

Workshop



A Campaign by UN Women to **Promote Gender Equality**



Organized and Reported by



Centre for Education Developmental Research and Action

Registered with Charity Commissioner and FCRA

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Agenda and Actions

- **Background: CEDRA (Centre for Education Developmental Research and Action)**
- **OBJECTIVE of the Workshop**
- **Introduction of Guest and welcome by Female Alumni youth**
- **Presentation on concept of “HeForShe” by a student of Global Governance and Sustainable development from Middlesex University**
- **Mono act on HeForShe concept by the Alumni of CEDRA skill Centre**
- **Dance on defining concept of gender by female youth of CEDRA Skill Centre**
- **Keynote speakers on Gender Equality from corporate and Media.**
- **Presentation of Success stories by CEDRA Skill Centre Alumni**
- **Keynote address on the relevance of the Youth as an ambassador of HeForShe Campaign,**
- **Photo booth and selfie zone promoting HeForShe**
- **Pledge by the participants and leaders**
- **Way forward**

BACKGROUND:

The initiative of creating awareness and sensitization pertaining to the issues of "GENDER" among the youth studying in CEDRA skill Centre was taken by Ms. Racheal Xavier who is currently studying in the Middlesex University, Dubai Campus and was on short summer internship with CEDRA (Centre for Education Developmental Research and Action) The execution of the programme was supported by CEDRA and was sponsored by Quest Alliance.

CEDRA (Center for Education Developmental Research and Action) is located in Ahmedabad, India, is a civil society organization registered under public charitable trust act and has FCRA with government of India. It has been working in various developmental areas like Education, Health, livelihoods and school infrastructure. Under livelihood, have Skill development centers under the title of CEDRA SKILL CENTRE. On the occasion of Alumni Engagement Meet, decided to organize a Half-day workshop to generate awareness on HeForShe campaign by engaging youth who are alumni of Skill development programs.

OBJECTIVE of the Workshop:

To promote the campaign "HeForShe" and generate awareness among youth and other sections of the society on Gender Equality by taking concrete commitments form the participants and leaders.

CEDRA has also decided for promoting this campaign as a responsible civil society organization in response to the call made on HeForShe website. The youth will volunteer themselves to stand for women by considering their role in building the society in solidarity with UN initiative.

Introduction of Guest and Participants:

Responding to our invites, leaders from the fields of Corporate, Media, Entertainment, Education and Skills, NGOs and Management institutes attended the workshop and all the leaders were welcomed by the female alumni of CEDRA skill centre as a strategy towards receiving concrete commitments from the male leaders towards spreading and establishing gender equality in work place and homes.

In all 75 people participated in the workshop from the following categories;

- Youth of both the genders under between 18-30 years from CEDRA Skill Centres
- Top cadre officials/functionaries from Corporates, NGOs, Media, Management Institutions
- Skill development Institutions and Staff of organizing NGO CEDRA

HeForShe-The Concept:

For the conceptual clarity among the participants we had used various tools like;

Audio-visual presentation on PPT: The concept of HeForShe was properly explained to the participants and guest with precise and informative power point presentation by Ms.Rachael. The information shared and discussed in PPT was taken from UN Women and HeForShe website sources. It was also explained that system or authorities always provide first step to address the issues but it also requires support and cooperation from the society at large to make it successful. There are policies to promote gender equalities but the behavior of the society is equally important to make the policies effective with greater implementation with the support from the society.



The theme of HeForShe was well explained through Audio Video presentation by Rachael Xavier, a student of Middlesex University. Mono act and promotional video on the theme made it more clear to the listeners, participants and associates that how gender plays a role in deciding things may it be job opportunities, education or simply acknowledging the role for a successful outcome. All the tools lead to the realization of gender sensitization and equality by receiving concrete commitments from the attendees, may it be a leader or youth from skill development Centre of CEDRA

Mono Act play by group of boys: Performing arts is always more effective and acceptable in generating awareness and information among the targets. Accordingly, Mono act was effective in explaining the molestation issue and how youth can be a social change agent! It was explained through a small skit where a couple of anti-socials try to molest a young girl and how this young girl gets support from youth, resulting in the escape of the anti-socials from the spot. This clearly emphasizes the crucial and decisive role of youth in taking stand to promote gender equality by helping each other by becoming the 'Change Agents'



Presentation through promotional video of Youth Ambassadors for HeForShe: A short video was made out of youth volunteers taking commitments to take stand for gender equality by standing with women as and when gender issue becomes the decisive factor for opportunities, assessing Job performance and delivering justice etc. All the youth who played roles have agreed to become the **ambassador** of the campaign HeForShe to take the message ahead in the society to promote and establish Gender Equality.





