouraged mutual respect through shared perspectives.
- **Student Impact:** Increased awareness and sensitivity to social inequalities.



TECHNOLOGY AND INNOVATION: ONLINE PRESENCE



MEASURES OF SUCCESS

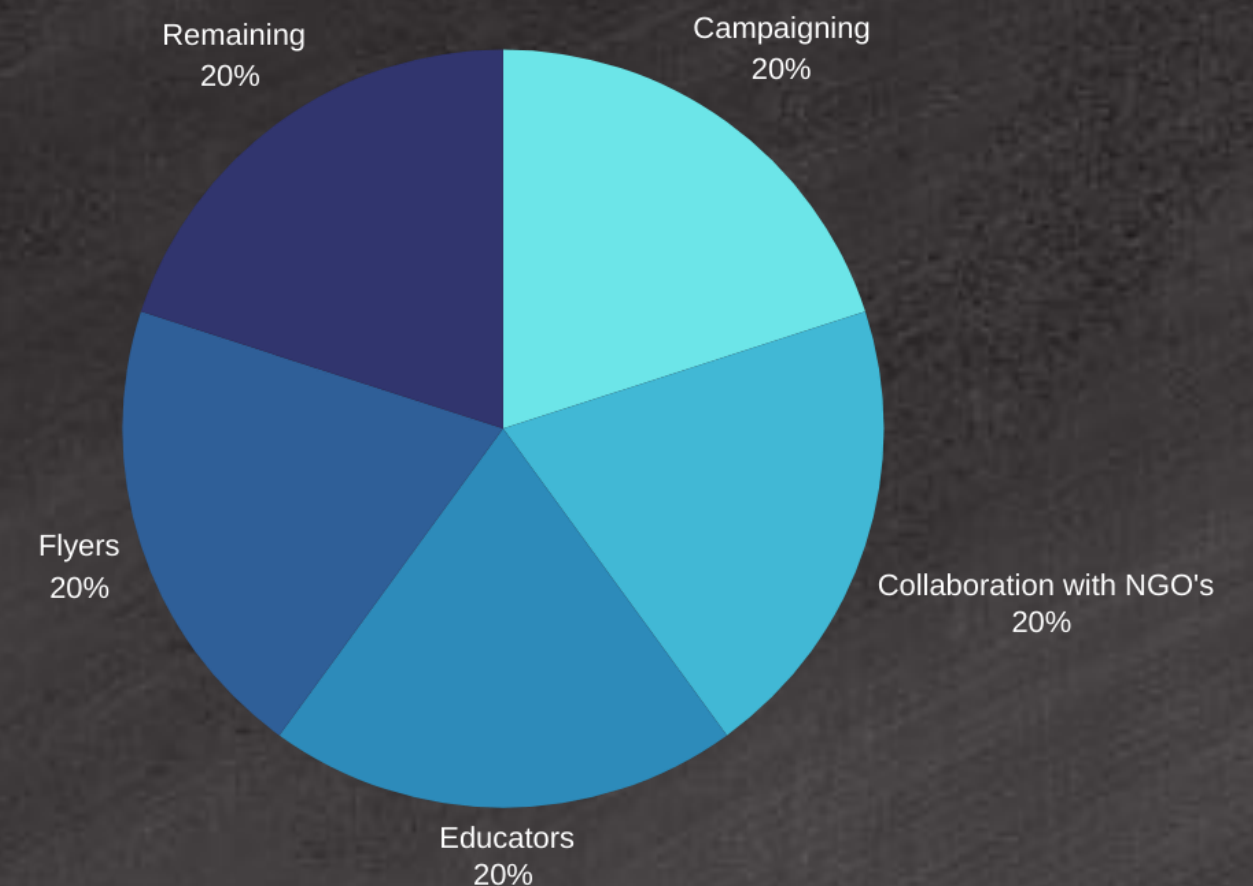
1. The number of participants at our event
2. Post event management
3. Invitations from other student society for collaborations
4. Integration of social media to promote and create awareness

SUSTAINABILITY AND SCALABILITY

1. Funding Diversification
2. Advocacy and policy influence
3. Capacity Building
4. Scalable Models
5. Innovation and Adaptability

