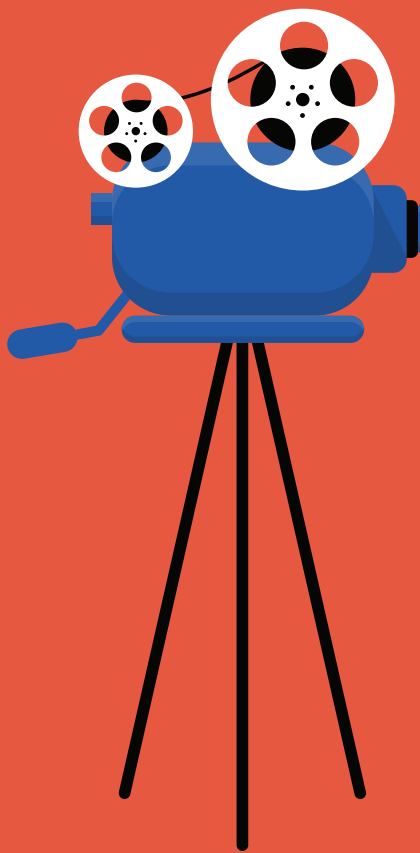


HER empowering
women
entrepreneurs
&NOW



Film Kit

films for women
entrepreneurship



Implemented by
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



**चम्बल
मीडिया**
India's First Rural Media Network

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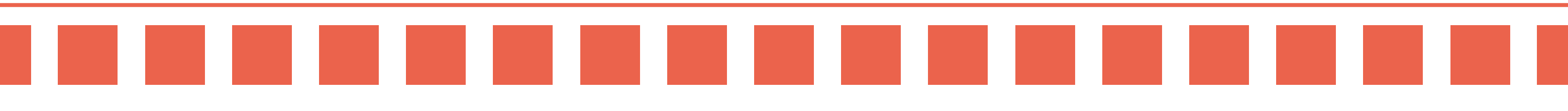
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Introduction



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' (project Her&Now) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), to improve the framework conditions for women-led enterprises in India. The project works with its partner Ministry as well as local implementing partners to create gender-sensitive government support schemes, to provide needs-based incubation and acceleration programmes, and to generate a mindset-change in society, in order to benefit existing and aspiring women entrepreneurs.

Levelling the playing field for people of marginalised genders to equally participate in the economy as entrepreneurs is essential for an inclusive society as well as for sustainable economic growth. Film is a powerful medium that reflects and shapes dominant societal discourses and perceptions about gender norms.

In fall 2019, the project Her&Now launched a nation-wide competition for film ideas on the topic of women entrepreneurship. From around 100 received entries, the best scripts in the categories fiction, documentary and animation were selected. The four winning filmmaker teams from Delhi, Pune, Bangalore and Chennai were awarded production grants to translate their concepts into short films.

Today we are proud to have four remarkable short films on very diverse entrepreneurial journeys. Each tells a relatable story about courage, perseverance and transformation. These short films have the power to entertain, inspire and raise awareness about both the aspirations as well as the challenges faced by women entrepreneurs in India today.

Through the Her&Now film campaign, we want to increase the visibility of the entrepreneurial spirit of women and gender minorities in India. We hope the short films and the discussions around them will contribute to a mindset change that recognizes their ambitions, skills and rights to be entrepreneurs.

What Is the Her&Now Film Kit?

The Her&Now Film Kit is a resource with which you can conduct a Her&Now film screening and a moderated discussion or workshop on gender and entrepreneurship.

In this Kit you will find a wide range of tools for group activities, key questions for discussions and handouts to accompany screenings of the Her&Now short films.

Who Is It for?

The Kit reaches out to civil society groups, educational institutions and facilitators working on entrepreneurship, in order to reach the following audiences: women and gender minorities, families and communities, as well as stakeholders and institutions.

It can be used by anyone interested in using the Her&Now short films for educational purposes.

Objectives

- To promote entrepreneurship of women and gender minorities by changing mindsets and tackling gender stereotypes.
- To inspire potential women, trans and non-binary entrepreneurs and educate the ecosystem surrounding them (families, husbands and partners, stakeholders) in order to facilitate entrepreneurial careers.
- To use fresh narratives through cinema as an 'infotainment' tool that entertains and facilitates change.

How to Use the Kit?

The Kit consists of four modules. You can integrate activities and information from all four modules into your session, or just use Module 2, which is the core module of the Kit.

Under each module, you will find activities and handouts for your chosen session. In order to pick the right activities for your target audience, the activities are marked with 7 symbols representing different target audiences. In addition, there are symbols for whether an activity can be done online and/or offline.

	Young Women and Gender Minorities (Age 17 - 25)		Adult Women and Gender Minorities (Age 25 - 50)
	Older Women and Gender Minorities (Age 50 and above)		Boys and Young Men (Age 17 - 25)
	Partners and Husbands		Families and Communities
	Institutions and Stakeholders		
	Offline		Online

A Note on Language:

GIZ believes that “...gender diversity, gender inclusivity, an inclusive understanding of gender, and a non-binary understanding of gender all mean inclusion of all genders, not just male and female.” Accordingly, in this Kit, whenever we refer to gender and entrepreneurship, we not only mean the inclusion of cis gender and transgender women, but also other marginalised gender identities, including intersex, non-conforming and non-binary.¹

¹ Langenkamp, Angela. Gender Reloaded: Vision Needs Attitude – Attitude Meets Action. Eschborn, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, 2019.

Suggested Session Plans

Duration: 1 Hour

Introduction on gender and entrepreneurship (Module 1). (5 minutes)

Screen one film, chosen based on your target audience. (15 to 25 minutes)

Lead a moderated discussion using Module 2, based on the film you screened. (30 minutes)

Duration: 2 Hours

Introduction on gender and entrepreneurship (Module 1). (10 minutes)

Screen two films, chosen based on your target audience. (30 to 50 minutes)

Lead a moderated discussion using Module 2, based on the films you screened. (40 to 60 minutes)

Feedback from participants and closing. (If time permits)

Duration: Half Day

Introduction on gender and entrepreneurship (Module 1).

Discussion on concepts (patriarchy, sex and gender, gender norms) using Module 1.

Screen all four films.

Lead a moderated discussion on all four films (Module 2).

Choose two activities (Module 2 or 1).

Feedback from participants and closing. (If time permits)

Duration: Full Day

Introduction on gender and entrepreneurship (Module 1).

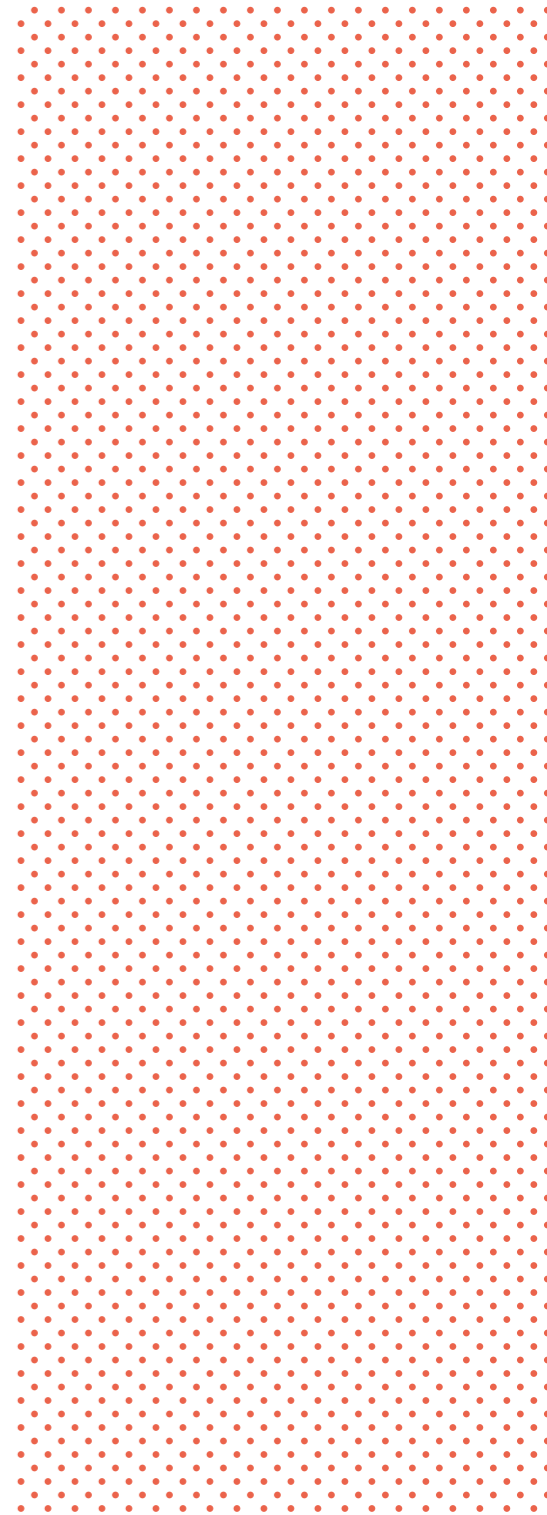
Discussion on concepts (patriarchy, sex and gender, gender norms) using Module 1

Screen all four films.

Lead a moderated discussion on all four films (Module 2).

Choose two activities (Module 2 or 1).

Feedback from participants and closing. (If time permits)





Module 1

Unpacking Gender - Reflecting on Norms and Barriers

Gender identity is a person's own identification of their gender. Unlike gender expression, it is not visible to others.²

It includes socially constructed gender roles and relationships, perceptions and expectations. These factors are contextual, dynamic and open to change. They are reflected in such areas as social standards, legislation, traditions, religion and so on.³


Gender is a powerful social construct that governs our lives, ascribing specific norms and roles based on an assigned identity. Many gender norms hold back women and gender minorities from being able to fully participate in the public sphere, including political and economic processes and institutions. This happens in various ways, right from birth – son preference, fewer opportunities for gender minorities to be fully nourished and educated, early marriage, violence and discrimination, strict codes for how people “should” behave according to their externally assigned identity.

