

# THE *Social* BULLETIN



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## Message From CEO



The past couple of days has been hard on all of us. Empty roads, shops and businesses closed, scarcity of essentials at lot of places, interrupted medical care for some, workers stranded and watching COVID trackers day in and day out with each increment as a ticking bomb for even worse to come if necessary steps aren't taken and executed well. These are really the testing times and we have a long way to go.

We at DevInsights feel that one of the imperative contribution one can make at this point is to continue striving towards our usual “normal” given the constraints we have. Upholding that spirit we bring to you the fourth edition of our newsletter *The Social Bulletin*.

With the world celebrating International Women's Day on 8<sup>th</sup> March, our editorial team decided to have 'Women' as the theme of this edition of the newsletter to celebrate womanhood and reflect upon the long battle yet out there left to fight. Gender equality has been globally identified as not only a crucial human right; but also essential for a sustainable future. At DevInsights, we strive to ensure gender equality by ensuring a safe working environment for all our employees and having a favourable sex-ratio at our office. In this edition, we cover the success story of Ms.Shaili Chopra, founder of SheThePeople.TV which is India's biggest digital storytelling for women, dedicated to passionately championing and promoting their journeys. In the following sections we asses India's global positioning in terms of in-place gender equality matrices and then have some movie recommendations for all the cine goers out there.

Happy Reading!



## The change-makers: Conversation with Shaili Chopra

SheThePeople is India's first women's channel inspired by real stories and seeks to change the discourse on, about and for women. Fierce and firebrand, it's a platform for stories of women breaking new ground as entrepreneurs, feminists, mothers, doctors, actors, artists, leaders, activists, homemakers and others who shatter glass ceilings in every sphere of life.

SheThePeople started up in 2015 as an initiative to bring viewers – for the first time – digital views and news focussed on women. Founded by award winning journalist Shaili Chopra, it is globally recognised as India's go to safe-space for women voices.

SheThePeople hosts powerful journalistic narratives, engaging videos, challenging debates and meaningful events and summits that equip women with each other. We aim to empower, engage and elevate.

Shaili Chopra has 20 years of experience in journalism having anchored top shows at Economic Times Now, NDTV and CNBC. And that's propelling her initiative SheThePeople to use the power of the internet, and media to document compelling change through the stories that women are.

Team of The *Social* Bulletin sat down with Shaili Chopra to trace her journey from a news anchor to becoming a successful entrepreneur.



**TSB** How did the inception of the idea happen and when?

**SC** I had 20 years of experience in media, of which nearly 15 years were spent on television as a primetime anchor on NDTV Profit and ETNow. At the time, I was studying journalism, and business was something dear to me — I am an Economics Honours student — so I was really keen to put my academic understanding into my work.

I was a television presenter with interviews with people like Warren Buffett, Steve Ballmer, Christine Lagarde, Tiger Woods — some of the world's best names! Luckily for me, I started early and grew through the ranks at an early age, so by the time I was at the end of my 20s, I was already at a significant position in the channel, playing the important role of being the female prime-time anchor.

As a young person, I sort of had a 5-year itch — it was easy to get complacent and definitely easy to just stick around and be happy with seeing my face on television. So a time came in 2012 when I woke up one day and asked myself, “Who is left for you to interview at this time in your life? Who do you really want to interview? And what do you want to do with your life?”

I knew I wanted to do something for women, for real women with real stories and struggles. And so SheThePeople.TV was born. “The idea of SheThePeople is not just a place where they go and talk, describe, share opinions, get perspective, get news, get inspiration and get information to live life on their own terms, but that it is a movement.”  
SheThePeople.TV founder, Shaili Chopra.

In the last one year, SheThePeople.TV has scaled up its digital reach from 15 million to 80 million including a three fold jump in its social followers as well as a significant presence on its WhatsApp channel. 2019 also saw a surge of the events SheThePeople conducts for women to network. A networking platform STPN was launched to create mentoring for women by connecting with each other

**TSB How did you know that this was the right idea?**

**SC** We are 50% of India's population. We are 9% of the world population. We women are not a number, we are a force. To give you an idea, women of India are three times the size of Brazil, 5 times the size of Japan and twice the size of United States America.

