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GENDER EQUALITY : A POPULAR SLOGAN

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An uneducated, domesticated and rural woman whose life was limited to the four corners of her "chadar" - Mukhtaan Bibi, was shattered when the men who entrusted her with the sanctity of her chadar openly torn that **into** pieces. Although, sewing her lips was easier but Mukhtaan chose the bumpy path and loudly proclaimed, "I offer all the riches that I earned from Panchayat - enforced gang rape to the president in return for justice." Her brave defiance against cultural norms that sought to silence her, highlighted the urgent need for systemic change. Today, gender equality has emerged from such stories into a global slogan embraced by diverse sectors, reflecting its profound significance and ongoing battle for equal rights. Gender equality has come much far and this is evident through multiple factors. An increased media representation and countless social campaigns have played important role in garnering support for women and have drastically changed public opinions. These practices have led to achieving gender equality which has impacted world tremendously in the field of innovation, diversity and development. Treating gender equality as a popular slogan has ^{left} profound effects on the world. However, there is still the need to take practical measures

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that can guarantee the same popularity and same attention to gender equality as it is in recent times. Indeed, Gender discrimination and violence are condemned by the modern world. There is no doubt that gender equality is the most popular slogan of this era that has globally affected the world ~~conscience~~ by influencing social norms and cultural practices.

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Before moving ahead, it is important to have a look on the historical development of gender equality emerging as popular slogan. It can be traced back to its roots i.e. to the Suffrage and feminist movements of the 19th and 20th ~~century~~ centuries, where activists fought for women's rights to vote,

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work and receive education. By the late 20th and early 21st centuries, the slogan of gender equality gained prominence through global campaigns and social media movements. These steps highlighted widespread issues of sexual harassment and gender based violence. This increased visibility and advocacy contributed to gain popularity of the slogan of gender equality, making it a prominent and influential discussions related to human rights and social justice.

There is no second opinion in the fact that gender equality has become one of the most significant and popular emerging trend of 21st century. This claim can be validated by numerous evidences and they points. First of all, a large number of social campaigns and movements are launched every now and then to empower gender equality. These movements play an important role to maintain the type of this trend and continue to declare its need and importance. These movements not only represent women's condition and demands but also contribute in creating awareness for women rights. There have been various successful campaigns for promoting gender equality in history. However, the most popular social movement in recent times was "MeToo Movement" that was mainly against sexual harassment and sexual assault. Though first used in 2006, the Me Too movement became a global phenomenon in 2017 when an American actress tweeted against the Hollywood

producers with the allegations of sexual abuse. Similarly Women March, known as Aurat March in Pakistan was another highlighted campaign for gender equality. These movements have impacted society on a large scale proving that gender equality is equally important as any other issue.

Gender equality is further highlighted by the increased media representation and advocacy at local and global levels. Contrary to the past patriarchal culture and male dominion, gender equality is now given much more importance. Women are represented on socio-political levels giving an image that they are no less than men. Women are represented equally strong, intellectual and smart enough as men. The stereotype that only men can be the saviour or protector is being broken now by portraying such characters and cast that depict women equally able as men.

For example, there's an increasing number of films and TV shows that highlight gender equality issues like Wonder Woman, and The Handmaid's Tale respectively.

Not only this, but celebrities and influential personalities also now very actively are advocating for gender equality to tell the world that gender equality has come too far and is a very popular slogan of modern world.

Another major fact that represents the popularity of the slogan of gender equality is the launching

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of different political initiatives and legislative actions to eliminate gender inequality from its roots. The governments and legislatures all across the globe are making extreme efforts to bring equality among genders and eradicate any sort of biasness among in society. Many countries have taken steps to implement gender quotas to increase female representation in political positions and other government seats. In addition, many global programmes are launched for women protection and eliminating any sort of discriminations. For example CEDAW (Convention on the Elimination of All Forms of Discrimination Against Women) is a key treaty that aims to eliminate discrimination against women and promote gender equality. Such political initiatives have made it quite evident that how important is the trend of gender equality.

The increased ^{trend} of implementing corporate practices to enhance gender diversity also signifies the importance of gender equality. These corporate practices have clearly ^{demonstrated that gender equality has} transcended being merely a popular slogan to becoming a tangible business imperative. Many companies have started to adopt comprehensive diversity and inclusion programs that aim to foster gender diversity in workplace. These initiatives often include policies for equal pay and, anti-discrimination training and support for work life balance. By actively pursuing such measures, businesses and companies tend to create equitable environments for all types of employees.