Different forms of gender-based discrimination create conditions where it becomes extremely difficult for marginalised genders to have a supportive and nurturing environment in which to create and sustain their own business. This module will help facilitators to enable participants to reflect on the impact of gender stereotypes, and the barriers these can create.

In general, the facilitator should encourage participants to examine what they have learned about gender in their own lives, from a young age. Use activities and discussions to support them to unpack their own belief in norms and stereotypes. These conversations can become complex and emotional, and it is recommended that you allocate enough time for this session to account for this.

² “GLAAD Media Reference Guide - Transgender.” GLAAD, 7 Dec. 2019, www.glaad.org/reference/transgender.

³ Langenkamp, Angela. Gender Reloaded: Vision Needs Attitude – Attitude Meets Action. Eschborn, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, 2019.



Objectives

- The facilitator is able to explain key concepts on gender, including identities, norms, and stereotypes.
- Participants are able to reflect on what it means to dismantle gender-based discrimination and to work towards equality.
- Participants examine what it means to actively work towards a more gender-just society.
- Participants understand how gender norms are impacting the field of entrepreneurship.

Activities

1. Icebreaker

Number of Participants: 10 - 25



Young Women and Gender Minorities (Age 17 - 25)



Adult Women and Gender Minorities (Age 25 - 50)



Older Women and Gender Minorities (Age 50 and above)



Boys and Young Men (Age 17 - 25)



Partners and Husbands



Families and Communities



Offline



Online

This is a simple exercise you can do to begin each session on a note of reflection about gender, even when you only have time to host a brief event to accompany your screening.

Go around the room and ask each person to recount one instance in their lives when they were reminded of their gender identity. Encourage participants to be brief and precise in their sharing so that everyone has a chance to take part.

2. The Privilege Walk

Number of Participants: 10 - 30



Young Women and Gender Minorities (Age 17 - 25)



Adult Women and Gender Minorities (Age 25 - 50)



Older Women and Gender Minorities (Age 50 and above)



Boys and Young Men (Age 17 - 25)



Partners and Husbands



Families and Communities



Offline



Online

This activity requires the use of space and physical movement, so please ensure that the space you have is large enough for the number of participants. You will need a minimum of 20 minutes to conduct this exercise, but you can increase or reduce the number of statements you use based on capacity.

Participants stand in a straight line facing the facilitator.

The facilitator reads out a number of statements. Based on the statements, participants either take a step forward or back. If the statement does not apply to the participant, they should stay where they are. Once all the statements have been read, the facilitator can invite some participants to share on a voluntary basis. When the participants sit down again, the facilitator can explain the concept of gender-based privilege, and how it impacts people's lives.

Examples of some statements you can use for this activity:

- If you have ever been called a name because of your gender, take a step back.
- If you were forced to drop out of school or college, take a step back.
- If you were allowed by your parents to come and go as you please, take a step forward.
- If you are able to use the phone or computer to talk to anyone you want at any time, take a step forward.
- If your family or partner monitors how you dress, take a step back.
- If you have to ask for your family or partner's permission before you can take up a job, take a step back.
- If you can freely make friends with people of any gender without anyone close to you having an objection, take a step forward.
- If you can earn money and use it in any way you like without anyone close to you asking questions, take a step forward.
- If you could start your own business if you wanted to, and would not have to ask your partner for their permission, take a step forward.
- If you have ever felt ignored or not taken seriously because of your gender, take a step back.
- If you are harassed or stared at when you go to work or use public transportation to get to work, take a step back.

At the end of the exercise, you can invite participants to talk about some experiences and reflections that the activity led them to, if they are comfortable with sharing.

You can use these reflections to conclude the session, by pointing to how the exercise shows us that the world we are currently living in lacks equality, and that social location and identity (gender, age, disability, caste, class) can limit or privilege people in many ways.

Here are some key questions you can use to guide these reflections:

- Did the exercise make you think about people you know who own businesses or work outside their home? What kind of people generally do?
- How did you feel about your own life after doing the exercise?
- Did something in particular strike you while doing the exercise?
- Were you surprised by other people's answers? In what way did you find them similar to or different from your own?
- What did the exercise tell us about the way our society functions?

Note: For the online version of this exercise, assign the baseline number 0. For every step forward, ask participants to add one point. For every step back, ask participants to take away a point.

3. Value Mapping

Number of Participants: 10 - 35



Young Women and Gender Minorities (Age 17 - 25)



Adult Women and Gender Minorities (Age 25 - 50)



Older Women and Gender Minorities (Age 50 and above)



Boys and Young Men (Age 17 - 25)



Partners and Husbands



Families and Communities



Offline



Online

This activity uses creative thinking and a hands-on approach to unpack gender norms. Participants can be divided into pairs or groups. One set of participants can use chart paper and sketch pens to draw and write about what their idea of a "good" woman is. The other set does the same, to express their idea of what a "bad" woman is. What does she do? What does she wear? How does she speak? Does she work? How does she behave?

For example, the group may say that a "good" woman:

- Obeys her parents/in laws/husband
- Does the housework
- Does not gossip

- Does not go out
- Does not spend much money
- Takes care of her children
- Wears traditional clothes
- Doesn't talk to strangers
- Prioritises the family

While a "bad" woman:

- Wears "western" clothes
- Goes out whenever she likes
- Makes friends with new people
- Falls in love and has relationships
- Does not want children
- Does not "obey" her parents or husband
- Is not interested in doing the housework
- Wants to work and control her own money
- Prioritises herself

Once participants are done, they can be invited to share what came up. All the qualities that come up for a "bad" woman can then be pasted on to the body of a participant using sellotape or chart paper based on which parts of the body the values expressed constrain or monitor. The end result will be a body that is constrained by these norms, and is not free to run her own business.

Based on this, a moderated discussion can be carried out, explaining the concepts of patriarchy, sex and gender, gender norms, gender-based stereotypes and discrimination. Here are some sample questions you may ask (for the questions based on definitions, you can refer to the handout included in this module):

- How do we learn about the concept of who a man is and who a woman is?
- Who first taught you how girls and women are "supposed" to act?
- How did you feel about it then? How do you feel about it now?
- What are the different places and people (besides our parents) from whom we learn how women are "supposed" to behave?
- Do you feel these ideas of how women should behave have a bad impact on women's lives? How about the lives of transgender people?
- Why do you think these rules for behaviour exist? Who benefits from them?
- Have you heard of the word patriarchy? What does it mean?
- What is the difference between sex and gender?
- What are some examples of gender-based violence and discrimination?

If time permits, participants can do a follow-up activity in which they can imagine how dominant values around gender would change in a more gender-equal society. Depending on the participants, you could also conduct a similar exercise on norms around who is considered a "good" or "bad" man or talk about how gender norms impact marginalised gender identities.

Note: If the discussion is online, participants can do this activity in breakout rooms. One person in each group can volunteer to sketch a figure and write everyone's responses down. Once everyone is back for the larger group discussion, these volunteers can represent their respective groups.

Handouts

Key Terms and Concepts

Sex

The classification of a person as male or female. At birth, infants are assigned a sex, usually based on the appearance of their external anatomy (this is what is written on the birth certificate). A person's sex, however, is actually a combination of bodily characteristics including: chromosomes, hormones, internal and external reproductive organs, and secondary sex characteristics. [GLAAD Media Reference Guide]⁴

Gender

Gender identity is a person's internal, deeply held sense of their gender. Unlike gender expression, it is not visible to others. Gender expression refers to manifestations of gender, expressed through a person's name, pronouns, clothing, haircut, behavior, voice, and/or body characteristics. Society identifies these cues as masculine and feminine, although what is considered masculine or feminine changes over time and varies by culture. [GLAAD Media Reference Guide]⁵

It includes socially constructed gender roles and relationships, perceptions and expectations. These factors are contextual, dynamic and open to change. They are reflected in such areas as social standards, legislation, traditions, religion and so on. [GIZ]⁶

Gender Roles

Gender roles in society means how we're expected to act, speak, dress, groom, and conduct ourselves based upon our assigned sex. Every society, ethnic group, and culture has gender role expectations, but they can be very different from group to group. They can also change in the same society over time. [Planned Parenthood] ⁷

Gender Equality

The concept that people, regardless of gender identity, have equal conditions, treatment and opportunities for realizing their full potential, human rights and dignity, and for contributing to (and benefitting from) economic, social, cultural and political development. [UNICEF]⁸

⁴ "GLAAD Media Reference Guide - Transgender." GLAAD, 7 Dec. 2019, www.glaad.org/reference/transgender.

⁵ "GLAAD Media Reference Guide - Transgender." GLAAD, 7 Dec. 2019, www.glaad.org/reference/transgender.

⁶ Langenkamp, Angela. Gender Reloaded: Vision Needs Attitude – Attitude Meets Action. Eschborn, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, 2019.

⁷ "Gender Identity & Roles." Planned Parenthood, 2020, www.plannedparenthood.org/learn/gender-identity/sex-gender-identity/what-are-gender-roles-and-stereotypes.

⁸ "Gender Equality." UNICEF South Asia, 1 Nov. 2017, www.unicef.org/rosa/reports/gender-equality.



Patriarchy

A system of social structures, and practices in which men dominate, oppress and exploit women. [Walby 1989]⁹

Feminism

Feminism is a range of movements and ideologies that share the goal to define, establish, and achieve equal political, economic, cultural, personal, and social rights for women. [Beasley 1999]¹⁰

Empowerment

Empowerment means giving an individual power or transferring responsibility to them. The term is often used in the context of economic empowerment or women's empowerment. Empowerment includes strategies and measures intended to increase the degree of autonomy and self-determination that individuals and societies have over their lives and to enable them to (re-)assert their interests independently, responsibly and autonomously. In line with the 1995 Beijing Declaration and Platform for Action, the empowerment approach, among other things, particularly aims to use awareness-raising at all levels of society to strengthen women as legal entities and to broaden their agency. [GIZ]

Gender Diversity

Gender diversity, gender inclusivity, an inclusive understanding of gender, and a non-binary understanding of gender all mean inclusion of all genders, not just male and female. However, in most cases a binary understanding of gender (male and female) forms the basis for legislation and dominant social orders. Self-determination of gender identity is a basic human right under international law. [GIZ]

⁹ Walby, Sylvia. "THEORISING PATRIARCHY." *Sociology*, vol. 23, no. 2, 1989, pp. 213–234. JSTOR, www.jstor.org/stable/42853921. Accessed 14 Sept. 2020.