Dance on defining concept of gender: Dance on defining the concept gender by female youth, a current student of CEDRA Skill Centre. This performance was appreciated by all participants ensuring their support spread the equality among different genders. Indian society in general prefers boys over girls for decades. A 2011 study by The Lancet found that 12 million female foetuses in India have been aborted in the last three decades. Acceptance of gender equality is the most important tool to promote and respect girls as an equal gender.



Keynote Speeches:

All the guests were proactive and polite enough to put their quotes sincerely with concrete commitment of taking this discussions to their offices and homes towards promoting gender equalities. Their quotes have been documented and included in the report.

Interactive session:

Guests, Presenters and anchor always tried to keep the workshop interactive by taking views of listeners. Along with this Photo Booth and Pledge were the tools applied by all the 75

participants. The Youth Ambassadors who played roles in video film and Mono Act Players were also from the participants only. So it was completely interactive and inclusive workshop where each and every attendees participated effectively and committed to carry the message further in the society.

Presentation of Success stories Youth of Skill Centres:

Skill Centre youth presented their success stories and how they got values that helped them garnering success while studying at CEDRA Skill Centre. They clearly mentioned that the culture and environment at skill centre gave them enough confidence to learn, apply and succeed in the career path. They also mentioned that, they have always observed equal chances to get better and grab good opportunities while learning at par with the gender. Particularly, the Facilitators and the management have always put their special efforts to ensure that every youth under the training gets equal chance to develop their personalities under life skills modules along with special values of respecting and helping others as and when required and possible.



The workshop followed UN Women guidelines on HEForShe campaign and used tools suggested by HeforShe team.

BARBERSHOP TOOLS UTILIZED:

We utilized the tools from Barbershop as recommended by UN HeForShe Team via mail. Accordingly, tool no. 1, 3, 6, and 7 were applied to generate the message of gender equality emphasized under the theme of HeForShe. The tools are as follows;

- Leadership Engagement on Gender Equality,
- What is Gender?
- Be the Change – Make a Commitment
- Photo booth
- Pledge

Leadership Engagement on Gender Equality:

As the theme suggests “He” need to do some more for “She.” So as a strategy, we invited leaders from Corporate, NGO, Management Institutes, Skill Development Institutes and Media as keynote speakers and that had a great impact as we could get immediate commitments from the leaders about maintaining gender equality in their house and place of working. This was an immediate inspiration for the participants to follow in the society and homes. The understanding and perceptions pertaining to the matter of GENDER was explained by the speakers and anchor. Keynote speakers had a short but precise speeches on a social gender behavior and how a youth and leaders can make some positive impact in garnering gender equality where everybody is considered on his or her competitiveness and not on gender! Leaders also mentioned that 50% of population is denied equal rights just on the basis of gender is really a non-acceptable fact and we, in particular youth should take this forward and show commitments by standing with women for promoting gender equality. Speakers also mentioned that they will start promoting gender equality from their organizations. Sheela Ghoghari, an early Childhood expert sent her quote via phone call and emphasized that ‘She’ is integrating “He” with her spelling having 2 words in it, it’s more on men to show and apply commitment of Equality as a return reward to this integration of “HeInShe.”