BUDGET

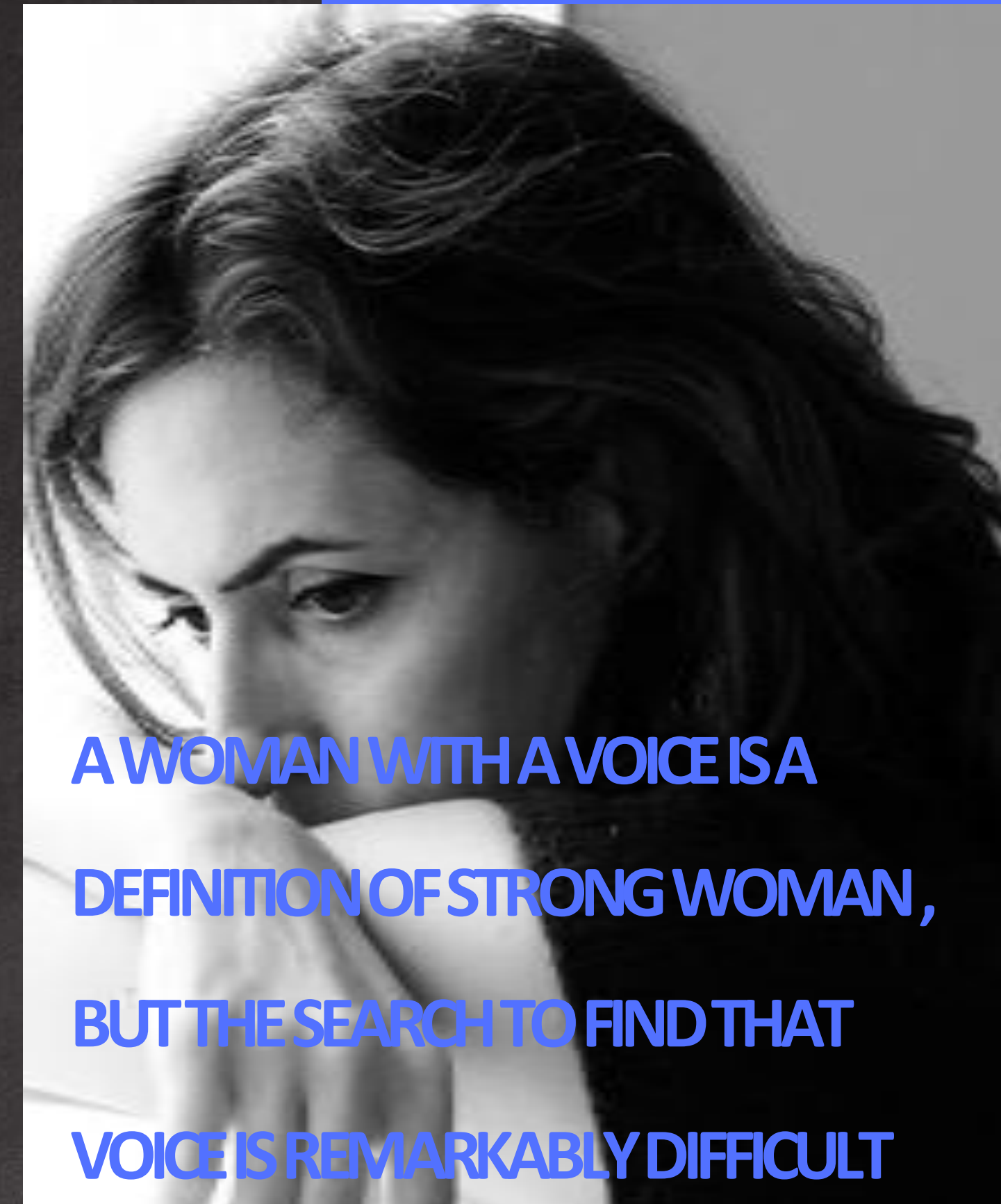
Total = 1000 USD



EVALUATION METRICS

ASSESSING CHANGE FROM INEQUALITY TO EQUALITY

- 100 Respondents
- 97% of respondents are against Gender Inequality
- Only 50% respondents were willing to take action
- The Single largest tool of Countering inequality is education, as stated by 71% of respondents



**A WOMAN WITH A VOICE IS A
DEFINITION OF STRONG WOMAN,
BUT THE SEARCH TO FIND THAT
VOICE IS REMARKABLY DIFFICULT**

BE THAT VOICE