

**#MARCH
4WOMEN**



International WOMEN'S Day 2021

.....
Celebrating women in leadership at CARE India

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Achieving gender equality requires the engagement **of women and men, girls and boys**. It is everyone's responsibility.

- Ban Ki-Moon



INTRODUCTION

We put women and girls at the center of our work because we believe rights and opportunities for all is essential for an inclusive and just world.

Keeping this in mind, we celebrated **International Women's Day** and dedicated the entire month of March towards the cause.

This year the UN had adopted the theme "**Women in leadership: Achieving an equal future in a COVID-19 world**", to celebrate the efforts by women and girls around the world in shaping a more equal future and recovery from the COVID-19 pandemic.

At CARE India this year, we came together and planned engaging activities to celebrate International Women's Day.

A week long employee engagement saw everyone actively participating in activities and our programme teams engaged with beneficiaries on ground with interesting initiatives.

Please drop in a line on march4woman@careindia.org to share your views and comments.



MESSAGE FROM THE CEO



Manoj Gopalakrishna
Chief Executive Officer, CARE India

Empowerment of women and girls being at the core of our work, mandates us to address gender-based inequality. Globally CARE has committed to 'the right to a life free from violence' as one of the outcomes against which we measure our impact and hold ourselves accountable.

Taking this agenda forward, and to show our solidarity and commitment towards the cause, we observed International Women's Day (IWD) not only on March 8, 2021 but throughout the month of March under the banner March4Woman.

IWD is an opportunity for us to show solidarity with champions of women's equality and reaffirm our commitment to the cause of empowering marginalised women and girls. CARE family took part in various activities and came together to emerge as a champion for more women in leadership, for having more women in leadership will bring the changes in our society that we wish to see.

I look forward to having a fruitful FY '22 where we together achieve new milestones.

DAY WISE EVENTS

DAY ONE

We asked our women employees to record a video sharing their views on **"What motivates you to be the amazing women you are"** and male employees were asked to record the video sharing their experiences on their **"favourite women and how she inspired you to become a better person"**



WINNER Entries



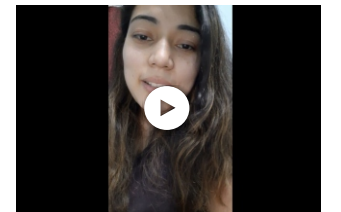
Amol Borkar
Yavatmal



Bhushan Khadse
Yavatmal



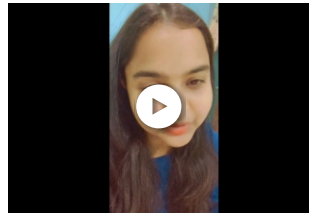
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Patna



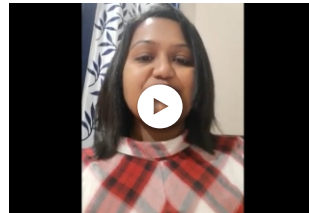
Apoorva Mahar
Begusarai

Participant Entries

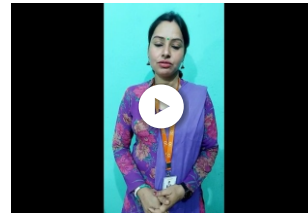
DAY ONE



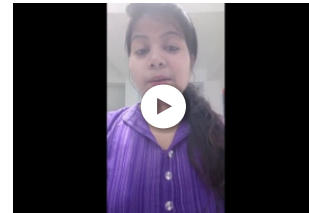
Mahima Chaudhary
Jamui



Parna Chakravarty
Araria



Prema Kumari
Saran



Rajani Kumar
Begusarai



Suchismita Rout
Durg



Vandana
Lucknow

DAY TWO

Male employees were asked to record a short video with an inspirational message for **women colleagues and one action they would take to create a gender-equal future.**



Sourav Kumar, Vaishali

DAY THREE

Male employees were asked to write a short essay on the topic:
Advocating Gender equality in the workplace.