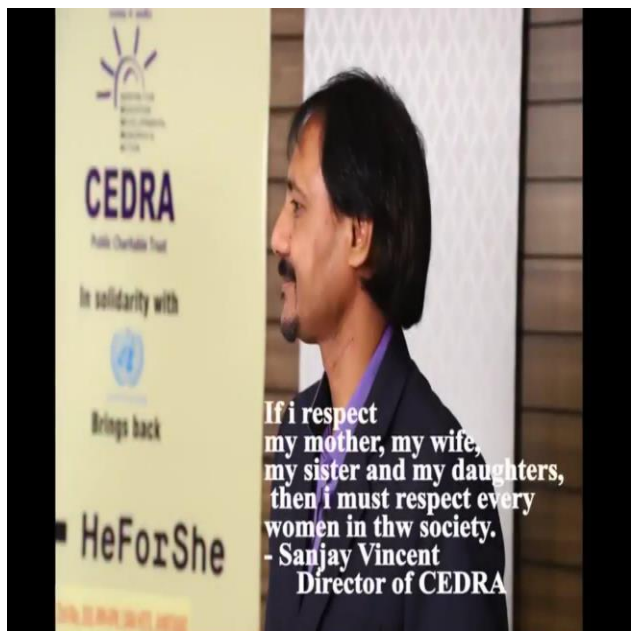
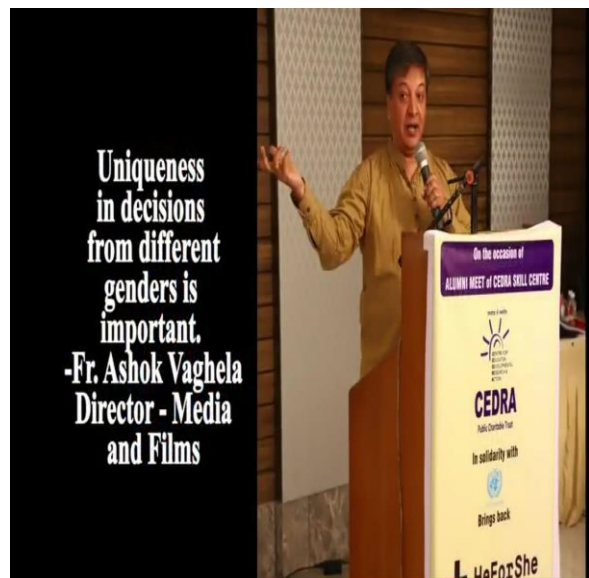
Gender Explanation:

What is gender was explained repeatedly by the speakers and anchor ***Theory on Gender practiced in our society.*** As per the theory of gender explanation, it’s a behavioral practice of man and women. The society has set specific standards for persons who have born as a man and women to deal with each other. As per UN Women “Gender determines what is expected, allowed and valued in a woman or a man in a given context. In most societies there are differences and inequalities between women and men in responsibilities assigned, activities undertaken, access to and control over resources, as well as decision-making opportunities.”

Be the Change –Commitment by the leaders:

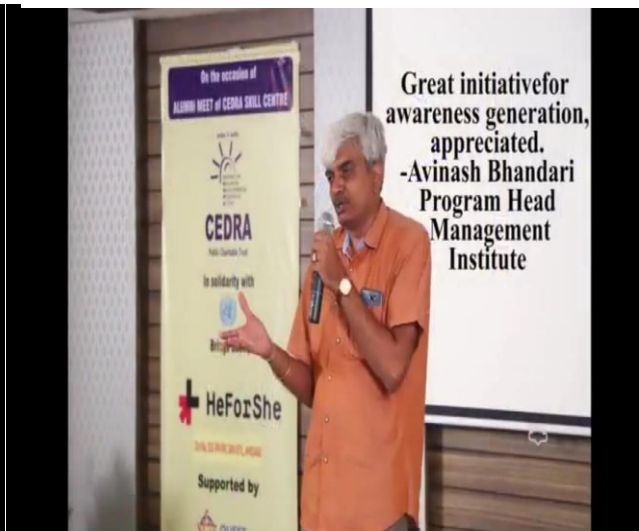
Workshop was completely interactive and participatory in spreading message and keeping concrete commitments on the spot to minimize the difference between saying and doing by the leaders. The leaders made the commitments to take care of Gender Equality at their Place of Work and Houses and the same has been observed in their

Quotes mentioned hereafter. This was a great inspiration for the youth as it worked as a driving force for the youth to be more responsible with the commitment they made as an ambassador for HeForShe movement representing youth community.

