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FROM THE AMERICAN PEOPLE



Module 7

GENDER SENSITIZATION

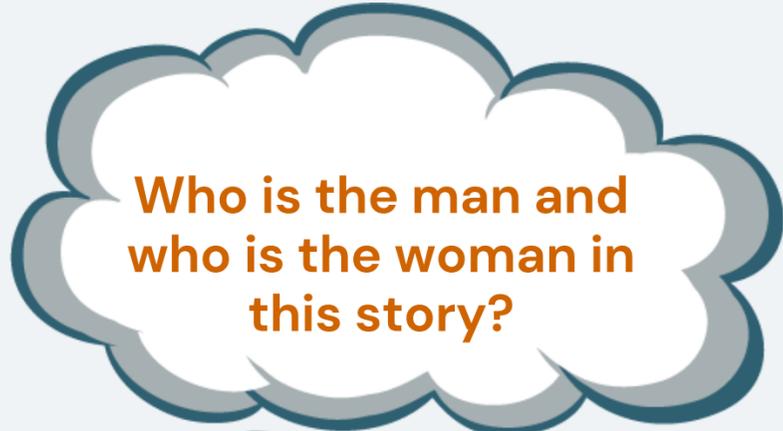
We Will Learn

Gender based norms and roles are formed by the society and perpetuate inequality.

Positive shifts in gender-based mindsets, attitudes and practices can bring gender equality, benefit to family and business.



What Do You Think?

A white thought bubble with a grey outline and three small circles leading to a woman's head.

Who is the man and who is the woman in this story?



A and B live together happily and also manage together a business. A is very particular about cleaning the house and keeps it tidy but does not like to cook. B is a very good cook and prepares delicious food every day.

A is a late riser so often reaches their business very late and takes up job of organizing the office, tidying and beautifying it. B wakes up very early finishes cooking and then reaches office in time. B does not like doing accounts, savings and investment of the business which is taken care by the A.

B takes care of all purchases and deals with all merchants and vendors. A has a knack for customer relationships which helps in building good customer base.





**Cannot decide
who is a woman
and who is a man?**

**Yes, it is the
individual and not
their gender which
decides what roles
they would like to
do, who they want
to be.**



Gender and Sex

Who comes to your mind immediately when you see these activities?

- Cleaning the house
- Arranging stock in the shop
- Baby being breastfed
- Handing over the money from the customer to store owner
- Purchasing stock in the whole sale market
- Cleaning of kirana shop
- Meeting of market union
- Long beard on the face
- Riding a bike
- Doing accounting for business
- Transferring money through mobile banking
- Watching tv serial on mobile



When this was asked to a group of 15 people:



Someone cleaning house
15 said woman



Stock being arranged in the shop
12 said woman, 3 said man



Baby being breastfed
15 said woman



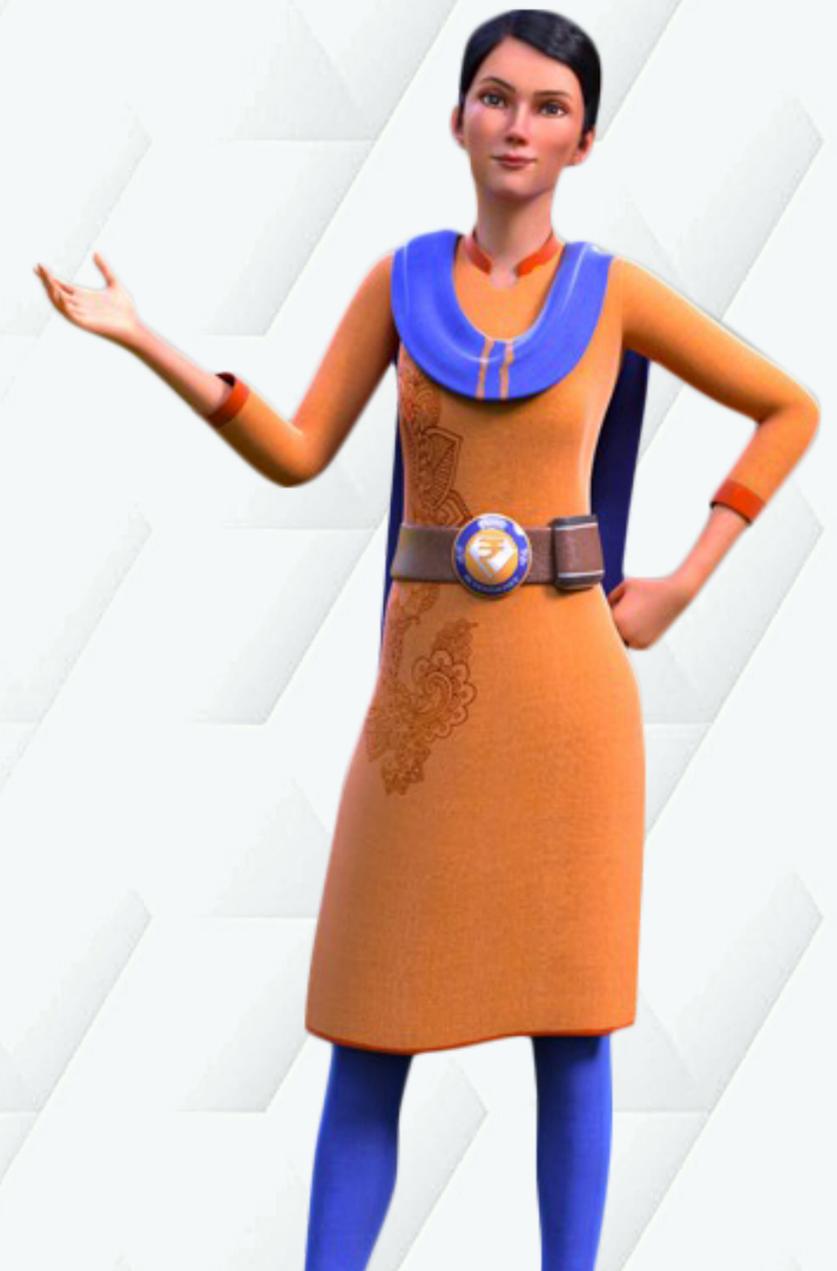
Handing over the money
from the customer to the
store owner 12 said man,
3 said woman



Cleaning of kirana shop
10 said man, 5 said woman



Meeting of market
union 15 said man





Someone riding the bike 9 said man, 6 said woman



Long beard on the face 15 said man



Someone purchasing stock in the whole sale market 15 said man



Some transferring money through mobile banking 11 said man, 4 said woman



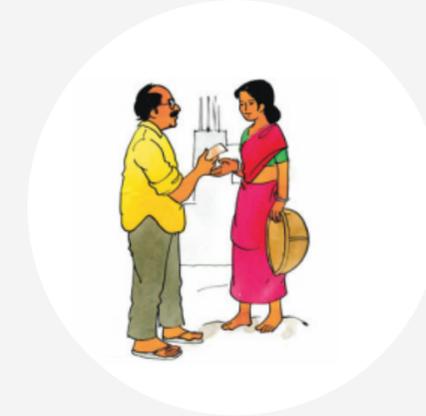
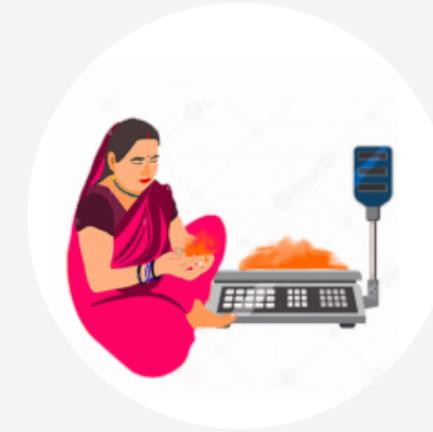
Someone watching tv serial on mobile 4 said man, 11 said woman



Someone explaining/doing accounting for business 14 said man, 1 said woman

What we see here

- Activities that do not involve management of money have been assigned to women.
- Activities which entail larger decision making or management of money or interacting with stakeholders are being managed by men.
- Activities or roles that create mobility, exposure and networking are assigned to men.
- We may find exceptions around us which indicate that these roles can change.





Are women naturally good or are capable in doing things which are assigned to them?



Are men naturally good or are capable in doing things which are assigned to them?



If men or women change roles or undertake activities not assigned to them as per society , they are often not accepted or ridiculed or made fun of.

**These roles are assigned by the society
What one gets to practice more is something one becomes proficient in.**





- Most activities can be done by women and men both.
- Only very few activities are linked to our biological differences like having baby, growing beard.
- Biological difference often don't change by gender
- Gender roles are assigned by society and can change.
- Gender structure perpetuates mindsets that one group is weaker than the other, assigns roles to one group which give them more mobility, access to resources and decision-making powers.

"change is possible"



So We Learn

- Recognizing gender as a social construct through self-reflection.
- Understanding how gender and related stereotypes/ roles can act as barriers.
- Questioning the discriminatory norms and roles that perpetuate inequality.
- Challenging and questioning gender roles can create opportunities in personal lives as well as in the business.

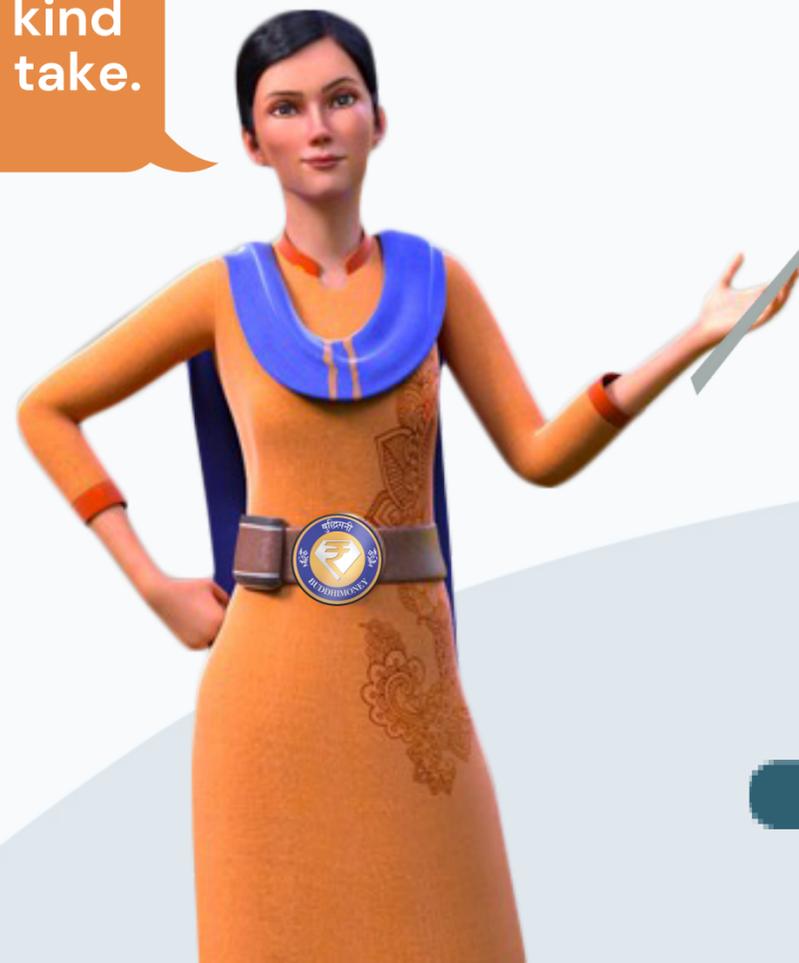


- Do you see this kind gender division in your business and home?
- Does division impact women and men to be able to use their ability to its fullest?
- Does gender impact you and the business of Kirana? How?