Here's something to think about. We are not just half of the population. We produce and raise the other half. We are half the vote in our country. So we should be at least half the voice. But we are not. Why are we absent from the headlines? Why don't we know the amazing stories of so many women? THAT what I wanted to get behind.

**TSB What was the turning point?**

**SC** In 2012, a young girl was gruesomely raped in India. You have all probably heard about it. It changed many of us. It completely broke me down. Rape wasn't a woman's issue, it was a national concern. It took media that severe a case to put women's issues on the front pages. This needed to change. Women's issues are everyone's problems. Why just problems. What about also celebrating women? Would you not want know how women are breaking the glass ceiling in math and science, how the government is changing policies, or that India's mission to moon and mars are led by women?

A 2016 survey shows, of every 1000 stories done in Indian media, 80% are on Indian government, cricket and bollywood. Women's social issues like abortion, child marriage and others collectively get only 10% of coverage.

This needed to be changed. India is the world's largest democracy. The Indian constitution starts with three words. We The People. But somewhere in the promise of justice, liberty and equality we forgot the women. And that's how was born, SheThePeople - a media space for women to call their own, for information, news, opinions, perspective, data and more. A space for inspiration to live life on their own terms. Someone, had to tell their stories.

**TSB Did you experience failures? If so, what did you learn from them?**

**SC** I think the biggest struggle for anybody is to convince yourself that what you are doing is the way forward. You wake up with an idea, you follow it up, and build on it — and then you think, will this scale up or not?

The biggest struggle is yourself — you are the biggest challenge and your biggest champion. Sometimes, you're in spaces that are brand new and you're making that road — one that's never been made before. Mine is an effort that has a cause, an effect, and a plan, in terms of reaching out to women of India. We are creating the women's internet. We are 750 million. We are not just women we are a force.



**TSB How did you get where you are today, and who/what helped you along the way?**

**SC** We are SheThePeople together. It may be my idea but could it be possible without every woman out there who is going against all odds to push boundaries? Would it be possible without every woman dealing with struggles and stereotypes and wondering when they will come to an end? We are because of every woman who want to raise her voice - in silence and by speaking up. Our team has been a back bone, our investor the feminist Anand Mahindra has been a huge inspiration. Rajiv Verma former CEO of Hindustan Times and investor Jeetu Panjabi are my biggest mentors and shape what we are doing at every milestone. You can present an idea but it takes a village to raise it to where we have and am thankful to that force of everyone with me

**TSB After all this success, what do you struggle with now?**

**SC** I meet struggle everyday. Success and struggle are two sides of the same coin and there is no taking away from it. I wouldn't want to have any success without taking on a struggle. Those are sweet but hard fought battles.

**TSB How do you achieve work-life balance?**

**SC** I don't chase it. There is no work life balance. That concept doesn't exist in my books. I work, I raise kids, I love, I cry, I succeed, I fail, I run, I pause, I inhale, I exhale. I juggle all the balls. Some days, some falls, some days I do a dance.

**TSB What have you learned about leadership and entrepreneurship?**

**SC** The one and only lesson – always take a chance on yourself. I never went into anything blindly, I went into it with open eyes and stared back in its face, because I always felt that it was so easy for me to fall into the trap of self doubt. Every time I have taken a chance on myself, I haven't felt bad or regretted it, and I think the reason for that is because I went in it myself rather than follow someone else.

You take a chance on yourself, go up that hill, and make it happen — that is what matters!