¹⁰ Beasley, Chris. *What Is Feminism?: An Introduction to Feminist Theory*. First, SAGE Publications Ltd, 1999.

Facts and Figures on Women and Entrepreneurship in India

- According to the Sixth Economic Census of India (2014), only 8.05 million businesses of 58.5 million businesses were run by women. That means only 13.76% women were among Indian entrepreneurs.¹¹
- In a speech, Annette Dixon of the World Bank said that women contribute to 17% of the GDP in India, and Indian women's participation in the labour force was 27% in 2017.¹²
- The Mastercard Index of Women Entrepreneurs ranks India 52 out of 57 countries. This index tracks the success of women entrepreneurs at three levels: women's advancement outcomes, knowledge assets and financial access, as well as supporting entrepreneurial factors.¹⁴
- A World Bank Enterprise Survey found that the percentage of women in leadership positions in 2014 was only 9%.¹⁵
- A 2015 study by the McKinsey Global Institute found that championing women's equality could boost India's GDP by \$0.7 trillion in 2025.¹⁶
- In the Global Gender Gap Report 2018, which measures economic participation and opportunity among other parameters, India ranks 108th out of 149 countries. Under the economic participation and opportunity indicator in particular, India ranked 142nd.¹³
- A 2018 report by the Economist said that women's participation in the workforce has decreased from 35% in 2005 to 26% in 2018.¹⁷

11 "All India Report of Sixth Economic Census | Ministry of Statistics and Program Implementation | Government Of India." Government of India Ministry of Statistics and Programme Implementation, 2014, www.mospi.gov.in/all-india-report-sixth-economic-census.

12 "Women in India's Economic Growth." World Bank, 17 Mar. 2018, www.worldbank.org/en/news/speech/2018/03/17/women-indias-economic-growth.

13 World Economic Forum. The Global Gender Gap Report 2018. World Economic Forum, 2018, www3.weforum.org/docs/WEF_GGGR_2018.pdf.

14 Mathew, Ashlin. "Making It in India: Women Struggle to Break down Barriers to Starting a Business." Finance & Development, 2019, www.imf.org/external/pubs/ft/fandd/2019/03/womens-entrepreneurship-in-india-mathew.htm.

15 Korreck, Sabrina. "Women Entrepreneurs in India: What Is Holding Them Back?" Observer Research Foundation, ORF Issue Brief No. 317, 2019, www.orfonline.org/research/women-entrepreneurs-in-india-what-is-holding-them-back-55852.

16 McKinsey Global Institute. The Power of Parity: Advancing Women's Equality in India. McKinsey Global Institute, 2015, www.mckinsey.com/~/media/McKinsey/Featured%20Insights/Employment%20and%20Growth/The%20power%20of%20parity%20Advancing%20womens%20equality%20in%20India/MGI%20India%20parity_Full%20report_November%202015.ashx#:~:text=In%20this%20scenario%20C%20India's%20would,or%2060%20percent%20of%20GDP.&text=The%20power%20of%20p arity%3A%20How%20advancing%20womens%20equality%20can%20add,McKinsey%20Glob al%20Institute%2C%20September%202015.

Success Stories

You can integrate the following success stories and introduce the participants to the Her&Now incubation and acceleration programme for women entrepreneurs. You can show videos and portraits from the website (<https://herandnow.in/portraits/> and <https://herandnow.in/media/>) to demonstrate how the programme supports women to start and run their own businesses in several regions in India.

Here are a few successful entrepreneurs (who are not associated with Her&Now but) whose journeys can be presented for discussion during sessions:

Kalpana Saroj

Kalpana Saroj is a Dalit woman entrepreneur from Maharashtra who has made a mark in multiple fields – from agriculture to real estate to film production. Saroj survived adverse circumstances, including child marriage and domestic violence, before starting her career. In 2013, she was honoured with a Padmashree Award in the field of Trade and Industries by the Government of India.¹⁸

Sobita Tamuli

Sobita Tamuli who is from the village of Telana in Assam, is an entrepreneur who manufactures and sells organic manure and traditional hats from her home state. She founded a self help group called Seuji through which the manure is sold.¹⁹

Pabiben Rabari

Pabiben Rabari belongs to the indigenous Rabari community in Gujarat, and is renowned for her work with an embroidery style known as *hari jari*. She is the founder of a business that employs over 60 women in her village, called Kuksadsar. Her website, www.pabiben.com, is known worldwide, and she has received the Jankidevi Bajaj Puraskar for her work.²⁰

17 Korreck, Sabrina. "Women Entrepreneurs in India: What Is Holding Them Back?" Observer Research Foundation, ORF Issue Brief No. 317, 2019, www.orfonline.org/research/women-entrepreneurs-in-india-what-is-holding-them-back-55852.

18 Shah, Binjal. "From Dropping out of School for Marriage, to Resurrecting a Dying Company into a Rs.20-Billion Empire: Meet Kalpana Saroj – Outlook Business WoW." Outlook Business, 2019, www.outlookbusiness.com/kalpana-saroj.

19 Phukan, Rumani. "Meet Pabiben Rabari, An Entrepreneur from Kutch Working Towards Women Empowerment -." Women In Business, 29 Mar. 2019, www.blog.womeninbusiness.in/meet-pabiben-rabari-entrepreneur-from-kutch-gujarat.

20 Patwardhan, Aditi. "The Story of Sobita Tamuli, the Woman Who Brought Entrepreneurship to Her Small Village in Assam." The Better India, 20 Oct. 2016, www.thebetterindia.com/72345/sobita-tamuli-woman-entrepreneur-assam-village.

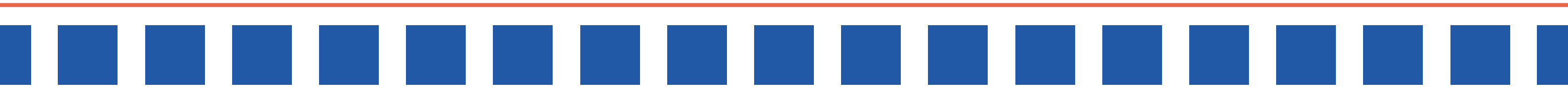


Module 2

Working With the Her&Now Films

Films entertain, inspire and open us up to new ideas and thoughts. Using different perspectives, the Her&Now short films show the challenges and opportunities that Indian women entrepreneurs navigate.

This module will support facilitators to use the films as a powerful tool to initiate discussions for change.



Objectives

- The facilitator chooses the most appropriate films and activities.
- The facilitator leads the moderated discussion and exercises after the film screening.
- Participants reflect on gender and entrepreneurship, see their contexts mirrored in the films and examine their own lives.

The Her&Now Films

There are four Her&Now films, one fiction (Hindi), one documentary (Hindi), one animation (Hindi), and another fiction (Tamil). All four films are available with English/Hindi/Telugu subtitles.

Please get in touch with the project in order to access the films: herandnow@giz.de

Kashmakash - The Dilemma

Genre: Fiction
Language: Hindi

Duration: 21 minutes
Director: Manav Rath



Synopsis:

Aarti would like to leave her job and start a business of her own with her friend Kanika, but she worries about whether it is wise to leave a steady job in order to follow her dreams. Then a chance encounter from an unexpected quarter changes everything.

Trailer: <https://www.youtube.com/watch?v=AISFRo2gEQQ>

Summary for Facilitators:

Aarti is a young woman with a successful career, a young daughter and a husband, Mihir, who is supportive of her dreams of starting a new business with one of her colleagues. She is at a crossroads – on the one hand she wants to strike out on her own, but on the other, this involves giving up the security of a steady job, and mortgaging the apartment she has managed to buy. The family goes to Jaipur to attend a wedding in Mihir's side of the family.

There, Mihir's aunt's patriarchal attitude irks Aarti, who is visibly disturbed by the fact that the new daughter-in-law of the house is constantly veiled. The two women begin to talk, and this young woman asks Aarti to accompany her on an errand. Aarti is completely taken aback when the young woman takes her to a pottery workshop where a number of workers are busy making traditional artefacts, and even more so when she realises that her seemingly meek sister-in-law is running an internationally successful business. Her example inspires Aarti deeply, and on the drive back, Aarti tells Mihir that she has decided to take the plunge and start her business.

Key Themes:

- Self-doubt
- The role of a partner or spouse
- Assumptions about women in smaller towns and villages
- Womens' friendship and solidarity

Discussion Questions:

- How is Aarti treated by her boss at work?
- What is the *Kashmakash*, or dilemma, that Aarti faces, and why?
- Why is Aarti unwilling to sell her apartment with Mihir even though it will help her raise funds to start her own business?
- How is Aarti treated by Mihir's aunt in Jaipur?
- What assumptions does Aarti make about her new sister-in-law? Why does she make these?
- How was Aarti's sister-in-law able to set up and run her own business?
- How does Aarti's sister-in-law transform from how she is at home to how she behaves at work?
- How does Aarti's dilemma get resolved? What was she missing that she finds by the end of the film?
- How would Aarti's story look different if Mihir was not supportive?
- If you think back to our discussion on gender, where do you see different gender roles and stereotypes displayed or broken?

Rajasthan: Gender Profile

- The child sex ratio (=number of females per 1000 males) is among the lowest of all states in India.
- Maternal mortality is high but has seen improvement.
- In schooling, the gender gap is starting to close.
- More women work in Rajasthan as opposed to other states.
- There has been a sharp decline in female labour force participation in 2005.²¹

[Source: World Bank]

Ritu Goes Online

Genre: Documentary
Language: Hindi

Duration: 15.50 minutes
Director: Vrinda Samartha

**Synopsis:**

Ritu was forced to drop out of school, was married early, and reared cattle for 15 years. But she is rewriting the script entirely, not just for herself, but for her entire community.

Trailer: <https://www.youtube.com/watch?v=r-Fr7Tnwkmq&t=32s>

Summary for Facilitators:

The film follows Ritu Kaushik as she returns to the same school from which she was forced to drop out as a teenager. This time, she has returned to share the story of her success with the students. Ritu shares the story of her life so far with the children – and we follow her to her neighbourhood, to her own home, and her parental home, where we see her interacting with her husband, in laws, her parents, and her teenage

daughter. We find out that Ritu reared cattle for 15 years after she was married off as a teenager. From the money she saved from that, she started her own business, despite many obstacles, including neighbours who mocked her, and suppliers who refused to take a woman seriously.

In defiance of these social conventions, we see that Ritu has built an immensely successful business, and transformed not only her own life, but rewritten the story of how women are treated in her family and immediate community. While Ritu's mother was unable to take up a job in the city, Ritu's daughter is a martial arts champion, and actively chasing her own dreams. Towards the end of the film, we see Ritu celebrating the fact that her business has had a high turnover, and how she would like to encourage more women to have career ambitions.

Key Themes:

- Women's autonomy and agency
- Women's education
- The role of family and intergenerational relationships
- Social barriers to women's entrepreneurship

Discussion Questions:

- What were some of the major challenges Ritu faced when she tried to start her own business?
- What are some transformations you can point to between three generations of women in Ritu's family, and what do you think drove them?
- Why did Ritu initially only think of her children when saving money, and not herself?
- Why did Ritu have to drop out of school? What motivated her to go back and get her degree?
- Why was Ritu's mother unable to work?
- What kind of attitudes did Ritu face from her community and from vendors when she started her own business?
- How do Ritu's key relationships – with her parents, her in-laws, her husband, and her children – influence her life?
- How does Ritu plan to expand her business?
- Have you ever met anyone like Ritu? How did they become successful in their chosen field of work?
- If you think back to our discussion on gender, where do you see different gender roles and stereotypes displayed or broken?

Haryana: Gender Profile

- Over the years, Haryana has had one of the lowest sex ratios (=number of females per 1000 males) in India.

- The state's sex ratio has been steadily improving, and reported 920 girls per 1,000 boys in 2019. However, this data is unreliable.²¹
- Female labour force participation has declined dramatically since 2005.
- Maternal mortality is low, and improving.
- Fewer adult women have secondary education compared to men, but the gap is closing when it comes to younger girls.
- For rural women in Haryana, farming is the major occupation. Urban women tend to have salaried jobs.²²

Pahal - An Initiative

Genre: Animation
Language: Hindi

Duration: 11.59 minutes
Director: Swarup Deb, Avinash Medhe and Anuj Kumar



Synopsis:

Fulwari from Rajasthan. Mridu from Assam. Arshia from Telangana. Three women entrepreneurs, three stories – when they come together, each one leaves with a valuable lesson.

Trailer: <https://www.youtube.com/watch?v=LhqAx9at1aw>

Summary for Facilitators:

At a business networking event, three women are meeting for the first time, and telling each other their stories. Fulwari is a woman from Rajasthan. Her husband works as a tourist guide. Sometimes, as part of his job, he brings back tourists to eat with his family. That is how Fulwari discovers that her cooking of Rajasthani cuisine is extremely

21 Tiwari, Sadhika, and Sana Ali. "Haryana's Sex Ratio No Longer India's Worst, But Attitudinal Change A Long Way Off." India Spend, 20 Oct. 2019, www.indiaspend.com/haryanas-sex-ratio-no-longer-indias-worst-but-attitudinal-change-a-long-way-off.

22 World Bank. Haryana - Gender. World Bank, 2017, documents1.worldbank.org/curated/en/413031504006019846/pdf/119151-BRI-P157572-Haryana-Gender.pdf.

popular. She dreams of opening a chain of *dhabas* – but her family does not support this dream. When she hears there is a funding opportunity, she is forced to attend the event by herself. Mridu, from Assam, is from a middle class family. She has always been taught to behave with restraint, but she fights that by becoming more assertive, which sometimes manifests into more force than is necessary in a given situation. Arshiya is a successful business person, who has a talent for running many types of different ventures. Eventually, she reveals to them that she is one of the funders, and offers to fund Fulwari's idea. This is bittersweet for Fulwari because her husband isn't there – but then she looks up, and he has arrived to be with her. Mridu apologises to a server she had been rude to after Arshiya tells her that she can be assertive without being hurtful. As the film ends, Mridu presents her idea to the funders.

Key Themes:

- Womens' friendships and solidarity
- The impact of gender norms
- Learning from diversity
- The value of supporting women's dreams and aspirations

Discussion Questions:

- What are the major challenges faced by Fulwari, Mridu, and Arshia? How are these challenges different, and how are they similar?
- Why does Fulwari's family refuse to support her dream of opening *dhabas*?
- What does Mridu do in order to make herself seem more assertive, and why?
- How does Arshia navigate her family's demands in her quest to pursue her own dreams?
- Do you think it is possible for someone like Arshia to exist, and do all that she does? Why or why not?
- Do you know anyone like Fulwari or Mridu, or do you see yourself in them? Describe them.
- What are women taught about how to approach other women (who are not related to them by birth or marriage)?
- How do the three women's conversations impact each of them?
- Why are women's friendships important?
- If you think back to our discussion on gender, where do you see different gender roles and stereotypes displayed or broken?

Assam: Gender Profile

- The child sex ratio (=number of females per 1000 males) is higher than in most other states but it is declining.
- Maternal mortality rates are the highest in India, although they are declining.

- After 2005, the gender gaps in schooling have increased.
- There has been a sharp decline in female labour force participation since 2005.
- The majority of rural women are engaged in farming, while urban women tend to have more salaried jobs than urban men.²³

[Source: World Bank 2017]

Telangana: Gender Profile

- It is the first state in India to introduce a course on gender at the undergraduate level.²⁴
- The sex ratio (=number of females per 1000 males) in the state is higher than the national average, but showed a small decline in 2019-2020.²⁵
- In 2016, one in two women stayed home by age 22 in Telangana and Andhra Pradesh. Far more women than men were married by that age.²⁶

[Sources: Scroll.in 2016, The Hindu 2020, The Wire 2017]

Rajasthan: Gender Profile

- The child sex ratio (=number of females per 1000 males) is among the lowest of all states in India.
- Maternal mortality is high but has seen improvement.
- In schooling, the gender gap is starting to close.
- More women work in Rajasthan as opposed to other states.
- There has been a sharp decline in female labour force participation in 2005.²⁷

[Source: World Bank]

23 World Bank. Assam - Gender. World Bank, 2017, documents1.worldbank.org/curated/en/819821503988361571/pdf/119137-BRI-P157572-Assam-Gender.pdf.

24 Minhaz, Ayesha. "Reality Trumps Optimism as Telangana's Gender Course for Undergraduates Gets Underway." Scroll.In, 27 Jan. 2016, scroll.in/article/802459/realities-cloud-optimism-as-telanganas-gender-course-for-undergraduates-gets-underway.

25 Rahul, N. "Marginal Decline in Female Sex Ratio in Telangana." The Hindu, 24 Feb. 2020, www.thehindu.com/news/national/telangana/marginal-decline-in-female-sex-ratio-in-telangana/article30905406.ece.

26 Vivek, Vipul. "By Age 22, Half of the Women in Andhra Pradesh and Telangana Stay Home or Are Married: Survey." The Wire, 2017, thewire.in/gender/andhra-telangana-women-work-marriage.

27 ---. Rajasthan - Gender. World Bank, 2016, documents1.worldbank.org/curated/en/183841467989473914/pdf/105880-BRI-P157572-ADD-SERIES-India-state-briefs-PUBLIC-Rajasthan-Gender.pdf.

B. Selvi & Daughters

Genre: Fiction
Language: Tamil

Duration: 25.08 minutes
Director: Drishya Gautham



Synopsis:

Selvi is a 50-year-old woman who is struggling with her sari business. Selvi feels lonely and insecure after the passing of her husband, and does not know how she can handle the people around her who do not take her seriously. But when her grown-up daughter intervenes, her life changes.

Trailer: <https://www.youtube.com/watch?v=3fnhQXnnBg&t=3s>

Summary for Facilitators:

B. Selvi is nervous at the bank and at the courier office – she doesn't know how to get her sari orders to her unhappy customers. It is *Pongal* and she deeply misses her late husband. Her adult daughter, who now lives and works in Bangalore, is home for the holiday. Initially, Selvi does not share her problems with her daughter, but her daughter accidentally notices the messages from customers on her phone, and sets up a Facebook page for Selvi's business. At lunch at Selvi's overbearing brother's house, Selvi's brother asks her daughter to move back to Chennai and help her mother. Selvi's daughter fiercely defends her mother, saying that she believes Selvi can do very well independently. On the way home, the mother and daughter have a heated conversation at the end of which Selvi's daughter convinces her to sell her saris online. Before leaving for Bangalore, she also helps her mother find an alternative to the courier service that always lets her down. In some time, Selvi has a thriving business, and her brother comes to visit her, only to be totally stunned by how well she is doing and how many other women she is employing independently. The camera cuts back to show a board that reads 'B. Selvi & Daughters'.

Key Themes:

- The barriers faced by older women
- Mother-daughter relationships
- Sexism within the family

- Subverting gender norms
- Self-image/self-confidence as an entrepreneur

Discussion Questions:

- Why does Selvi feel nervous at the bank? Do you think the bank employee would have acted the same way with a male client?
- Why is Selvi unable to deliver her customer's sari orders?
- What are the main challenges that Selvi faces in trying to run her business?
- How does Selvi face these challenges? What is the role of Selvi's daughter in this regard?
- Why does Selvi want her daughter to come back from Bangalore to Chennai?
- What does Selvi learn about herself by the end of the film?
- What is the role of Selvi's brother in her life? How does Selvi's relationship with her brother change?
- Did you see yourself reflected in any of the characters in the film? If yes, who? In what way are they similar to you and different from you?
- What is the impact of Selvi's work on her community?
- Can you think of women of Selvi's age and older in your own life? Can you describe them?
- If you think back to our discussion on gender, where do you see different gender roles and stereotypes displayed or broken?

Tamil Nadu: Gender Profile

- Maternal mortality is low and declining.
- Women are better educated than in other states and more girls go to school than they used to.
- The child sex ratio (=number of females per 1000 males) is below other states and has not significantly improved since 2001.
- Women have been leaving the labour force in large numbers in 2005. This is especially true of rural women.
- Women who participate in the labour force tend to have the same types of jobs as men.

[Source: World Bank 2017]²⁸


28 Tamil Nadu - Gender. World Bank, 2017, documents1.worldbank.org/curated/en/154201504176664933/pdf/119264-BRI-P157572-Tamil-Nadu-Gender.pdf.

Activities

1. Roleplay

Number of Participants: 12 - 24

- | | |
|--|---|
|  Young Women and Gender Minorities (Age 17 - 25) |  Adult Women and Gender Minorities (Age 25 - 50) |
|  Older Women and Gender Minorities (Age 50 and above) |  Boys and Young Men (Age 17 - 25) |
|  Partners and Husbands |  Families and Communities |

- | | |
|--|---|
|  Offline |  Online |
|--|---|

- The facilitator divides the participants into groups and pairs, depending on the number of participants.
- The participants are free to choose any important scene from the film, assume the role of a chosen character, and act out an alternative way the same scene could play out.
- Participants act out the scene in pairs or groups.
- Facilitator leads a group discussion based on the skits, focusing on the importance of decision-making and autonomy, and how the presence or absence of these can impact people's lives.

Examples of Scenes You Can Use From Each Film:

- **Kashmakash: The Dilemma**
The scene where Aarti and Mihir have just arrived in Jaipur, and Aarti is talking about her frustration with Mihir's aunt, and the way she imposes patriarchal values on the younger women of the family.
- **Ritu Goes Online**
The scene where the supplier tells us that he sent Ritu away the first time she came to him to look at samples of bags because she was a woman.
- **Pahal: An Initiative**
The scene where Arshia tells Mridu and Fulwari that she is actually an investor.
- **B. Selvi and Daughters**
The scene at Selvi's brother's house where the entire family meets for lunch, and he and Selvi's daughter argue.

Note for Online Session:

- Participants are divided into breakout groups (eg. on zoom) for 10-15 minutes.
- Participants brainstorm, rehearse and prepare a skit. The facilitator can encourage participants to improvise, and use any props at hand.
- Participants return to the main room and present the skit to the larger group. This can be followed by a discussion.

2. Yes, And...

Number of Participants: 10 - 35



Young Women and
Gender Minorities
(Age 17 - 25)



Adult Women and
Gender Minorities
(Age 25 - 50)



Older Women and
Gender Minorities
(Age 50 and above)



Boys and Young Men
(Age 17 - 25)



Partners and
Husbands



Families and
Communities



Institutions and
Stakeholder



Offline



Online

- After a facilitated discussion on one or more of the Her&Now films, the facilitator and participants stand in a circle.
- The facilitator pitches the idea that the group can collectively come up with a number of innovative ideas and statements that will support and advance entrepreneurship of marginalised genders in their community.
- The facilitator should ask two volunteers to write down ideas as they are being shared.
- The facilitator begins by explaining the idea, and by giving an example from the films.

Examples of Some Statements You Can Use for This Activity:

- Ritu found it difficult to study and had to drop out of school. I propose that we raise awareness about how important it is for girls and women to receive higher education.
- Selvi's brother does not take her seriously because she is an older woman. I propose that we hold a series of workshops with men and boys in the community that help them unlearn their biases about gender.
- Aarti is struggling to decide whether she should give up her job to start her own business. I propose that we hold awareness workshops with women to show them how to get financial support to start their own business.

- Fulwari's family doesn't support her business idea. I propose that we start a campaign to educate families about the benefit of supporting businesses led by women.
- The next participant says, "Yes, and..." then adding a statement and idea of their own. At this stage, ideas can be as ambitious as participants want; the facilitator should encourage them to focus on the idea and not on whether it is immediately implementable. Examples include:
 - Yes, and many schools don't have toilets for girls. I propose that we do a survey of the schools in our town and find out whether they have enough facilities for girls.
 - Yes, and older women are also not taken seriously by service providers. Let's start a support circle where women above 50 can meet regularly and form a network to support each other.
 - Yes, and many marginalised genders who want to start businesses don't have the skills to run their business. Let's get successful business persons to take free or low-cost workshops to help them get these skills.
 - Yes, and it is important to reach the wider community that surrounds women and gender minorities, let's create a radio campaign with the most popular radio station in the city to talk about these issues.
 - Yes, and it is important to talk at home as well as outside – I will support women and girls in my family when they voice their career ambitions.
 - Yes, and it is important for each of us to take action – I will speak up if I see someone is being treated unfairly based on their gender.
- Based on the ideas shared, the group of participants can vote to pick three to five ideas they can start implementing within their own communities.

3. Letter to My Future Self



Young Women and
Gender Minorities
(Age 17 - 25)



Adult Women and
Gender Minorities
(Age 25 - 50)



Older Women and
Gender Minorities
(Age 50 and above)



Offline



Online

- The facilitator asks participants to spend five to ten minutes imagining their ideal future life (in five to ten years) as successful entrepreneurs.
- When they are ready, the facilitator invites the participants to write letters to their future selves from their present selves. The letter can detail participants' emotions for their own future selves, or talk about certain milestones the participants would like to achieve in their lives. The writing can take 20-25 minutes.
- Once the letters are written, the facilitator invites participants to share their letters with the group. Sharing should be completely voluntary. It is okay for participants to not share if they do not feel comfortable with it.

Note: Change timeline to five years if participants are 45 and older, and to ten years for participants between 17-44.

3. Blue Sky Thinking



Young Women and Gender Minorities (Age 17 - 25)



Adult Women and Gender Minorities (Age 25 - 50)



Older Women and Gender Minorities (Age 50 and above)



Institutions and Stakeholders



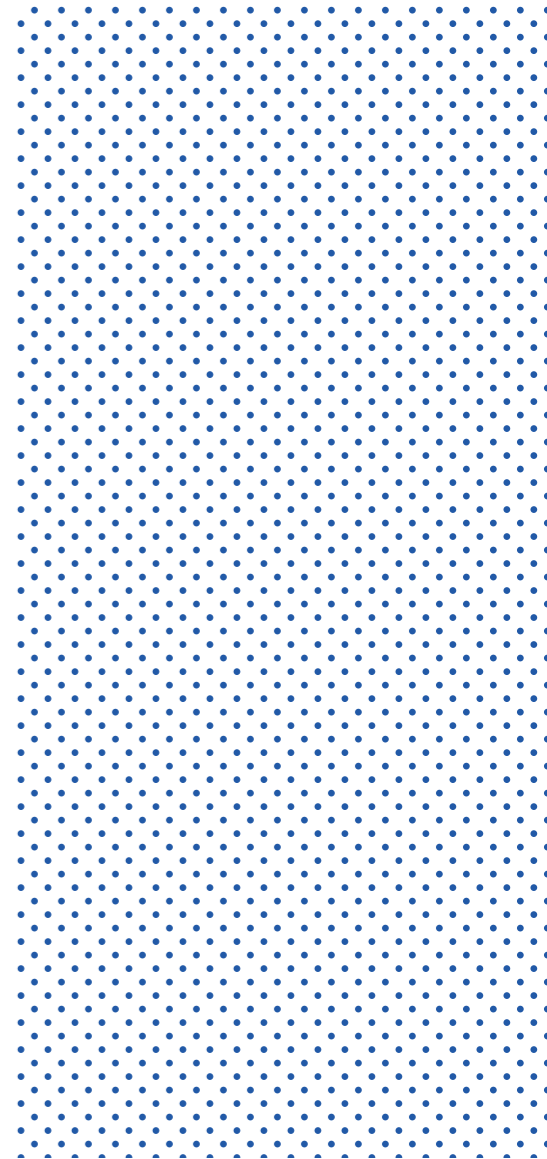
Offline



Online

- The facilitator divides the participants into groups of three or more. Volunteers from institutions and stakeholders can become part of the 'jury' with the facilitator.
- The facilitator tells the participants to imagine that they have the chance to win Rs 10 lakh to fund their own businesses.
- The facilitator asks the participants to take 20-25 minutes to prepare a pitch to present to the jury.
- The groups present to the jury. The jury judges each pitch on a scale of 1 to 10, with marks for viability, attention to detail, and the capacity to scale up.

Note: Change timeline to five years if participants are 45 and older, and to ten years for participants between 17-44.





Module 3

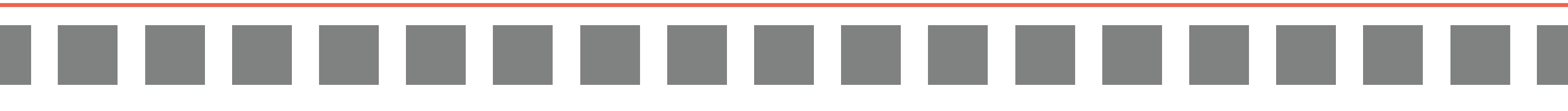
Screening Checklist

You can screen the Her&Now films independently, or as part of a larger event, conference, or project into which one or more films can be incorporated. You can screen all four films, or select how many and which films would be most appropriate for your target audience. This selection can be done based on the themes, discussion guides and other film-specific information available in Module 2.

You can hold the screenings both online and offline. Offline, the screenings can happen at a small scale (with 10-50 participants) or at a larger scale, with over 100 participants at a cinema hall.

To set the tone for the screening and discussion, it is highly recommended that you start with one exercise or discussion on gender, selected from Module 1. If this is not possible because of time constraints, you can start with a 10-minute icebreaker exercise (detailed in Module 1) .

If interactive exercises are not feasible (due to audience size and/or space constraints), please make sure the facilitator still conducts some kind of interaction with the audience (eg. discussion questions given for each film in Module 2). The goal should always be to generate a reflection of the film(s) and topics.



 **Offline**

Whenever it is possible to hold an in person screening, you will have the opportunity to host screenings of any or all of the films, followed by moderated discussions, exercises, and activities. You will need to plan for this, keeping in mind your own capacity and resources, the number of participants involved, your target audience, and what kind of space and time is available to you to carry out the screening and discussion successfully.

Do not forget to announce the post-screening discussion before the screening begins, so that the audience members stay back for the interactive session.

It would also be important to involve an established local woman/gender non-conforming/trans entrepreneur who can share her own experiences and relate back to the films.

The facilitator can start this session by giving the audience information about the Her&Now films being screened, and encouraging audience participation (please refer to Module 2 for details). The facilitator can use the discussion questions in this Kit, and/or request audience members to share key takeaways from the films.

For a panel discussion, the moderator can either ask their own questions, or use the discussion questions listed in Module 2. Encourage questions from the audience, or ask audience members to share takeaways.

Please ensure that you always share further information about how aspiring entrepreneurs can get in touch with local programmes that can support them, included in the resources section as well as Module 2 (under success stories, which contains links to the Her&Now incubation and acceleration programme for women entrepreneurs).

Create a Team With Specific Roles:

- Screening Lead: Someone who can oversee and coordinate the entire event.
- Publicity Lead: Someone who can oversee all communications-related outreach.
- Volunteer Coordinator: Someone who can manage volunteers and assign people to work on greetings, refreshments, and other assistance.
- Tech Lead: Someone who can take care of the technology you'll need to successfully screen the film.
- Facilitator: Someone who will guide the audience through the screenings and the discussions/activities afterwards.

Specific Things You Will Need (you will need a location / projector ...):

- A location to seat the number of people you will invite for the screening. Please note that all required permissions (from the venue and from other authorities, if required) should be taken far in advance of the event.
- A projector, a large screen and arrangements to cover the screening room, as well as a laptop that is compatible with the projector.

- Digital copies of the films (provided by Her&Now).
- A strong sound system and a microphone.
- A set date and time that you can publicise two weeks in advance of the screening.

 **Online**

In light of the novel coronavirus pandemic that has hit the world in 2020, it may not be possible for you to hold screenings and moderated discussions for the Her&Now films in person. In this case, you can still conduct your event online. Either you can send links for participants to watch the films in advance, and dedicate all of your event time to a moderated discussion, or you can do a live online screening followed by a discussion.

In either case it is important to keep the following checklist in mind:

Select a Platform:

- There are a number of platforms which allow for video conferencing, including Zoom, Jitsi, Skype, Microsoft, Google Meet, and more. Depending on your plan for the event and the number of participants you expect, you can select which platform suits you best.
- Once you have selected the most appropriate platform based on your specific needs, ensure that you learn the ways in which the platform works, including holding a test screening with your team. Some features, like breakout rooms and a group chat, may be helpful or even necessary to carry out some of the activities.
- When you invite participants for the event, ensure that they are able to access the platform you have chosen and that they have all of the correct information (date, time, agenda, link) in order to be able to participate.

Create a Team With Specific Roles:

- MC: The person who will introduce the event and start and close the sessions.
- Facilitator: The person who will lead the discussion. This person can be the same as the MC.
- Communications Lead: The person responsible for all online communications and social media (including online invitations, mailers, a Facebook event, Instagram posts and stories, and Twitter posts). This person can work with a design agency on visuals and creatives.
- Tech Lead: The person who will anchor the technology you will use to hold the screening, and will plan for what to do in case of any disturbances, interruptions or other contingencies.
- Volunteers: People to take notes, to support participants in any way needed, and to support the event in general.

Tips for Online Discussions:

- If possible on the platform you are using, mute the mics and turn off the videos of participants until it is time for interactive activities and discussion. If this is not possible, then please request participants to keep their mics muted and videos off until you ask for them to do otherwise.
- Wherever possible, invite interjections, comments and questions via group chat, so that the flow of an ongoing conversation is not interrupted.
- Encourage participation by making your discussion as interactive as possible. Following your live screening, refer to the activities throughout this Kit to see how you can conduct them online.
- Keep track of participation and be proactive about calling on people who have been holding back or silent for a while to step up and contribute to the discussion.

The facilitator can start this session by giving the audience information about the Her&Now films being screened, and encouraging audience participation (please refer to Module 2 for details). The facilitator can use the discussion questions in this Kit, and/or request audience members to share key takeaways from the films. Online audiences can be requested to 'raise hands' virtually and share questions as well as comments in the chat box.

Don't forget to distribute the feedback forms in Module 4 to participants via email or a link to an online poll via chat.



Promoting Your Screening

Whether your screening is online or offline, the following publicity and outreach material could be useful to promote your Her&Now screening. Sample versions provided below can be adapted to your specific purposes.

Posters

You will receive stills of the Her&Now films you plan to screen. You can use these to design posters, letting potential participants know essential information they will need to know to attend the screening. These include:

- The name of the group, collective or organisation hosting the event
- The details of the film
- Date, time, link/venue/how to sign up
- Her&Now logos

Invitation

You can send an invitation via email, social media, or post. Here is a template you can modify to suit your particular event.

Dear _____,

Did you know that only about 14% of all businesses in India are run by women?

Women and gender minorities have an equal right to participate in paid work and economic activities. In addition, their participation would be hugely beneficial to India's economy, by creating jobs and adding massively to the GDP. But gender norms and barriers make this difficult to achieve.

I am pleased to invite you to a screening and moderated discussion of four short films on gender and entrepreneurship.

All of these films are part of the Her&Now campaign implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), to support aspiring and existing women entrepreneurs in India. Hope to see you there!

Date:
Time:
Venue:

Social Media

Please find sample posts below to help you promote your screening on social media. You can add or edit to suit your particular event.

General Tips:

- You can use special hashtags around your Her&Now screening to show audiences that you're tweeting about a specific subject. Hashtag ideas are given below and can be used across all social media platforms, but are especially useful for Twitter and Instagram.
- You can find accounts associated with each film as well as the Her&Now campaign, and tag them in your posts.
- You can also find pages, groups, and handles relevant to gender, cinema and entrepreneurship, and tag them to ask them to share and spread the word.
- You should use visuals across all platforms to make them more attractive. Make sure you add alternative text to make visuals accessible to users who live with visual impairment.
- Please ensure that the material you use is customised for your target audience. For example, you can use examples of real people and locations with whom the participants are familiar, as well as visuals they are likely to know well.

Facebook

Tips:

- Keep captions short, snappy and accessible.
- In addition to pages and posts, you can create a Facebook event with the details of your screening so that people can RSVP.
- Facebook and Instagram posts can be replicated, but it is recommended that you mix up the content you share across platforms to keep it fresh and interesting.

Sample Posts:

- Ever dream about running the most successful shop in the bazaar? Wondering if you can start your own business? Come and watch how women just like you have done it. Watch films and discuss with us: [\(insert link\)](#)
- Selvi is struggling. Her sari orders are late, she can't figure out how things work at the bank, and the local courier company is always delaying her orders. But when her daughter comes home to Chennai for Pongal, Selvi finds a path forward she could never have imagined. Come to our screening and discussion on the short film "B. Selvi and Daughters" to explore how women can and do lead their own businesses with great success!

- She had to drop out of school. She was married as a teenager. She spent 15 years rearing cattle. Her business just earned over a crore. Come and witness Ritu's journey in this intimate documentary about an entrepreneur from Haryana who busts every stereotype!
- A flat, a steady paycheck and a young child on one hand. A dream for her own business on the other. Aarti's dilemma is weighing heavily on her... but a completely unexpected encounter in Jaipur changes everything. Join us for a screening of "Kashmakash – The Dilemma" and take part in a conversation about gender and entrepreneurship.
- One is an experienced business person with many feathers in her cap. One is looking for financial support for her own business. One dreams of starting a chain of dhabas, but no one in her family can see what she sees... yet. Join us for a screening of "Pahal – An Initiative" and see what happens when ambitious women get together.
- Did you know that women own only about 14% of all businesses in India? Gender norms stop women, non-binary and transgender people from realising their fullest potential and participating in paid work. Watch the four Her&Now films to see what fighting this can look like in today's India. Join us for the screenings followed by a discussion.

Handles to Tag:

Her&Now: @Herandnow
Ritu Goes Online: @believeproductions + @vrindasamartha
Kashmakash - The Dilemma: @imagesindia + @manavrath
Pahal - An Initiative: @girgitstudios
B. Selvi & Daughters: @STRAYfactory1 + @drishya.gautham

Twitter

Tips:

- Each Tweet cannot be longer than 280 characters.
- You can create a thread of linked Tweets to keep posting about the same subject.
- You can attach short videos and up to four pictures with each Tweet.

Sample Posts:

- Women, non-binary and transgender folks have the right to participate in the economy – just like anyone else. But gender norms hold them back. Attend the #HerAndNow screening to catch four short films about women fighting these barriers!

- After defying all odds and starting her own business, Ritu returns to the same school she was forced to drop out of as a teenager. Watch her story at our screenings. Details here: (add link).
- Fulwari from Rajasthan. Mridu from Assam. Arshia from Telangana. Three ambitious women, three stories about chasing their own dreams. Watch what happens when women get together! Attend our screening: (add link)
- She has a supportive husband, a great potential business partner, and her own precious dreams. But she is weighed down by doubt. What will Aarti choose? Watch our screening of "Kashmakash" and join us for a discussion afterwards: (add link)
- Selvi is lonely, exhausted and insecure. She begs her daughter to return from Bangalore to Chennai to support her in her business. Until she sees what she can do. Watch Selvi's story of resilience and excellence at our screening, and join us for a conversation. (add link)

Handles to Tag:

Her&Now: @Her_and_Now
Ritu Goes Online: @SamarthaVrinda
Kashmakash - The Dilemma: @eimagesindia + @Manavrath
Pahal - An Initiative: @GirgitInfo
B. Selvi & Daughters: @strayfactory + @thisisdtriz

Instagram

Tips:

- You can upload a photo post with a caption and hashtags, which will remain on your profile always.
- You can also upload a story that will disappear in 24 hours. Stories can be used as creatively as posts, with added features like countdowns and polls you can use to engage your audience.

Sample Posts:

- Ever dream about running the most successful shop in the bazaar? Wondering if you can start your own business? Come and watch how women just like you have done it. Watch films and discuss with us: (insert link)
- Selvi is struggling. Her sari orders are late, she can't figure out how things work at the bank and the local courier company is always delaying her orders. But when her daughter comes home to Chennai for Pongal, Selvi finds a path forward she could never have imagined. Come to our screening and discussion on the short film "B. Selvi and Daughters" to explore how women can and do lead their own businesses with great success!

- She had to drop out of school. She was married as a teenager. She spent 15 years rearing cattle. Her business just earned over a crore. Come and witness Ritu's journey in this intimate documentary about an entrepreneur from Haryana who busts every stereotype!
- A flat, a steady paycheck and a young child on one hand. A dream for her own business on the other. Aarti's dilemma is weighing heavily on her... but a completely unexpected encounter in Jaipur changes everything. Join us for a screening of "Kashmakash - The Dilemma" and take part in a conversation about gender and entrepreneurship.
- One is an experienced business person with many feathers in her cap. One is looking for financial support for her own business. One dreams of starting a chain of dhabas, but no one in her family can see what she sees... yet. Join us for a screening of "Pahal - An Initiative" and see what happens when ambitious women get together.
- Did you know that women own only about 14% of all businesses in India? Gender norms stop women, non-binary and transgender people from realising their fullest potential and participating in paid work. Watch the four Her&Now films to see what fighting this can look like in today's India. Join us for the screenings followed by a discussion.

Hashtags:

#CinemaForChange
#HERtimeisNOW
#SheMeansBusiness

Handles to Tag:

Her&Now: @her_and_now
Ritu Goes Online: @filmsbelieve + @vrindasamartha
Kashmakash - The Dilemma: @eimagesindia + @rathmanav
Pahal - An Initiative: @girgit_animation
B. Selvi & Daughters: @stray.gram + @thisisdtriz

Press Release

The following is a press release that was used for the launch of the Her&Now campaign in Rajasthan. You can use it as a template and adapt it for your own screening event.

Press Release For: 14th August 2020

Her&Now film campaign launched in Rajasthan

Four newly produced short films depict diverse realities of women entrepreneurship in India

Together with entrepreneurship stakeholders from Rajasthan, the Indo-German development cooperation project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women (Her&Now)' celebrated the exclusive preview of four short films on entrepreneurial journeys of women.

The online event on 13th August 2020 marked the official start of the Her&Now film campaign in Rajasthan, through which the project wants to initiate a positive debate around gender and entrepreneurship.

The live discussion focused on two of the films: 'Ritu Goes Online' a documentary directed by Vrinda Samartha (Believe Films) and 'Kashmakash – The Dilemma' directed by Manav Rath and presented by Nila Madhab Panda (Eleeanora Images). The two directors were joined by the entrepreneur and protagonist of the documentary Ritu Kaushik, as well by the two 'Kashmakash' lead actors Dipannita Sharma-Atwal and Kunal Sharma.

"Through this film, I hope the society sees value in the kind of financial benefits and change in mindset women entrepreneurs can bring in. I also hope it inspires more families to come forward to support them." says Vrinda Samartha. Her documentary 'Ritu Goes Online' depicts the inspiring story of how Ritu Kaushik, a homemaker with no background in business, nor a complete education, runs a very successful handbag business today. The protagonist herself hopes that through this film "more and more women get the opportunity to realize their potential so that they can give wings to their dreams."

In the fiction short film 'Kashmakash – The Dilemma', Aarti, played by Dipannita Sharma-Atwal, is torn between the safety of her stable corporate job and fulfilling her entrepreneurial ambition. She finds encouragement in an unexpected place. "The main message in 'Kashmakash' is about women breaking barriers and recognising their true strength. I hope the film inspires more women to take the crucial step towards fulfilling their dreams." The director Manav Rath had a clear vision for the film from the very beginning: "From the hordes of films that we do, the purpose of this film was really alluring, and instantly made me ask myself as a filmmaker, can I seriously make a difference through this single film!"

The other two short films – 'B. Selvi & Daughters' a fiction film directed by Drishya Gautham (Stray Factory) and 'Pahal – An Initiative', an animation film by Swarup Deb, Avinash Medhe and Anuj Kumar (Girgit Studios) – were also shared with the audience as an exclusive preview. They will be in the focus of the two other online Her&Now film premieres for selected guests this month:

"I hope that the film starts a real conversation at many levels about women's motivations and challenges, specifically with regard to their careers and

entrepreneurship." says director Drishya. In her film 'B. Selvi & Daughters', the 50-year old protagonist runs a small-time business selling saris on WhatsApp. When her fiercely independent daughter Kavitha forces a sudden explosion of sari orders, Selvi must conquer her own fear, take the first step to building a full-fledged company, and learn to be financially and emotionally independent. Actor Gayathrie Shankar was also intrigued by the fact that a majority of the film's crew were women: "When Drishya said that she was going to try and have an all female crew, honestly, I didn't know what to expect. Is that even possible, firstly? In all the years that I've worked, I've only seen women in costume and dance departments, maybe one or two assistant directors. But then, she made it happen. Camera, sound, direction, production, actors, everything female. Right from the get go, this has been a super fun experience! The energy on this set was something else!"

Cleverly applying different animation styles, the short film 'Pahal – An Initiative' tells the stories of three women entrepreneurs. Despite being from very diverse backgrounds, they find a connection with each other while waiting for a venture funding event to begin. "Our hope for the film is to bring about a mindset change within the families to become the nourishing soil to help more and more women entrepreneurs to flourish. Also, to motivate women to break boundaries and find ways to unleash their entrepreneurial potential" say the directors Swarup Deb, Anuj Kumar and Avinash Medhe. Dipannita Sharma-Atwal led her voice to the character Mridu, a young and ambitious entrepreneur from Assam. For the actor, originally from Assam herself, the films stands for women supporting each other: "The importance of women empowerment as a global topic is at the heart of this film. That, as women we can inspire and encourage each other to achieve seemingly impossible goals."

"Film is a powerful medium that reflects and shapes dominant societal discourses and perceptions about gender norms. Through the Her&Now film campaign we want to increase the visibility of the entrepreneurial spirit of women in India. We hope the short films and the discussions around them will contribute to a mindset change that recognizes women's ambitions, skills and rights to be entrepreneurs." says Julia Karst, Project Head of Her&Now.

While physical screenings are not possible due to the COVID-19 restrictions at the moment, the project will provide digital options to watch the short films over the next months and will establish local screenings partnerships.

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), to promote aspiring and existing women entrepreneurs in India. Under the name of 'Her&Now', the project supports the Indian Ministry of Skill Development and Entrepreneurship (MoSDE) in improving the overall framework conditions for women-led businesses through implementation of incubation and acceleration support programmes for women entrepreneurs. The project also includes a media campaign to tell the stories of successful women entrepreneurs and to foster a positive mindset change in society.

Contact:
(your email)
(your phone number)



Module 4

Capacity-Building for Screening Facilitators



A Note on Gender

To be able to lead these sessions, it is vital that your own familiarity with the central theme of gender in India is quite strong. For this, it is highly recommended that you familiarise yourself with the concepts as well as facts and figures detailed in the modules.

This will help you to set the tone for the screenings, discussions and exercises, and to kickstart reflections on how gender norms come in the way of gender minorities participating in public life, including being able to work outside of the home.

Some tips in case you are currently unfamiliar with the subject:

- Use the gender handout in Module 1 to do your own research into each concept, including patriarchy, gender norms and gender-based discrimination.
- Look up case studies that are relevant to you as well as the participants, so that you may use them as examples during discussions.
- Watch the films as someone who is actively looking for the ways in which gender is impacting the characters' lives - especially with regard to entrepreneurship. You can create talking points from these observations.
- Reflect on the sample discussion questions for yourself, and come up with some of your own responses.
- Try to build in a key activity, conversation and reflection on gender no matter what the duration of your session. It can be as small as an icebreaker question, or as expansive as a whole set of activities focusing on the themes of gender norms and gender-based violence/discrimination.

Understanding the Impact of Films

There are courses, workshops, conferences, seminars, academic works, and a large number of other useful resources on the subjects of gender and entrepreneurship. Why, then, has the Her&Now campaign been centered around films?

Here are the ways in which films are an effective medium for social change:

- Films entertain, so they keep the audience hooked. This makes them more widely accessible than many other materials.
- Films can be a powerful mirror of society. The audience can see their own lives, contexts, experiences, problems and potential solutions represented on film.
- Films can provide role models that are either unknown or non-existent. In a documentary or animation film based on research, role models can be shown. Role models are rarer but highly influential, and are key in shifting how communities see an issue over time. Likewise, where no role models can be found in real life, fiction can help us create them.
- Films in regional languages shown at accessible venues require very little from the audience other than presence.
- The social and cultural value of cinema is high, and when people see themselves reflected in popular culture, their own experiences are validated and affirmed.
- When films are deliberately created to offer messages and solutions, and are able to do so in an effective way, they may have a profound impact on someone's life.
- When most mainstream cinema reflects dominant values (for example where women are mistreated), change-driven cinema can show more complex, closer to life portrayals. You may still witness the mistreatment of a woman character but the way the film makes you feel about it, could humanise her instead of celebrating her mistreatment, or treating it with indifference.
- Models of gender in mainstream cinema are slowly changing over time, with more well-rounded women/gender minority (and male) protagonists being shown. Adding to this culture, increases the likelihood that a woman/person of marginalised gender watching will feel affirmed and validated by the material, and will be moved to reflect on their own life.
- Information that is coupled with film screenings, can form the bridge between reflection and action. If a member of a participant group is moved to either start her own business or to support someone in their lives to start her own business, a workshop with resources and more information could be the way they take the first step.