WINNER Entries

Atiqur Rehman

Vaishali

Gender equality in the workplace is essential to build a well-balanced organization that recruits and retains the best talent. By welcoming women, organizations can enhance their recruiting appeal, particularly in fields where women have traditionally faced obstacles in past or still do.

Establishing an environment that is supportive of women in both conscious and unconscious biases will naturally translate to better retention. Equality and diversity across multiple dimensions work well with millennials, an increasingly dominant demographic in the global workforce.

To advocate this, I would suggest men leadership positions can do:

- Recognize the unconscious biases that are hampering the status quo and bringing disadvantage to other groups
- Focus on recruitment and hiring, we should advocate for creating a diverse workforce
- Invest in high-potential employees and set aside investments that are explicitly there to reach under-represented talent

More than 70 percent of high school valedictorians are women. The US Department of Education reported that for the graduating class of 2013, 140 women graduated with a college degree at some level for every 100 men. Women earned 60 percent of all master's degrees, as well as 52 percent of all doctorates.

Men can be a part of this momentum by advocating, listening and supporting these efforts. It can be a benefit to understand that supporting the cause of gender equality in the workplace enhances your organization by helping you attract better, more diverse talent.



Dr. Priyank Verma

Indore

Gender equality in the workplace is essential to build a competitive organization that encourages and retains the best talent and to create a more equitable working environment for all. One of the major benefits of improved gender equality in the workplace is a more cohesive and productive workforce to achieve the organisation's goal ethically and socially together. Working women in organizations motivates other women to join as to show the conducive supportive work environment, particularly in fields where women have traditionally faced institutional obstacles. It will naturally translate towards creating a conducive and supportive work environment which leads to progress.

Women have ideas and, to put those ideas into action, they need recognition and position. On International Women's Day, it is time to initiate the discussion on leadership particularly considering gender balance. Women in the workplace is not about only representation or in numbers. It is more important to bring gender balance in leadership roles, in the decision-making process and in the strategic part of the organisation.

Gender inequality in the workplace and its advocacy is not just a day-long celebration, this day is a day to assess and think globally about where we are today and how much we changed own self. Gender equality is to provide equal rights, resources, opportunities and protection to men and women. But we really can't fight gender inequality in the workplace just by one day celebration and wait for change. If we want to achieve gender balance, then we must be proactive. Apart from institutional discrimination that is difficult to change, in many cases, men do not know where to initiate. Due to this, steps are stopped before proceeding. That's why it's very important that we enable and empower the men in our lives and workplace to be an active part of this change and always advocate for positive change. Ensuring women in leadership role will show ripple effects in women and the organisation, which will be lead to flourishing values of the organisation with quality achievements.

Women in Leadership – Think & Act!

Rajesh Kumar Mallick

Madhubani

My Daughter Changed My Views

As being a field worker in an organization, it is quite normal to drive 100 kilometers on working days. One winter evening when I returned home, my daughter said that driving a bike in winter is a blissful adventure! Her thoughts made me think of her as an immature college girl. What she saw as an adventure; was a difficult task for me and probably would be a more difficult task for her.

When it comes to being a girl employee in a private field job, one has to suffer a lot. There are many issues like physical limitations, low stability, uneven distribution of wages, poor working conditions, etc. They don't even hire females for field jobs in private firms. There is no equality for job opportunities at all. Once they could consider caste reservation but there is no reservation for females.

A few days ago, I heard my daughter's conversation when she was discussing her plans with her mom. She said that she would like to go for any private-sector job and make money rather than cracking impossible government job entrances. I discouraged her thoughts as I was worried about many things. After that, she exploded in anger and said that parents' fearful protective mentality and the maximum profit-making tendency of hirers are major contributors to the gender - based discrimination in job opportunities and an average girl has no option other than being dependent on someone for her needs and people try to discourage them rather than respecting them.



Participant Entries

DAY THREE

Saurav Kishor

Bhagalpur

Hemlata Kumari, a 40-year-old, clad in white and blue sarees from Kharik Bhagalpur district. She is a very humble woman who has been an ASHA for more than 10 years now. Her story is one of true grit and a piece of evidence of gender stereotypes in society.