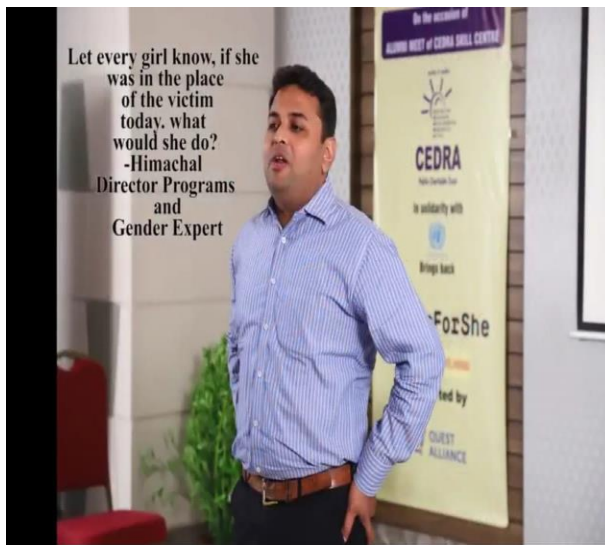




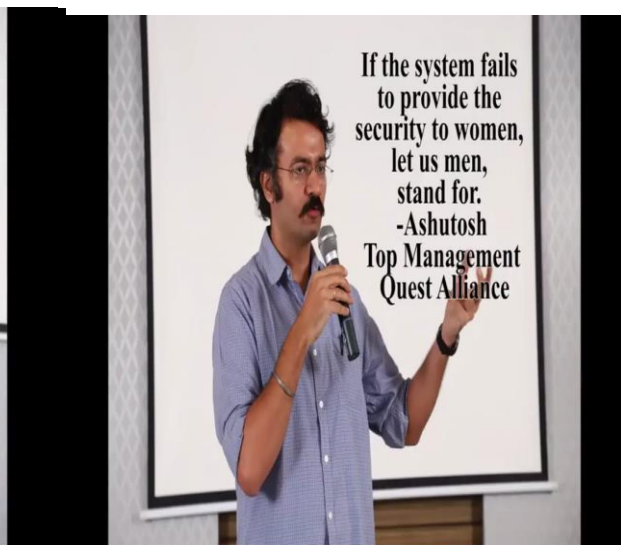
Girls go dream high,
without it you
wont succeed
- Suhag Mehta
Event Organizer SACO



Great initiative for
awareness generation,
appreciated.
-Avinash Bhandari
Program Head
Management
Institute



Let every girl know, if she
was in the place
of the victim
today, what
would she do?
-Himachal
Director Programs
and
Gender Expert



If the system fails
to provide the
security to women,
let us men,
stand for.
-Ashutosh
Top Management
Quest Alliance



An Initiative to
be replicated
by every NGO
- Alpan
Training Expert
Quest Alliance



Youth are the leaders
of the next generation,
so lets start with them.
-Anju Xavier
Manager

Make a Change: Commitments by the Youth

As said earlier, responding to the leaders view points and concrete commitments to maintain gender balance by promoting equality and offering equal opportunities in work place, homes and society, the Youth Ambassadors also came forward with concrete commitments and pledged to stand by women as and when gender biased is noticed in society, work place or homes.



Photo booth:

To confirm the commitment and generate awareness by putting the Picture with Photo booth all the dignitaries and youths took picture and shown their solidarity towards working for gender equality by fulfilling the commitments taken during the workshop. Along with photos they also took pledge to stand by women in support of gender equality. As a strategy, a closed chit was distributed among all the participants with inside pledge. It was declared that everyone should fulfill the commitment written in the chit. This is how we got concrete commitments of follow up after the workshop day to day life.







Pledge: A piece of Paper with a printed commitment as a pledge was distributed among all the participants ensuring the concrete follow up on positive outcome of the workshop in routine lifestyle.



Way Forward:

We as a youth centric organization, will continue guiding our youth to be a responsible citizen with commitment of promoting and practicing the gender equality in their day to day life at education institutes, work place, homes or society at large.

The Team of CEDRA and CEDRA Skill Centre Alumni



THANKING YOU: