GENDER SENSITIZATION – GENDER CONCEPTS

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GENDER DISCRIMINATION AND EMPOWERMENT

Case study Of Jyothi Reddy

This has been proved by Mrs. Jyothi Reddy with her spectacular travel from a field laborer to the CEO of an organization in the US.

Today, Jyothi is the CEO of a $15 million IT company, Key Software Solutions, based in Phoenix, Arizona, US.

SO, you are the creator of your own destiny!
What is Gender?

Gender is used to describe those characteristics of men and women which are **socially determined**, in contrast to those which are biologically determined.

People are born female or male, but learn to be girls and boys who grow into women and men.

They are taught what the **appropriate behaviour** and attitudes, roles and activities are for them, and how they should **related** to other people.
- Gender refers to the economic, social and cultural attributes and opportunities associated with being male or female.

- Gender attributes differ from society to society, and change over time.

- Gender attributes are shaped by the economy, by religion, by culture and by traditional values.
Why Gender Considers as Women’s Empowerment?

- Gender includes both women and men, however, in most cases focus is given to only women.
- It is because of imbalance and unequal status of women in most of the societies where women do not have the same opportunities and personal freedom as men do.
- Therefore, there is a need to focus women compared to men.
What is the Need for Gender Sensitization?

- a way to reduce barriers to personal and economic development created by sexism.
- helps to generate respect for the individual regardless of sex.
- is one basic requirement for the normal development of an individual.
is not about pitting women against men.

It helps them determine which assumptions in matters of gender are valid and which are stereotyped generalizations.

Gender awareness requires not only intellectual effort but also sensitivity and open-mindedness.
Gender sensitization may be seen as "the awareness informed character or propensity to behave in a manner which is sensitive to gender justice and gender equality issues.

Without being sensitive to the needs of a particular gender, an individual may refrain from understanding the opposite gender and in some acute cases even him or herself.
Particularly in a country like India, with the vast diversity existing, the need for a More Systematic, Well Planned and More Professional Approach is desired.

to inculcate sensitivity

primarily highlight the contribution of both the genders in creation and development of a well balanced society.
There is a need to provide steps to safeguard women's safety and for men to be assured that such measures are not an indication of discrimination against the male population.
Gender Concepts
Exercise: Discussion

Statements about men and women

• “Women are physically weaker than men”.

• “Patriarchy is natural and nature itself has made women biologically different, need care and protection.

• Children are the special responsibility of mother. Children need mother more than a father.”
“Marriage and motherhood of are the basic necessities for women”.

“Men are mature; women are emotional”.

“Women work; men are employed”.

Property rights and ownership of assets belong to men; and economic dependency of women is natural and proper”.

“Husband should be educated more, earn more and better employed than wife”.
Patriarchy

- System of Social practices in which there is a male dominance and female subordination
- Control and suppresses women’s rights
- Denies justice and equality
- Strict division of male and female functions
- Interlocks with other social structures such as caste and class
Patriarchy manifest itself through

- Son preference
- Discrimination against girls in food distribution, educational opportunities, reproductive and property rights
- Burden of household work
- Domestic violence and sexual harassment
Difference between Sex and Gender
**SEX**
- Biological characteristic
- Given and Natural
- Immutable

**GENDER**
- Social Construct
- Created by Society and learnt
- Changeable
- Culture-Specific
Personal is Political

- **Family** viewed as private

- Notions & practices of power, inequality, disparity & discrimination with the family **do not get highlighted**.

- Power in the family is not questioned
Private and Public Dichotomy

- The hierarchical power politics divides the functions of women and men - changes the status of women from that of free and equal productive members of society to one of subordinate and dependent women.

- The private-public dichotomization is also view women as being non-workers.

- No private-public distinction for women either in work or even in male-female division of responsibilities.
Gender Socialization and Gender stereotypes

a) Child-rearing as a mechanism for socialization

i. Manipulation - handling boys and girls differently even as infants (e.g., pink for baby girl, blue for baby boy);

ii. Canalization - people direct children’s attention to gender-appropriate objects (e.g., choice of toys: boys play with toy guns, cars, machines; girls play with tea sets, dolls and houses)
Why not this?

Gender Equality
iii. **Verbal Appellation** - consists of telling children what they are (*e.g.*, *strong* boy, prim and proper girl) and what expectations others have of them (*e.g.*, “boys don’t cry”)

iv. **Activity Exposure** – familiarization with gender-appropriate tasks (*e.g.*, *girls* are encouraged to help their mothers with housework).

**Institutions of Mass Gender Socialization**

i. **Formal education** -
   
   • Differences in disciplining boys and girls;
   
   • Difference in terms of the subjects offered, such as electives or practical arts (*e.g.*, *home economics*, *cooking and sewing for girls*; *carpentry or automotive repairs for boys*);
• **Images in text books and visual aids** (e.g., men are pictured with neckties, as engineers, lawyers, or sports enthusiasts; while women are pictured as housewives who cook, clean and raise children)

• **ii. Mass media** –

• A study on the images of women in mass media found that the media consistently portrays women as housewives or worse: emotionally dependent martyrs, victims or scheming villainesses.
Advertising uses images to convey or reinforce gender stereotypes.
In selling products they are not only asking people to buy the product, but also to buy into the imagery.
Advertising often uses sexualized images to sell male-oriented products.
Women are dehumanized, portrayed as commodities and sexual objects to be used and discarded.
Men are shown while “pursuing” women in a variety of professions or sports.
• **Religion** –
• Gendering process occurs through:
  • Doctrines
  • Structure or hierarchy
  • Symbolism
  • And sometimes through unofficial religious interpretation

iv. **Language** -
• The *most subtle but most pervasive* form of gender socialization. It is difficult to separate the way we speak from our thought process,
• so the use of sexist language, even if unwitting, will inevitably lead to changes in how we perceive gender.

• Gender biased language devalues members of one sex, fosters gender inequality and discriminates women by rendering them invisible or by trivializing them,

• At the same time that it perpetuates notions of male supremacy.
• Language articulates consciousness
• Language reflects culture
• Language affects socialization
• Language that uses the generic masculine
• Language that involves the use of suffixes (–ess, -ette, -trix, -enne)-
• Use of sex-linked modifiers.
Gender Roles

Gender roles are learned behaviours in a given society/community, or other special group, that condition which activities, tasks and responsibilities are perceived as male and female.

Changes in gender roles often occur in response to, changing economic, natural or political circumstances including development efforts.
• The gender roles of women can be identified as reproductive, productive and community managing roles, while men’s are categorized as either productive or community politics.

• Men are able to focus on a particular productive role, and play their multiple roles sequentially. Women, in contrast to men, must play their roles simultaneously, and balance competing claims on time for each of them.
Madam, I am waiting...

Did you read the news? India ranks 114th out of 142 countries in Gender Equality. What will happen to this country?

Mamma, Please help me with my homework.
Gender Division of Labour

Sexual division of labour results from the social differentiation introduced by the relations between men and women that attributed activities and roles according to the person’s sex.

Unequal gender division of labour refers to a gender division of labour where there is an unequal gender division of reward.
• Discrimination against women in this sense means that women are likely to get most of the burden of labour, and most of the unpaid labour, whereas men collect most of the income and rewards resulting from the labour.

• The most obvious pattern in the gender division of labour is that women are mostly confined to unpaid domestic work and unpaid food production, while men dominate in cash crop production and wage employment.
Gender equality

- Gender equality, also known as sex equality, gender egalitarianism, sexual equality or equality of the genders, is the view that men and women should receive equal treatment, and should not be discriminated against based on gender.
GENDER EQUALITY - INDIA

The principle of gender equality is enshrined in the Indian Constitution in its Preamble, Fundamental Rights, Fundamental Duties and Directive Principles of State Policy.

Since the Fifth Five Year Plan (1974-78), India has been making a marked shift in its approach to women’s issues from welfare to development while keeping the empowerment of women as the central issue in determining their status in the society.
• The National Commission for Women was set up by an Act of Parliament in 1990 to safeguard the rights and legal entitlements of women.

