

NEWS / BLOGS / INDIA / The power of parity: Promoting gender equality today for a sustainable tomorrow

INDIA

The power of parity: Promoting gender equality today for a sustainable tomorrow

March 9, 2022, 12:23 PM IST / Adrija Agarwal in Voices, India, TOI



Adrija Agarwal

Adrija Agarwal, Strategic Development, Sattva Group.

Someone wise once said “Gender Equality must become a lived reality” and it’s heartening to see society taking the right strides in building an inclusive lifestyle. One such day that upholds women’s achievements and celebrates the economic, political, and social achievements of women, while showing respect and admiration is “International Women’s Day”. The times we live in today are extraordinary, especially for women who are working from home and managing the household. This has set-off an alarm amongst Corporates to demonstrate strong commitment to employee well-being, more than ever before.

The phrases “work/life balance” and “gender equality” are conventional terms that are used loosely today. For many women, these can often feel like insurmountable goals. Opportunity lies in every crisis; hence companies are working hard to create a culture that fully embraces and leverages diversity.

One way, any corporate can help improve gender equality, is by recruiting an equal number of women, so that they have the opportunity to shine, innovate and succeed in their chosen fields. Today, women have independent and equal roles, and are making significant contributions to the economy in governance, businesses, on farms, as entrepreneurs, employees, or by doing unpaid chores at home.

For instance, if we look at the real estate industry, women are breaking stereotypes.

Women, today bring in the perfect blend of success with compassion, focus, assertiveness, and determination in various segments of the sector. This is one of the primary reasons why the potential of women leaders in the real estate industry, is largely being felt and recognized worldwide. I have had the privilege to have a platform to be heard and through this platform I would like to create more opportunities for other women, who do not have the opportunities, to enhance the power of leadership for women, not only in real estate but in other industries too.

Today's woman has come a long way, from holding a dependency identity. There are women working as engineers, architects, accountants, housekeeping, construction help and management, playing critical roles. At Sattva, we believe, empowered women contribute to stronger families, communities, and economies. They are the innovators meeting today's challenges and inventing tomorrow's solutions.

In accordance to this year's International Women's Day theme, people across industries are looking to empower women to **#BreakTheBias** and head towards creating a world free of biases and discrimination. A world where women are valued and celebrated. With greater focus on achieving a sustainable transition, each one of us should work to reflect a deeper commitment to advancing diversity and building inclusion for all under-represented populations for the benefit of the entire society. Its time we all 'walk the talk' starting from our homes to the places of work, to ensure that we become the catalyst of a culture shift that leads to the creation of a society that embraces "parity" "passion" and the right to "dream" for all.