

# GE4DE news

Promoting Gender Equality for Decent Employment

Volume# 1, Dec 2010

## Where Gender is Equal...

Engendering  
Research

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PHOTOGRAPH

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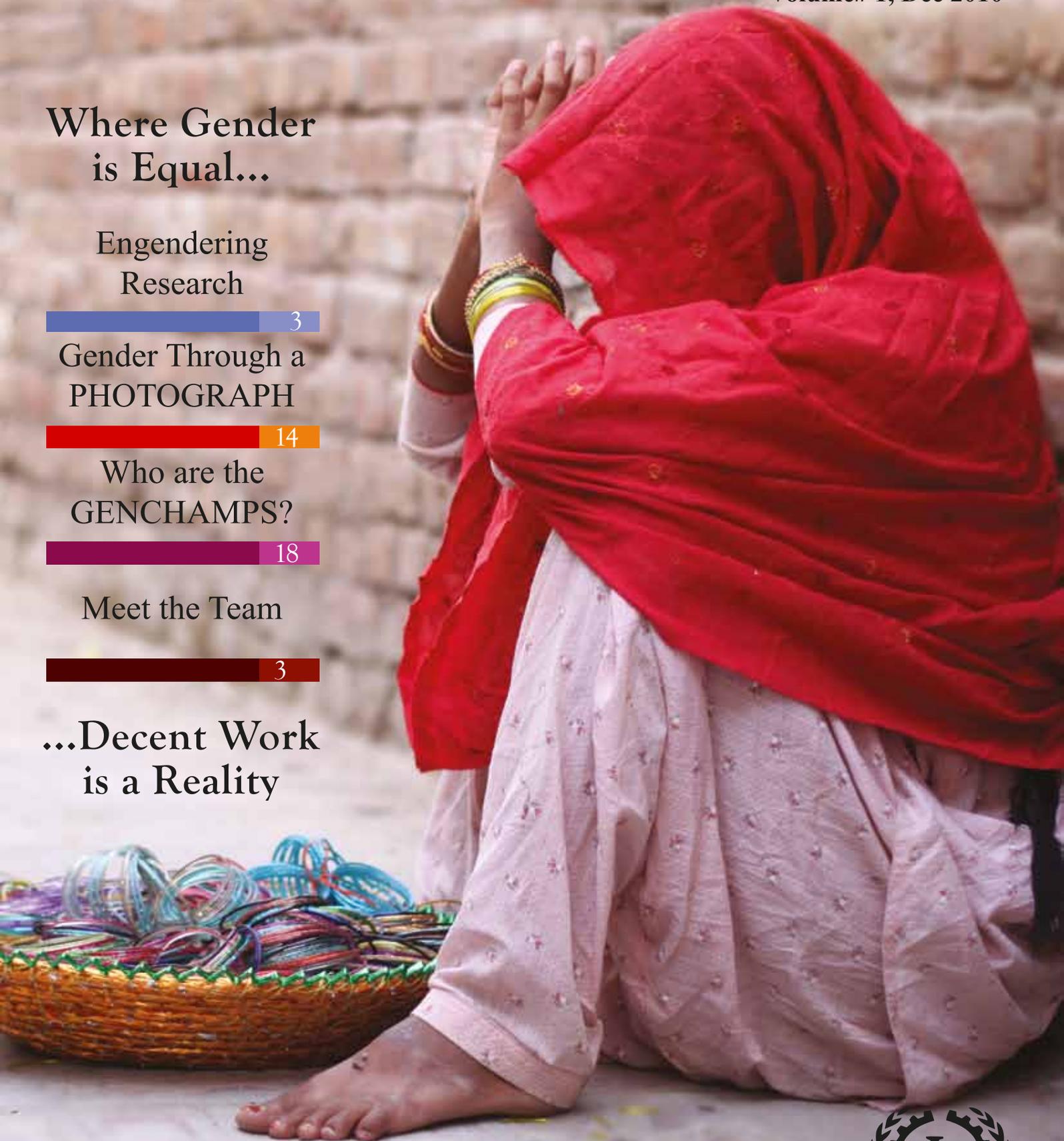
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...Decent Work  
is a Reality