• The 73rd and 74th Amendments to the Constitution in 1993 have provided for reservation of seats in the local bodies of Panchayats and Municipalities for women, laying a strong foundation for their participation in decision-making at the local levels.

A signatory to the **Convention for the Elimination of Discrimination against Women** (CEDAW) and the **UN Convention on the Rights of the Child** (CRC) India has a number of progressive laws that support gender equality and ending discrimination and violence against women.

The Government of India was represented at the 2013 session of the **Commission on the Status of women** (CSW), where Member States committed to ending all forms of violence against women.
• Under the **Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act 2013**, the Government of India has pledged to establish 100 One Stop Crisis Centres and the creation of a 1000 Crore Nirbhaya Fund to respond to Violence against Women and Girls.

• More recently, the **Criminal Law (Amendment) Act of 2013 expands** the scope of sexual and gender based crimes against women.
• Such legislation and affirmative action policies have been critical to **bringing about changes in societal attitudes**.

• Though there has been progress for women in India in the form of pro-gender laws, the effective implementation of such laws **continues to be a challenge**.

• **Generalized acceptance of violence against women, lack of political will, inadequate legal protections and enforcement, insufficient resource allocation and/or poor implementation of national commitments** contribute to pervasive impunity.
• **Gender Budgeting**

• Gender Budgeting is not a separate budget for women;

• rather it is a dissection of the government budget to establish its gender-differential impacts and to translate gender commitments into budgetary commitments.

• Gendered budget analysis can help to focus on these neglected aspects;
• it provides women with the vital information regarding the contents and focus of existing government policies.

• Armed with that, women can confront policymakers and demand changes in policies as per their needs and choices.

• The process is for greater transparency and for deepening of democracy.
## Gender budget Statement

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Ministries (No. of Demands)</th>
<th>Total Magnitude of Gender Budget (BE) (in Rs. Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>9 (10)</td>
<td>14378.68 (2.79 %)</td>
</tr>
<tr>
<td>2006-07</td>
<td>18 (24)</td>
<td>28736.53 (5.09%)</td>
</tr>
<tr>
<td>2007-08</td>
<td>27 (33)</td>
<td>31177.96 (4.5%)</td>
</tr>
<tr>
<td>2008-09</td>
<td>27 (33)</td>
<td>27661.67 (3.68%)</td>
</tr>
<tr>
<td>2009-10</td>
<td>27 (33)</td>
<td>56857.61 (5.57%)</td>
</tr>
<tr>
<td>2010-11</td>
<td>28 (33)</td>
<td>67749.80 (6.11%)</td>
</tr>
<tr>
<td>2011-12</td>
<td>29 (36)</td>
<td>78251.02 (6.22%)</td>
</tr>
</tbody>
</table>
• Gender Budgeting Statement has increased from 2.79 percent of the total Union budgetary allocation in 2005-06 to 6.22 percent in 2011-12 to 7.45 percent in 2012-13.

• rose 18% from Rs 96,331 crore ($14.4 billion) in 2016-17 (revised estimates) to Rs 113,326 crore ($17 billion) in 2017-18 in the union budget announced on February 1, 2017.

• Funding rises for nutrition, Beti Padhao Beti Bachao and maternity schemes

• The Indira Gandhi Matritva Sahyog Yojana, National Nutrition Mission, Modi’s pet project Beti Bachao Beti Padhaovo (Save the girl child, educate the girl child
• **Gender Mainstreaming**

• Gender Mainstreaming refers to a process of

• assessing the implications for women and men of any **planned action**, including

• legislation, policies or programmes, in any area and at all levels.
The primary objective behind gender mainstreaming is to design and implement development projects, programmes and policies that:

1. Do not reinforce existing gender inequalities - **Gender Neutral**
2. Attempt to redress existing gender inequalities - **Gender Sensitive**
3. Transformative: attempt to redefine women and men’s gender roles and relations - **Gender Positive**
• It is a strategy for making women's as well as men's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and social spheres, such that inequality between men and women is not perpetuated.
• The ultimate goal is to achieve gender equality.
Out come........

- To bring about attitudinal change
- To help analyze factors responsible for gender discrimination
- to make the participants to view themselves as gender sensitized.
THANK YOU