She comes from a lower caste background and once people in her society maintained a distance from her family. When she became ASHA she actively takes the responsibility of overseeing the health needs of over 1200 people in “Got Kharik” Village. when Covid-19 pandemic started since that time she became more active in spite of all the odds to take care of the pregnant women and child.

She regularly provides information to people in their areas about gender, health, sanitation and nutrition. Apart, she regularly assists women during their deliveries, conduct health surveys, home visit, and also working on other health projects on time to time basis. After having her daily life routine, she never misses the home visit of a weak newborn child in their respective areas until newly born child don't get progress in the weight.

Due to her regular visits and proper guidance, she is loved and respected by her villagers and many villagers call her a “Doctor ASHA Didi”, which makes her proud. Hemlata Kumari, enjoys talking and sitting women around her. She says even if people need me at 2 AM, I will be there. Due to this, many of the residents view her as a trusted family member.



Sarvesh Kumar Mishra

East Chaparan

Gender equality empowers all people to actively participate in their community. It has to do with personal identity and how individuals are valued by society. It is about people interacting with people; it is as much about men as it is about women. Gender equality involves advocacy and amplification to gain the full participation from all members of society.

Gender equality in the workplace is essential to building a competitive organization that recruits and retains the best talent. By welcoming women, organizations can more than double their recruiting appeal, particularly in fields where women have traditionally faced institutional obstacles. Negotiation skills for women is one of the simplest and yet frequently overlooked solutions to improve gender equality in the workplace.

Gender equality is a human right, but our world faces a persistent gap in access to opportunities and decision making power for women and men. Woman have fewer opportunities for economic participation than men, less access to basic and higher education, greater health and safety risks and less political representation.

We need gender equality urgently. Gender equality prevents violence against women and girls. It's essential for economic prosperity. Societies that value women and men as equal are safer and healthier. Gender equality helps prevent violence against women and girls and makes our communities safer and healthier. Men can advocate for gender equality in the workplace, but success depends on getting past traditional vagaries and moving toward specific programs designed not only to attract but also retain women.

DAY FOUR

We asked our women employees to record a video sharing their story, their dreams, ambition and beliefs which support them on their journey as a leader in their community and workplace.

Male colleagues were asked to 'share a coffee' with an awesome woman in their life within their network/family/workplace and have a conversation around their career, overcoming workplace bias, leadership, self-care, or any other topic of personal interest.



Arjun Kumar
Rohtas



DAY FIVE

Employees were asked to create a collage on the theme of 'visualising women in leadership'.

They had to prepare the collage with available material in their house/office space and were encouraged not to purchase any materials.



Balu Anurath Shinde
Yavatmal



Suchismita Rout
Durg



VIRTUAL EVENTS

The week-long engagement ended with a high spirited virtual event on March 8, 2021 which included:

- Panel discussion - CARE India's journey in Breaking the stereotypes
- Engaging quiz activity
- Motivational videos
- Video screening
- Open session for employees to share their views and more...

We asked our colleagues to click and share a picture with them wearing the colour purple (as it is the official colour for International Women's Day) with their hands raised to show solidarity for the cause.





PROGRAMME ACTIVITIES

Our programme teams conducted various activities in their locations.

Bihar Technical Support Programme, Bihar



Saksham and Unnati - Bahraich, Uttar Pradesh

Kanya Sampoorna Kattumannarkoil, Tamil Nadu



SHUBHMINT - Barabanki, Uttar Pradesh



Teacher Resource Library - Kanpur Nagar, Uttar Pradesh



Women + Water - Wardha, Maharastra



We would like to extend our appreciation to the CARE family who participated in the March4Women event making it a special occasion and standing in solidarity with all women.

Organising committee - FRMC and HR&OD.

#MARCH 4WOMEN

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Women In Leadership: Achieving An Equal Future

CARE India Solution for Sustainable Development

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