

'Case Study on WhiteSwan Consulting Group, WCG and its work'

REGENERATING VALUES & GENDER SENSITIZATION: AN INTERNATIONAL SEMINAR

Christine Marsh, IFTDO Board Member

The recent crimes against women have left a mark somewhere within all of us. After extensive study, discussions and observation in the discussion forums created by Dr Anjali Nigam, CEO and Founder Director, WhiteSwan Consulting Group (WCG), value-gaps were found to be the main reason behind crimes against women and children.

WCG, is an organizational effectiveness company, with training & development, sustainable development, CSR, & social innovations as its verticals. WCG declared the year 2013-14 as the year for "Regenerating Values & Gender Sensitization" as its mission specifically aimed to:

- **Sensitize** on the value gaps existing in the society,
- **Create** an awareness on why gender sensitization is required
- **Devise possible ways** to fill the existing gaps.

WCG has conducted training workshops, street plays, sensitization and discussion sessions at IITs (the most premier technical & management institutes in India), colleges, Corporations, PSUs (Public Sector Undertakings), and government schools, and also in villages and slums. For this work Dr Anjali Nigam has been honoured with 'Quality Initiative Mission Award 2013', by KRDWG (Knowledge Resource Development & Welfare Group).

To further their campaign, WCG launched an international seminar held at DMS, IIT (Department of Management Studies, Indian Institute of Technology), Delhi. The idea was to create & motivate people as 'value centers' & 'value multipliers to improve the 'next generation gene'.

"Nirbhay ho, Nirbhay hee raho, rajpath naa sahi pagdandi hee banao"

(Be fearless, remain fearless always, if not a motorway, create a small street, but do something positive)

The ultimate aim of this seminar, titled "Need for Regenerating Values & Gender Sensitization" was to understand that when each one of us will become a center of influence and spread this awareness and sensitization wherever we work or live or even in villages which we can access, it will create a value revolution and be a great service to ourselves, the society and the nation. The seminar had a 3 pronged approach:

1. Presentations by eminent speakers from India, USA, UK and an expert panel discussion
2. Competition on 'Technical Innovation for Women & Child Safety'

3. Competition on 'Street Plays on Values & Gender Sensitivity.'

Seminar Proceedings: The seminar was held immediately prior to the 42nd IFTDO Conference in late April, 2013. The first day of the seminar concentrated on sessions exploring the issues and creating a sensitization or awareness about degrading values and gender inequality, and ways to create a value based & gender sensitive society. Competitions for college students focused on innovative technical applications which could be used to prevent and fight various crimes taking place in our society. The Street Play competition focused on various values which need to be regenerated and on ways by which we can create gender sensitization in our society to build a fair and sustainable environment for both sexes.

Various speakers presented their views on regenerating values and gender inequality from their perspectives. Dr Anjali Nigam, (pictured alongside Christine Marsh), opened the seminar and talked about 'our area of influence' as the main source for making the difference. Ms. Tripti Gupta, student intern, shared the gender sensitization and self defense techniques used by the special cell for Women & Children of Delhi Police. Ms. Christine Marsh, IFTDO Board member, International Speaker and Change Agent, Prime Objectives, UK) shared her personal story that illustrated the challenges she has experienced as a woman, both on a personal and a career level. She explained the core models she uses when challenging varying perceptions, values and the expectations of traditional roles across cultures and environments. Dr. Lajpat Utreja (Director, Institute for Global Harmony, Rajasthan) emphasized that a student be first taught to become socially responsible who besides knowledge of his subjects is also sensitive toward fellow human beings and the environment so that the society as well as the environment is sustained. Dr Satya Srivastav (HOD History, Mahila PG College, Lucknow University) emphasized that regeneration of values and sensitization, not only towards gender but towards the entire humanity, can be achieved, is through education, more education, and education made perfect.

The Speaker presentations were followed by a panel discussion which attempted to highlight the cause and effect relationship of the prevailing value system and gender gaps in society. The seminar ended with the top two Street Play entries demonstrating their plays on need for regenerating values and gender sensitization. These street plays will be used to conduct value workshops in schools and slums. Dr Nigam reminded everyone that the main aim of the seminar was to create 'a multiplier effect' where each one of us could become a lighthouse of values while working on a 360 degree model for respect starting with self, and then multiplying by sharing and disseminating with all the people around each one of us. ■