Title Cover Photograph Credits:

The image on the GE4DE newsletter cover is taken by Raheel Khan in Hasan Ghari in Khyber Pakhtunkhwa with Canon EOS Kiss X3, using an aperture of 1.63 and a focal length of 50mm. Raheel Khan is a student, loves photography and won the first place in the ILO Photography Competition on Gender Equality and Decent Work 2010, focusing on the achievements and challenges of women and men, boys and girls in the world of work.

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GE4DE is a five year CIDA supported Project being implemented by the ILO in Pakistan

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# NOTE FROM THE TEAM

Gender inequality remains one of the biggest challenges to progress in Pakistan. Social and structural discrimination in our laws and attitudes, our institutions and expectations, mean that, barring a few exceptions, women remain subjugated to men and social norms. Economic empowerment is perhaps the single most important step towards achieving social and personal empowerment for women, and the route to economic empowerment is through the labour markets. Enabling women to access labour markets, and more specifically decent work is crucial, to achieving greater gender equality.

The Pakistan Employment Trends for Women Report, 2009, confirms persistent gender inequalities in the labour market. Though more women are participating in the labour market than ever before, gender equality in terms of access and conditions of employment is still distant. Women are often denied the right to work, and those who are able to, or are compelled to, usually find work in less productive economic sectors, and in employment status groups that are at risk of lacking aspects of decent work, including social protection, basic rights and a voice at work. To make things worse, the society within which women work, is often unsupportive, demoralising or simply indifferent to their issues and needs.

Promoting Gender Equality for Decent Employment (GE4DE) is an ILO project, funded by the Canadian International Development Agency, which aims to address issues of gender inequality in the world of work. Over five years it aims to accomplish two strategic outcomes:

- Pakistani women have greater access to equal employment opportunities and decent working conditions in selected economic sectors; and
- Stakeholders have increased understanding of and favorable attitudes towards working women's issues.

The project will focus its interventions on textile sector with focus on clothing and home textiles, services sector with focus on hospitality, coastal and riverine communities. Interventions will include assistance to promote gender sensitive policy development and implementation at the federal, provincial and district level; skills development of over 6000 women and men to enhance the employability and empowerment of women; and work with the media to increase awareness and gender sensitive reporting of issues of gender equality in the world of work.

The challenges are immense, but we are confident that with the support of our constituents - government, employers and workers - and our partners amongst the judiciary, parliamentarians, civil society, research organisations and media, we can achieve success.

This is our first, quarterly, newsletter, meant to introduce the project and the project team to you, and bring you on board as we commence our journey. We will continue to share our progress, achievements and learning with you, and keep you interested in gender equality and decent work.

Happy Reading!

# MEET THE TEAM

Let's meet the GE4DE team and see how they perceive gender equality and practice it in their lives.



**Ms Frida Khan**  
National Project Coordinator  
*"If you prick us do we not bleed?  
If you tickle us do we not laugh?  
If you poison us, do we not die?  
And if you wrong us, shall we not revenge?"*  
Shakespeare, *The Merchant of Venice*

**Mr Mian Muhammad Benyameen**

Senior Programme Officer  
*"Women rights are simply human rights"*



**Ms Munawar Sultana**  
Senior Programme Officer  
*"I strongly feel my mother always treated me, my sisters and brothers equally, in terms of discipline, love and care. She had been quite fair while feeding, clothing and sending us school. We had been given liberty to take subjects and profession of own choice...I can go wherever I wish, as my parents equally trust me and my brothers."*



**Ms Sajila Khan**  
Gender Advisor

*"Instead of getting hard ourselves and trying to compete, women should try and give their best qualities to men - bring them softness, teach them how to cry."*  
Joan Baez



**Ms Rabia Razzaque**  
Programme Officer  
*"Women are not inherently passive or peaceful. We're not inherently anything but human."*  
Robin Morgan