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regardless of their genders. Additionally, gender equality certifications like EDGE (Economic Dividends for Gender Equality) recognize companies that excel in promoting gender equality and inclusivity. The growing emphasis on these practices reflects a broader social shift where gender equality is increasingly integrated into corporate strategies; thus, demonstrating that it is not just a fashionable idea but a crucial aspect of modern business era.

also Gender equality is declared as popular slogan now because of the clear picture of equality in different sectors of life. Not only women but the LGBT communities are now given social recognition and a reputable status in many societies. The provision of ^{equal} basic educational, health and financial necessities to all genders is being gradually normalized now. The patriarchal culture has faded away, bringing an environment of equality and anti-discrimination. There is a lot of promotion of gender related issues in these social sectors. For example, according to a report Gender Equality in Education: Education in the 21st century by UNESCO in 2020, educational institutions are integrating gender studies and equality topics into their curricula, fostering gender equality. Likewise, this popularity is also observed in health and finance departments of society where gender inequality is condemned now and every gender is treated with same and equal respect and honor.

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The popularity of gender equality is further enhanced by the changing public opinion through social media. The common citizens have started realizing the fact that how important is the need of gender equality. The society now believes in the equality among men, women and other genders breaking stereotypes. Modern world especially youth promotes the concept of equality through social media that captures huge audience and creates a powerful impact. There are a lot of trending hashtags and widespread online discussions promoting gender equality such as #HeForShe and #TimesUp reflect its popularity and impact. The public opinion polls consistently show strong support for gender equality across various demographics, indicating widespread acclaim and endorsement of the slogan.

Most importantly, there has been a significant increase in the institutional and organizational support for women. As compared to past, a large number of welfare organizations and NGOs have started raising voice and ^{taking} initiatives for women rights and other gender communities. These steps bring attention of the society and people to the fact about gender equality. With continuous promotions and representation, these NGOs and institutions have made this issue a hot topic of the modern world. Not only the local NGOs but the global institutions are active in promoting gender equality by providing enough funding.

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example

for gender based campaigns. For example, About US is a global Fund for Women that aims to help organizations work actively towards empowering women and ensuring gender parity in various sectors. These organizations have played a significant role in providing funding, advocacy and support for initiatives that aim to dismantle the barriers faced by women and thus contribute a lot in enhancing gender equality.

This widespread recognition and immense popularity of gender equality slogan is nothing but an extremely remarkable concept that has impacted the world significantly. Welcoming the trend of gender equality, there has been an increase in the workforce participation and development. According to the McKinsey Global Institute report of 2019, "The Power of Parity", women's equality can add \$12 trillion to global growth. This clearly shows how important is to indulge women in workforce and involve them in regular tasks that can aid in overall development of the society. Not only women, but also other genders like transgenders, intersex and others groups who have been marginalized should be added in contributing towards social progress and growth. This would create room for more development as there would be more people to work rather than only a small set of males contributing to growth and overall progress of country.

Furthermore, popularization of gender equality has shifted cultural norms and enhanced social progress. This emerging trend has reduced stereotypes and promotes more equitable gender roles. As per the World Economic Forum's Global Gender Gap Report 2020, countries with greater gender equality tend to achieve higher levels of social progress, including better health outcomes, higher educational attainment and more equitable labor market participation. These metrics have clearly demonstrated the broader social impact of treating gender equality as popular slogan. Else, without treating gender equality as a significant issue, this cultural transformation and social progress would become much difficult to achieve. The gender campaigns have helped in shifting perceptions of gender roles by even encouraging men to participate actively in fight for gender equality leading to broader social & cultural changes.

There's a boost in innovation and creativity as gender equality is gaining more and more popularity day by day. This is mainly due to the fact that prevalence of gender equality gives rise to more diverse opinions and perspectives which broadens the scope of improvement. Gender equality allows multiple and different outlooks on certain thing which proves beneficial as there is abundance of quality and quantity. Google's diversity and inclusion efforts are worth mentioning in this regard. Google has taken various initiatives to promote gender diversity such as InWomen@Google Network.

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These efforts have resulted in more inclusive work place, fostering a culture of innovation and creativity that was initially constrained and limited to patriarchal dominion. Hence, promotion and sustainability of trend like gender equality is extremely important especially when one is concerned about ideas, thoughts and creativity.

Enhanced global solidarity and international cooperation is another major global effect of promoting gender equality. The international forums and global community have all come up together to tackle this issue and harmonize the concept of gender equality all across the world. This can be elaborated by taking into account the Beijing Declaration and Platform for Action (1995), adopted at Fourth World Conference on Women. This declaration has been a cornerstone for international efforts to promote gender equality; as it brought together 189 countries that committed to achieve gender equality and empower women. Such events and summits solidify international cooperation and continue to guide gender equality initiatives globally. In fact, they bring different nations on one platform with same objective i.e. fostering gender equality all across the globe.

Last but not the least, treating gender equality as a widely recognized slogan has

contributed a lot in advancement of the human rights. Gender equality initiatives contribute to broader human rights by addressing issues such as discrimination, violence, unequal access to resources and lack of opportunities. The hype and ^{growing} popularity of this slogan has caused a spark in rise of basic civil rights and lead to societal stability. According to Michelle Bachelet, former UN Executive Director:

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"The promotion of gender equality is not only women's responsibility. It is everyone's responsibility. Gender equality is human right, a basis for social justice and an economic necessity."