Gendered division of decision making

What kind of decisions men take and what kind of decisions women take.

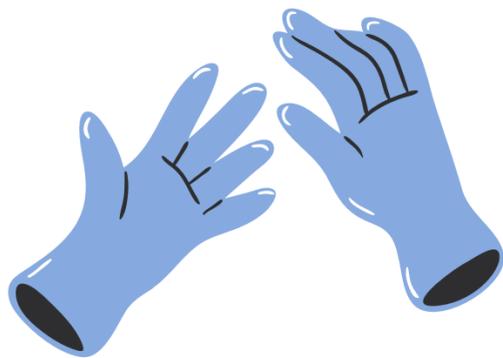


List of various decisions taken by women and men at household level and in business

- Food to be cooked in the house
- Education of children
- Sale purchase of land/house/property
- Stock at the shop
- Brands at the shop
- Quantity of food to buy
- Decorating or arranging the shop
- Managing accounts of shop
- Financial transactions
- Investments and savings

How decision making skills and confidence enhances for an individual

Through...



Experience



Exposure



Practice



**Knowledge
(training and
other sources)**



**Mobility and
engaging with
stakeholders**



"change is possible"

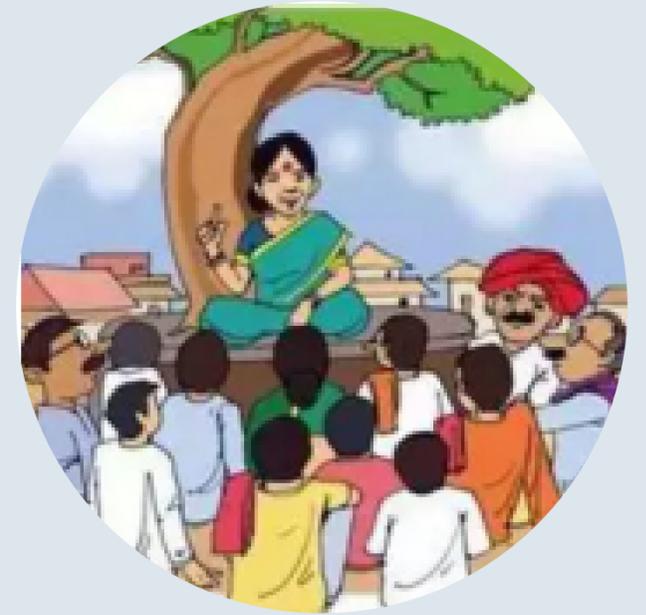
Both women and men are capable of taking all kinds of decisions. This is not a naturally acquired or biological trait. This can change.

One who gets to practice more , gets more opportunity , gets more knowledge is able to take decisions

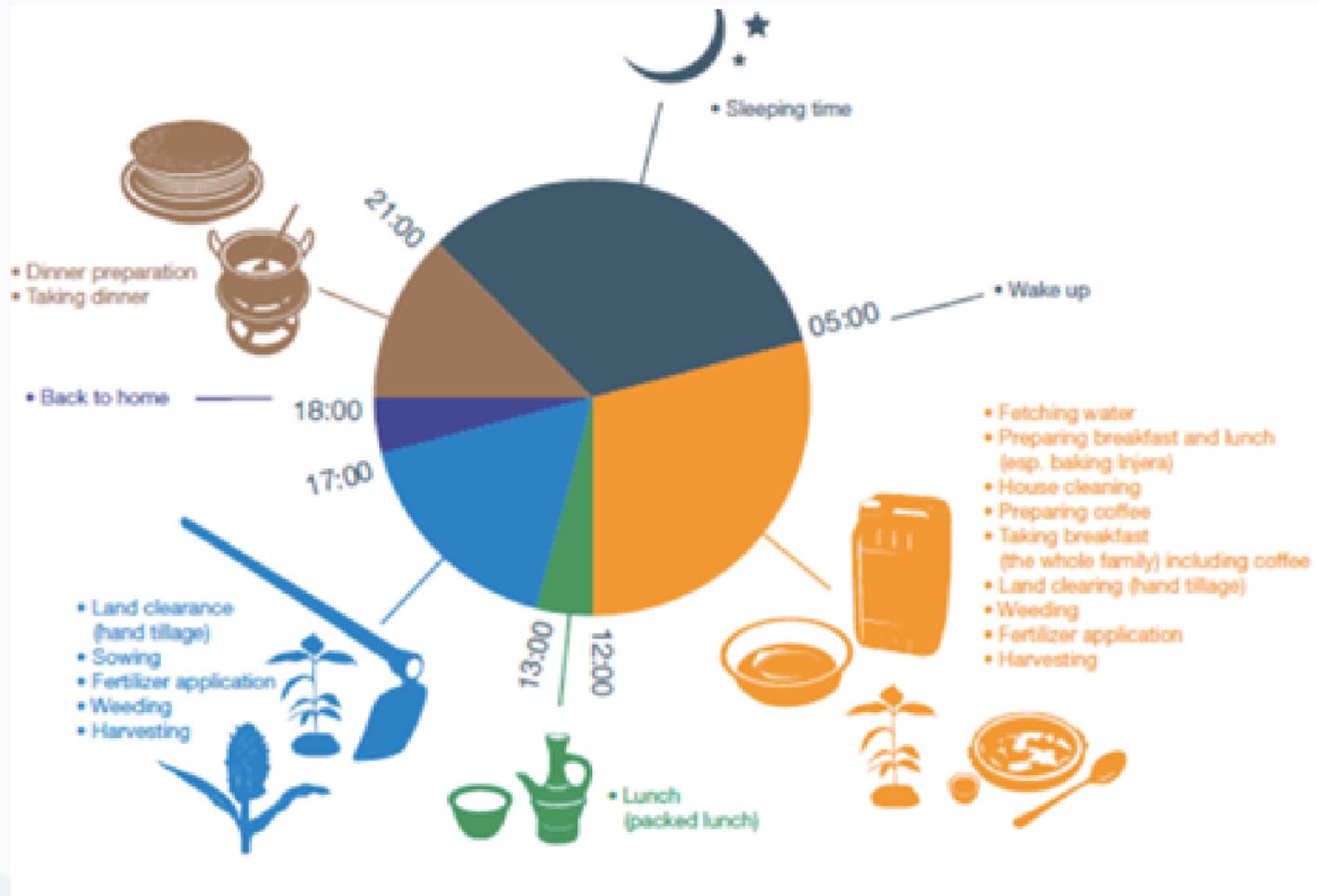
So decision making ability is not that someone is born with , it is an acquired capability.