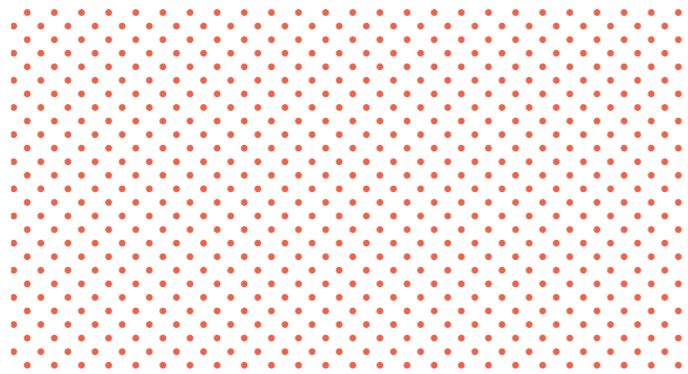
Choosing a Facilitator

The objective behind the Her&Now campaign is to inspire and support potential women entrepreneurs from Tier II and Tier III cities in India, and to influence their ecosystem of partners, families, communities and institutions to be more supportive and nurturing of their career choice.

We have already examined why cinema is an effective medium to start these crucial conversations, and why it is important for discussions to be intentional in the way that they address gender. For the screenings to be as impactful as possible, it is important that all of this information is conveyed via a facilitator who can deliver this information in an accessible way. Here are a few suggestions for how to pick the right facilitator for these screenings.

The Ideal Facilitator:

- Is someone who belongs to the participant group, or at least understands the context the participants come from intimately.
- Is someone who is able to facilitate the discussion in a participatory and collaborative manner, instead of being top down in their approach.
- Is someone who can make the issues being discussed tangible for participants, instead of being abstract ideas that are removed from their own lives.
- Is someone who can speak from her own experience, which may be shared with the core target audience, i.e. potential women/gender minority entrepreneurs, and linking this experience to the session content.
- Is potentially able to carry forward the work with the participant group should the opportunity be available.



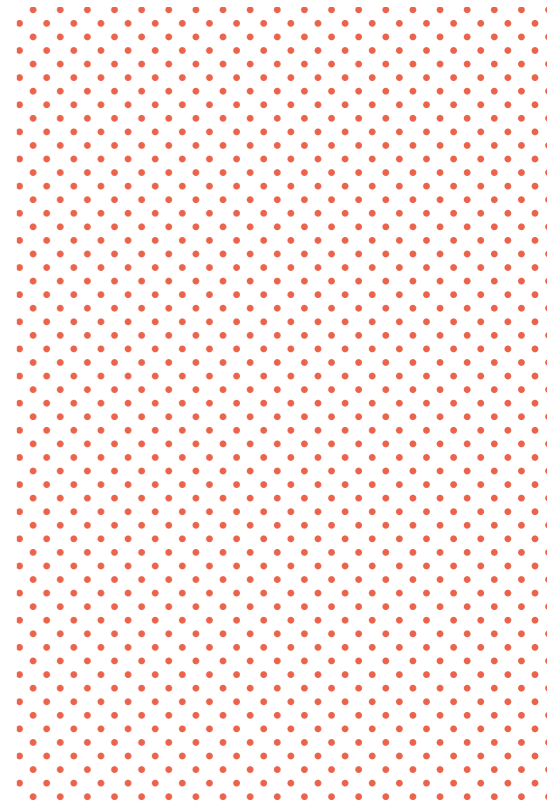
Tips on Effective Facilitation

- Be prepared before sessions, both in terms of the materials you need to prepare, and the logistics.
- Make sure you have gone through the films and Kit and are familiar with all of the key material well in advance of the session. The better you know the material, the easier it will be for you to transmit the information effectively to the group, and to spark reflection.
- During sessions, have the materials you need handy, including your notes with talking points. Make sure you also have sufficient copies of the material you would like participants to take home with them.
- Set the tone and rules of engagement before you start the event. Some principles to keep in mind:
 - 'Step up, step down': If a participant has recently shared their thoughts, please ask them to give other people the opportunity to share. If a participant has generally stayed silent, encourage them to speak up.
 - Decide collective gestures in advance: This includes requests for people to speak loudly, clapping or clicking to show appreciation, and any other codes that the group would benefit from using.
 - Agree to disagree: Since a lot of the material will challenge status quo understandings of gender norms, disagreements may pop up. Normalise these, and encourage participants to be comfortable with agreeing to disagree.
 - Zero tolerance for harassment: While disagreement should be encouraged, bigotry and harassment should not. Have a zero tolerance policy towards any hateful or harmful behaviour, and pull people out or shut down the discussion if ground rules are broken.
- Effectively manage conversations in-session. Here are a few things you can keep in mind for this:
 - If you are asked for your own opinion, you can step back and redirect the question back to the group.
 - It is okay for people to stay silent and reflect it. Do not be afraid to wait until someone breaks the silence with a reflection.
 - Actively encourage and reaffirm the step up and step down policy.
 - When you model vulnerability and a collegiate attitude, the group will find it easier to share their own experiences, and have a collaborative conversation.
 - Encourage people to talk about their own experiences.

- Before closing, you can ask the participants if they would like to address anything that may not have come up.
- In case you run out of time, you can end by going around the group in a circle and asking everyone to share one word they can share to summarise their experience.

Tips on Managing Sensitive Situations

- Facilitators should take care to be cognisant of power dynamics in a group, based on gender, caste, class, language, disability, and other factors. Reduce the monopoly of already dominant voices by actively encouraging more marginalised participants to share their thoughts.
- You can encourage more empathy by encouraging self-reflection – ask people, no matter how self-assured they seem, to think about situations in which they have found it difficult to do what they wanted, and why.
- You should intervene when conversations become too polarised, binary, or reliant on what “should be” the case, or what “society says” is right. Instead, redirect the conversation so that people speak from lived experiences, and what is real for them.
- Remember that in some activities you are carrying out the uncomfortable task for making visible social power dynamics. This can certainly lead to some resistance. A useful way to redirect this is to pivot to discussing the films.
- Be clear about your own ground rules beforehand and immediately put a stop to any personal attacks. In this case, too, the films will be useful – they will allow you to redirect the conversation to wider themes and away from any personal remarks. Make it clear, politely but firmly, that any such attacks are not okay in the space you have created together.



Feedback

The project Her&Now depends on receiving information about your screening event. Please make sure to report back in terms of number of participants and their feedback: herandnow@giz.de

1. Forms

Distribute the following feedback form to participants. Feel free to modify these to suit your particular event or organisation. If you are gathering feedback online, you can use an online poll option, like www.poll-maker.com.

Gender:
Age:
Location:
Which film/s did you watch:

(Note for the designer: for the following statements, add boxes with the categories: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree.)

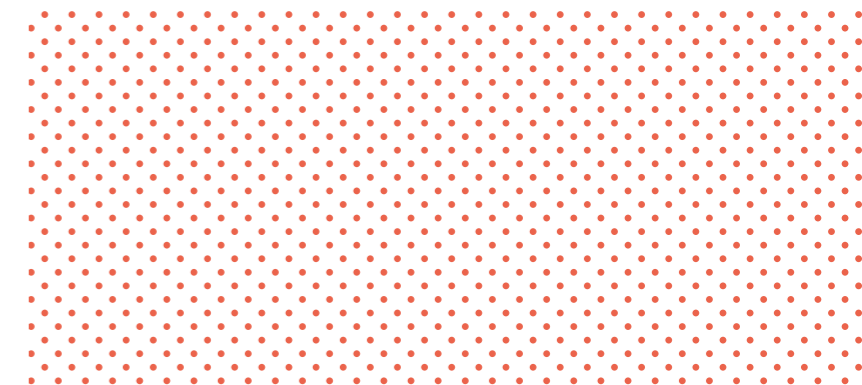
I enjoyed watching the films.
I learned something new from the films.
I could relate to the characters in the films.
The films were relevant to my life.
I found the discussion on gender norms insightful.
I learned new concepts about gender.
I found the discussion on the films interesting.
I learned something new from the exercises.
If asked before watching these films: Women/gender minority entrepreneurs are important for India's economy.
If asked after watching these films: Women/gender minority entrepreneurs are important for India's economy.

Please add any other comments you may wish to share:



2. Sticky Notes

- Leave plain chart paper on the walls or tables of the workshop room.
- Distribute sticky notes in two different colours (pink and yellow) to all of the participants.
- In the yellow sticky notes, ask participants to add feedback on the session, including what they would like to see added or improved.
- In the pink sticky notes, ask participants to share what they enjoyed and found useful about the session. They can also share A-ha! moments – lightbulb moments where the film screening, discussion, or workshop activity gave them an insight into their own lives.
- Collect the sticky notes and document the feedback.



Resources

Worldwide

UN Women

<https://www.unwomen.org/en>

A platform with videos, analyses, stories from the field, and statistics.

UN Women

<https://www.unwomen.org/en/what-we-do/economic-empowerment>

A page on UN Women's focus on economic empowerment.

World Bank

<https://www.worldbank.org/en/topic/gender/overview>

Data, research, resources and information regarding gender.

Council on Foreign Relations

<https://www.cfr.org/womens-participation-in-global-economy/>

Interactive reports on women's economic empowerment.

India

UN Women

<https://asiapacific.unwomen.org/en/countries/india>

UN Women's work in India.

UNDP India

<https://www.in.undp.org/content/india/en/home/our-focus.html>

UNDP's work in India, where one of the focus areas is women's empowerment and gender equality.

World Bank

<https://www.worldbank.org/en/country/india>

The World Bank's work in India, where one of the focus areas is economic empowerment.

Observer Research Foundation

<https://www.orfonline.org/research/women-entrepreneurs-in-india-what-is-holding-them-back-55852/>

Research on women's entrepreneurship in India.

Google, Bain and Company

https://www.bain.com/contentassets/dd3604b612d84aa48a0b120f0b589532/report_powering_the_economy_with_her_-_women_entrepreneurship_in-india.pdf

Research on women's entrepreneurship in India.

Start Up India

https://www.startupindia.gov.in/content/sih/en/women_entrepreneurship.html

The Government of India's Start Up India initiative for entrepreneurs.

NITI Aayog

<https://niti.gov.in/women-entrepreneurship-platform-wep>

NITI Aayog's women's entrepreneurship platform.

Catalyst for Women Entrepreneurship

<http://cwe.org.in/>

A platform that offers women entrepreneurs access to various business skills, finance, technology, mentorship and information about government schemes.

Empower

<http://empower.zone/accelerator/>

A tech accelerator for women entrepreneurs in India.



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