**TSB Final thoughts or message to other women?**

**SC** Behind every woman is herself.

## “THAPPAD” MOVIE REVIEW

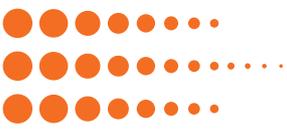


Pic Credit :- Youtube

While we, as a community, are still grappling to find a way to put an end to numerous heinous crimes/sexual and gender based violence committed against women across the globe, things like casual sexism and the engrained misogyny in just everyday life routine gets unnoticed. Thappad sheds light on these issues by weaving together snippets of superiority of men etched in the minds of men and women alike by the patriarchal society. As its primary theme, the movie condemns domestic violence irrespective of the scale of severity or number of occurrences. It follows the simple life of a homemaker who, after being slapped by her husband, wakes up to all the misplaced priorities in her life, in numerous moments injustice and inequality and reflects upon how she has lost her own identity in the relationship. The movie follows her journey as she trudges on the path to find her happiness while the society pulls her down with all kinds of tags and stigmas. And beware! This society comprises of not only the male chauvinist elements but also the women in her life, who truly have her best interest at heart, but not voicing their opinion and laying down weapons in a fight as the only acceptable option, has been etched in their minds for a long time now.

The movie also has multiple sub plots that seamlessly cut across women of different class, caste and age to show how even though the basic setup and situations are different for these women, they are still sailing in the same boat wherein they have been told it is okay and sometimes their duty to make certain sacrifices and compromises, at the cost of their own dreams, to accommodate those of their male companions. The movie shows glimpses of infantilization of males, stigma attached to a single mother, lack of consent of a woman for intimacy between a married couple, loneliness of an ageing mother, success of a woman being looked down upon and many more. There is a subtle yet poignant scene the day after the protagonist was slapped, between her and her house help, who is beaten almost on a regular basis. This scene drives home the point that violence doesn't mind social barriers.

One of the most refreshing things about this movie is that it doesn't portray men as outright antagonists. The male characters in this movie are compassionate people capable of changing, just like majority of the men in anyone's life. It is about them not realizing their unfair privilege. It is their conditionality that is at fault. For example, the father of the protagonist is progressive and supports his daughter through her decision of getting separated even when all the other people in her world were outright critical of her decision. But in a heartfelt conversation with his wife, she points it out to him how he has been oblivious of her sacrificing her dreams for his all his life. Thappad doesn't insinuates a particular person or sites immediate radical solutions which makes the movie even more realistic and relatable. It just captures the everyday reality of millions of women from a zoomed out lens which helps one to see the anomalies. A must watch!!



## ‘‘स्त्री’’



अनुरूपा कुण्डू

अगर सिर्फ बात मेरी होती तो मैं कह देती

अगर सिर्फ कहानी मेरी होती तो मैं सुना देती

यहाँ मेरे कोरे कागज में कईओं के कलम से रगड़ी गयी मेरी जिंदगी हैं।

अगर सिर्फ मेरी सुनानी होती तो मैं सुना देती

पर हैं यहां दस्तूर रीतियों की हैं, रिवाजों का हैं और कैद में पड़ी ख्वाइशों की हैं।

अगर सिर्फ सचाई मेरी होती तो मैं बता देती

पर यहां तो झूठों की फौज सी भरी दुनिया हैं

अगर बात सिर्फ प्यार का होता तो मैं लुटा देती

पर यहां तो हवस के शिकारियों की टोली हैं

अगर सिर्फ बात यारों की होती तो मैं कुर्बान हो जाती

पर यहां तो हर मोड़ पे दैत्य से पाला पड़ता हैं

अगर सिर्फ यह एक जिन्दगी होती तो मैं अंत तक जी लेती

पर यहां रोज जीना और मरना तय होता हैं

अगर सिर्फ यह सपना होता तो देख लेती

पर यह सफर हैं जीवन का और इसे समझे तो समझा देते तुमको। पर यह राह अनेक हैं

और सबकी अपनी बात हैं जो अगर कह देते तो सब उसकी सुन लेते।।।

## Gender Gap Index Ranking 2020

The Global Gender Gap Index of the World Economic Forum tests the degree of gender disparities in four general areas of economic participation and prosperity, education achievement, health and security, and political empowerment. The report measures women's disadvantage compared to men. It assesses countries on how well they are dividing their resources and opportunities among their male and female populations. Over the index, the highest possible score is 1 for equality and the lowest possible score is 0 for inequality. The report acts as a catalyst for greater knowledge and exchange among policy makers.

India has fallen from its 108th position in the last edition among 153 countries to 112th place as announced by the World Economic Forum's annual Global Gender Gap Index for 2020. India was ranked relatively higher at 98<sup>th</sup> position in 2006 report. Despite a minor improvement in the score, India slipped ranks because of a relatively bigger leap by the countries that were earlier lagging behind. This sluggish improvement can be attributed to the social attitude prevalent in the country as a product of its patriarchal setup. Both cultural norms and religious dictates continue to be the biggest bottlenecks in closing gender gaps.

Iceland is the most gender-equal country in the world for the 11th time in a row on the Global Gender Gap Index. It has closed almost 88% of its gender gap, followed by Nordic neighbours Norway, Finland and Sweden, while Yemen was ranked the worst at 153th place. Iraq and Pakistan remained in bottom three of the ladder.

India has been ranked below countries like China (106<sup>th</sup>), Sri Lanka (102<sup>nd</sup>), Nepal (101<sup>st</sup>), Brazil (92<sup>nd</sup>), Indonesia (85<sup>th</sup>) and Bangladesh (50<sup>th</sup>). However, in contrast with the overall's performance, the region's economic participation and opportunity gap widens this year. In South Asia, Bangladesh leads the region, while the second-ranked country, Nepal, lags several positions behind at 101. Sri Lanka was at the third position, India ranked fourth among the seven South Asian nations. At 123<sup>rd</sup> rank, Maldives is fifth from the region and Bhutan at sixth with 131 ranks. According to the report, amongst the 153 countries, Pakistan ranked last among the seven South Asian nations, only ahead of Iraq and Yemen.

Rank	Country	Score
1	Iceland	0.877
2	Norway	0.842
3	Finland	0.832
4	Sweden	0.820
5	Nicaragura	0.804
6	New Zealand	0.799
7	Ireland	0.798
21	United Kingdom	0.767
50	Bangladesh	0.726
53	United States	0.724
92	Brazil	0.691
101	Nepal	0.680
102	Sri Lanka	0.680
106	China	0.676
112	India	0.668
121	Japan	0.652
151	Pakistan	0.564
152	Iraq	0.530
153	Yemen	0.494



In India, the difference in economic opportunities across gender lies especially deep. Just one-third of the difference was bridged (35.4 per cent ranking, 149th, 7 places down). The gap has significantly expanded since 2006. The study found that women's economic opportunities in India (149th rank), followed by Pakistan (150th), Yemen (151st), and Iraq (153rd) are extremely restricted. This is also evident by the decadal deceleration in the female labour force participation rate in India. There are numerous factors on both the demand as well as the supply side of the female labor force that obstruct women's entry and continuation in the workforce. Issues on the demand side include market wages, labor market flexibility, formal market jobs availability, state infrastructure and structural change; whereas on the supply side, pertinent issues include education of women, household income, marital status, fertility rates, and many other social constraints.

Economic Participation & Opportunity		Educational Attainment		Health & Survival		Political Empowerment	
Rank	Country	Rank	Country	Rank	Country	Rank	Country
1	Benin	1	Australia	1	Brazil	1	Iceland
2	Iceland	1	Austria	1	Kenya	2	Norway
3	Lao PDR	35	Brazil	40	Japan	7	Bangladesh
126	Sri Lanka	88	Sri Lanka	78	France	18	India
130	Bhutan	91	Japan	105	Canada	59	Nepal
131	Maldives	100	China	131	Nepal	73	Sri Lanka
141	Bangladesh	112	India	144	Bhutan	93	Pakistan
149	India	120	Bangladesh	147	Maldives	95	China
150	Pakistan	133	Nepal	149	Pakistan	115	Maldives
151	Yemen	143	Pakistan	150	India	124	Mauritius
153	Iraq	153	Chad	153	China	132	Bhutan

According to the study, four major countries on health and survival issues— Pakistan, India, Vietnam, and China— fare badly with millions of women not having the same access to health as men. Among the 153 countries studied, India ranks high on the political empowerment sub-index. Female political representation today is low as women make up only 14.4 per cent of Parliament. Amongst countries in the South Asian Association for Regional Cooperation (SAARC), India has 14.4 per cent of elected women representatives in their national parliaments, only ahead of Sri Lanka (5.3%) and Maldives (4.7%). India has risen to 18th in terms of political influence but it has fallen to 150th in terms of health and survival, to 149th in terms of economic participation and prosperity and to 112nd in terms of education. The only sub-index India is faring well in is the political empowerment. Although the numbers could be a far cry from the ground reality. The bill to reserve one-third of the seats in Lok Sabha and state legislatures remains pending since 2008. While the legal mandate ensures one-third of the seats in Panchayati Raj Institutions are reserved for women, but how empowered these women actually are in terms of making autonomous political

decisions? A phenomenon commonly observed in Northern Indian states is that of 'Mukhiya Pati' i.e. 'Husband of the head' wherein although women are elected to the local governing body as per the legal requirements, they just serve as the face of that particular seat while their husbands are the real decision makers.

The Gender Related Development Index (GDI) is another index designed to measure gender equality. GDI together with the Gender Empowerment Measure (GEM) were introduced in 1995 in the Human Development Report written by the United Nations Development Program. The aim of these measurements was to add a gender-sensitive dimension to the Human Development Index (HDI). The GDI is often considered a "gender-sensitive extension of the HDI". It addresses gender-gaps in life expectancy, education, and incomes. It uses an "inequality aversion" penalty, which creates a development score penalty for gender gaps in any of the categories of the Human Development Index. As per the 2018 data, while India ranks 129 in HDI ranking, its GDI rank is 153 among a total of 166 countries. This is a dismal state with HDI index score for women in India being 0.574 while that of men being 0.692, mean years of schooling being just 4.7 for women as compared to 8.2 for men and gross national income per capita a mere \$2,625 for women as opposed to \$10,712 for men.

## Announcement Corner

This newsletter is intended to reinforce and encourage increased awareness and enhance interaction among all of us. If you wish to be a contributor of content in **The Social Bulletin**, you may write back to us at [info@devinsights.co.in](mailto:info@devinsights.co.in). The theme of upcoming month April is "Nature".

## Letter to the Editor

Dear Team DevCommunion,  
I am really impressed to read such a non-traditional innovative learning orientated Newsletter! It is a inspiring document to know very useful things of humanity. Appreciating all your efforts for enlightening us.

Thank you so much.

Gopal  
Development Consultant  
Sustainable Agriculture and Farming  
Enterprise (SAFE) Development Group

## Photograph Corner



Gender and social dynamics of Migration in Rice Based System.

## Editorial Team

Ms. Sai Sudha - Chief Editor  
Ms. Upasana Negi - Editor  
Ms. Pinky Gupta - Designer

## Content Contributor

Ms. Anurupa Kundu  
Ms. Rashi Goel  
Mr. Subhash Kumar Sinha

## Our Locations

DevInsights Pvt. Ltd.  
Delhi, India

Add:-D-181, (2nd Floor), Sector 10, Noida, Gautam Budh Nagar, Uttar Pradesh PIN - 201301

Tel:- 91 120 415 4718

Email:- [info@devinsights.co.in](mailto:info@devinsights.co.in) | Web:- [www.devinsights.co.in](http://www.devinsights.co.in)

Mon - Sat: 9:30 - 18:00

DevInsights Pvt. Ltd.  
Chennai, India

No.5, Thayanbhan Homes, 6th Street West, Saraswathi Nagar, Adambakkam, Chennai, TN - 600088.

+91 120 415 4718

Email:- [info@devinsights.co.in](mailto:info@devinsights.co.in) | Web:- [www.devinsights.co.in](http://www.devinsights.co.in)

Mon - Sat: 9:30 - 18:00