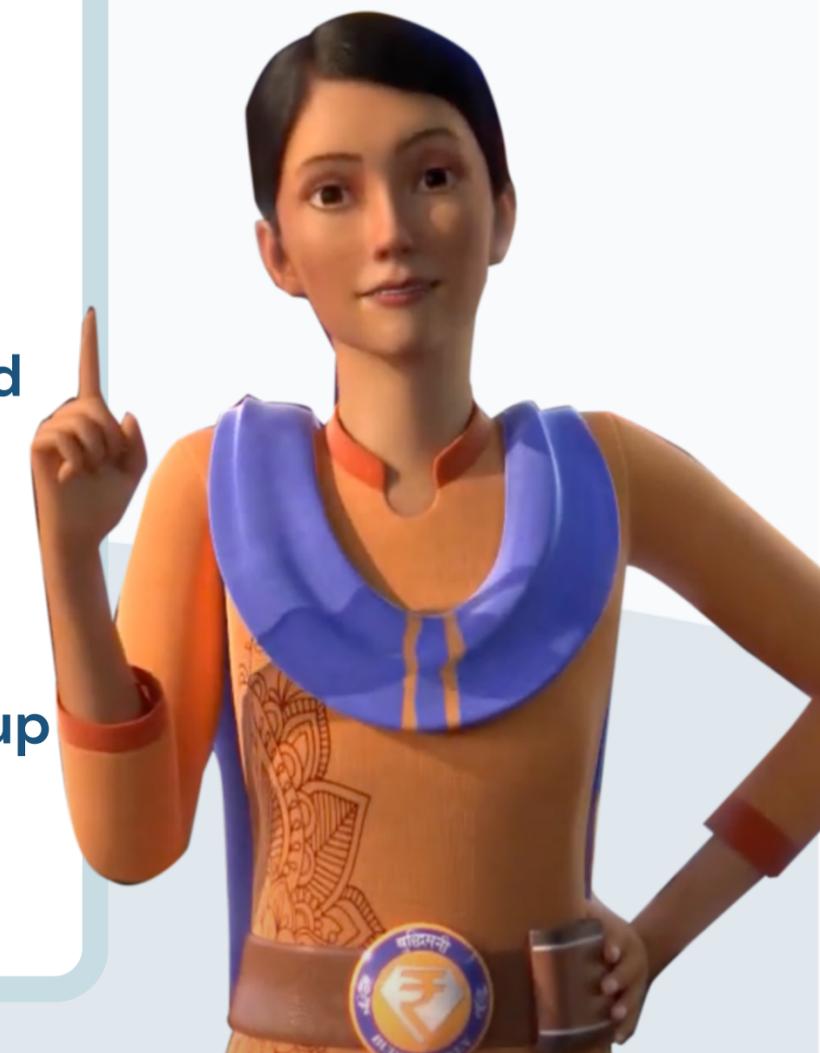
- Does this reflect our own behaviors in our own family and in running the shop?
- How does it feel to look at this list decisions as a man/woman? Is it fair? Why? Why not?
- Do you wish it were different? Why?
- How can we bring a change if we see benefitting from it?

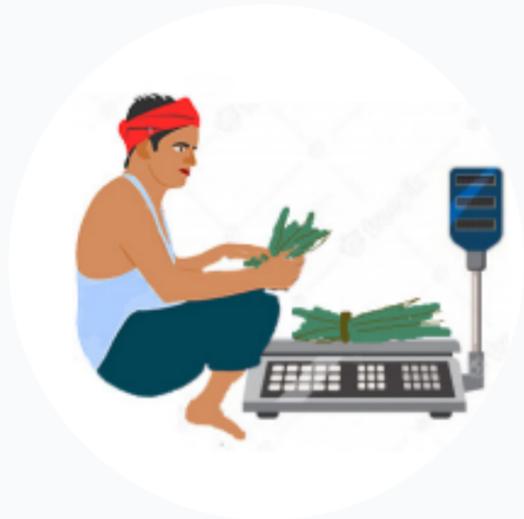


Sharing responsibilities makes business sense



- Amount of time spent by women in household chores is much more than what men spend.
- Household chores taken by women are unrecognized and unpaid labour.
- In the business too often women are assigned or end up taking similar roles which go unrecognized and unpaid.





- **Assignment of unpaid and unrecognized to women are done by society and social norms.**
- **These norms can be changed.**
- **Sharing of household between women and men will create time and opportunity for women to get involved in productive work like business.**
- **Sharing of household chores and its burden will also create time for women to build their skills , capacities and knowledge.**



"change is possible"

Women's participation in business will bring diverse skills to business.

Women's participation in business will bring increased human resource to business.

Increased opportunity for business to grow and flourish.



Do you think a gendered division of labour is present in the operation of your business? How?

Do you think your business can flourish better if we dismantle this division of labour? Why/Why not?



Things To Remember



- Gender roles and norms are formed by society, so can change.
- If women like men get the opportunity to build their knowledge and skills, they can equally contribute and lead business.
- If household responsibilities are shared by the family, women will get opportunities to contribute to business and its growth.





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