Hence, access to gender equality is ultimately the provision of human rights which is crucial for any welfare state. Absence of gender equality will further lead to violation of human rights and thus cause unrest and instability in a particular society. So, it is quite visible that attaining gender equality is actually attaining human rights.

These remarkable effects can further glorify the societies if gender equality continues to persist all across the world for lifetime. This can be done by taking some practical measures to ensure the lasting of gender equality's popularity. Firstly, there should be continuous promotions of gender sensitive content that enhances gender diversity. If something is fed continuously without breaks or interruptions, they have much more impact than things that occur in intervals. Similarly,

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For example, Unilever's Unstereotype Initiative aimed at eliminating harmful stereotypes in its advertising and promote gender equality. The initiative has been expanded to include 30 global brands; showcasing the effectiveness of promoting gender sensitive content on large scale.

Also, besides continuous promotions, there must be active participation in those initiatives to leave a impactful mark. Celebrities belonging to various departments and fields like sports, entertainment, social media content creation, and ^{and} politics should come up and promote this noble cause. This way, a large audience can be engaged and persuaded to actively and enthusiastically participate in gender related issues and popularize gender equality. In addition, the governments should also introduce programmes and seminars at educational institutions to involve young minds and

make them a part of this campaign at young age, instead of adopting orthodox approaches like their ancestors. Active participation ensures that best practices are shared, resources are pooled and collective action is taken towards common goals. This collaborative approach is essential for addressing the complex and multifaceted challenges of gender inequality; and ensuring that progress is made and sustained worldwide.

Moreover, it is also necessary to ensure that there are enough public awareness campaigns that are working for gender equality popularity. Not only at global levels, like UNICEF or UN, but also at local levels, there should be public awareness campaigns to make people aware about the concept of gender equality and inequality. These campaigns should target under privileged areas where there is no education, no mindset and no practice of trends like gender-based violence or gender discrimination. These areas should be covered by such campaigns. Governments must hire and announce public figures as "Ambassadors" who become the face of such movements and have ability to gain widespread attention being public figures. These steps will boost the campaigns related to public awareness and contribute in making people understand the importance of gender equality. When large ^{set of} people would become

part of these campaigns, ultimately it will increase the popularity of gender equality slogan.

Another measure that can prove effective in this regard is the provision of adequate amounts of funds to sponsor women and other gender's organizations and institutes. There is no denying of the fact that funds are crucial for any campaign, movement or social work. Without money, it becomes very hard to survive. Thus, it is important that adequate amounts of funds should be raised for NGOs and welfare organizations that particularly work for minor gender groups especially women and transgender community. Proper funding will contribute in successful accomplishment of large scale campaigns and programmes for gender equality. For example, Mama Cash, a global fund for women and girls has been able to amplify the voices and efforts for women fighting for their rights with increased funding. Thus, funding these organizations ensures they have the resources to sustain their critical work and implement ^{gender-related} programs effectively.

Most importantly in order to ensure the popularity of gender equality slogan, one must support and empower women in each and every aspect of life. Whether its social department like education and health or political quota, women must be

encouraged to take part in these sectors and play their significant role. Ban Ki-moon, former UN Secretary General states that:

"Achieving gender equality requires the engagement of women and men. It is everyone's responsibility."

It implies that it is necessary to involve women in everyday life issues and consider them an equally important part of society. When women will be supported and empowered, it would ultimately lead to generalizing and normalizing gender equality.

Sweden stands as a prime example of gender equality being more than just a popular slogan, but a lived reality. The Swedish government has implemented comprehensive policies aimed at promoting gender equality across various domains such as politics, workplaces and education. Notably, Sweden's parental leave policy, which allows parents to share 480 days of paid leave per child, has been instrumental in encouraging both parents to participate equally in child raising and career responsibilities. Additionally, Sweden has introduced gender quotas in corporate boards ensuring that women hold at least 40% of the seats in publicly listed companies. These measures have resulted in Sweden consistently ranking among the top countries in the World Economic Forum's Global Gender Gap report. Pakistan should also learn from Sweden by implementing gender equality policies and investing in programs to challenge

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traditional gender roles. This way, it can also enhance its socio-political growth and contribute in eradicating the idols of gender inequality.

In a nutshell, gender equality is one of the most popular slogan of today's modern world. The social practices and countless feminist movements have played a vital role in promoting this slogan. Gone are the days when there was the darkness of oppression and patriarchy in society. Indeed, gender equality has now gained widespread attention and critical acclaim. However, still there is a shallow space that needs to be filled to completely achieve equality among men and women. Thus, efforts should be continued and consistency should be adopted by entire global community to maintain the popularity of this slogan and ultimately turn it into a reality. This way, the future world could be more prosperous and peaceful with no signs of gender based violence and ^{unfair} male domination.

"Gender equality is not only a fundamental human right but a necessary foundation for a peaceful, prosperous and sustainable world."

(United Nations).