**Mr Syed Hassan Rizvi**  
Senior Programme Assistant  
*"You don't have to be anti-man to be pro-woman"*  
Jane Galvin Lewis

**Mr Ghulam Ahmad**  
Finance Assistant  
*"Islam is the religion of equality and I have learnt to respect gender"*



**Mr Muhammad Anwar**  
Administrative Assistant  
*"Biological orientation does not define what you can perform, its the knowledge and ability that helps you reach places."*

**Mr Muhammad Jameel**  
Logistic Support  
*"Women's empowerment is intertwined with respect for human rights."*  
Mahnaz Afkhami



**Mr Abdul Rahman Khan**  
Logistic Support  
*"Strength of a women is not in her forearm but in the forehead"*

# Engendering Research

Human beings by nature are curious, inquisitive creatures. We want to explore events, question experiences and find out facts. Research satisfies this basic human instinct, to want to know, and to want to know more. Being also, generally speaking, logical, rational creatures, we gather information to take decisions and plan our future. If a new restaurant opens, we want to try the food. We ask friends to tell us what they think, what the menu is, what the prices are, what the alternatives are, and then decide whether we will go or not.

Since acquiring information and processing it to take decisions is a fundamental way of how humans behave, it is surprising how we often overlook the importance of research and analysis when we take policy and programme decisions – decisions that are going to affect hundreds and thousands of lives. Policies are developed or projects are implemented without enough information, and the results of such decisions are rarely good.

Fortunately, we are learning from such mistakes. Evidence based decision making is becoming more popular, and though it is a more time consuming, expensive process, more and more decisions about how we design programmes and implement projects, are being made on the basis of research.

However, even when research does take place an important aspect that is often overlooked is gender. Whether it is a baseline study, a situation analysis, an evaluation or an investigation, research must understand how being a woman or a man, a boy or a girl, changes how we perceive and receive development interventions. Without an understanding of the power relations by which social and economic inequities arise, existing injustices can actually be exacerbated. Gender analysis, therefore, becomes crucial at all stages of research – from design, to data collection, analysis to presentation. Only then can we design and deliver projects that truly meet the needs and expectations of all people, women, men, girls and boys.

To ensure that research and analysis carried out as part of GE4DE, is gender sensitive and responsive to the needs and expectations of women, men, girls and boys, a workshop on Gender Sensitive Research Methodology was organised on October 20th and 21st, 2010. Value Resources imparted training to the research



*The training was very objective - specific and effective. It addressed practical issues related to gender Sensitive Research. Facilitations and training environment was conducive for learning.”*

Shahida Sajjad, Director (Capacity Building), RAASTA

organisations who are conducting gendered situation analysis of employment and livelihoods to promote gender equality and decent employment in services and textiles and coastal and riverine communities across Pakistan. The training consisted of interactive sessions, covering theory and application.

21 women and men participated, and for almost all of them, this was the first training on gender and research, that they had attended. A majority of participants were happy with the workshop and felt that it was relevant to their work, though almost all felt the duration should have been longer. Over two days the participants explored linkages between gender-blind research and policy failure; how to mainstream gender across the research cycle using gender analysis, common biases and perceptions and key challenges.

The training course will be developed into a detailed training module and made available for wider use. ILO Programming Tool on Gender Mainstreaming Strategies in Decent Work Promotion on collecting and analyzing data was also shared with the trainees and it became as a popular checklist for researchers to ensure Gender is mainstreamed in their work.

1. Gender roles and relationships are the assigned activities and relative position in society of men and women. These help to determine access to opportunities and resources based on local cultural perceptions of masculinity and femininity. While gender roles and relationships impose expectations and certain limitations on both women and men, they can perpetuate forms of subordination.

Gender roles are frequently mirror images, leading some people to suggest that the division of male and female gender roles is inherent and set in stone. Yet, while one's sex does not change, gender roles are learned and change over time. These roles are constructed through forces such as culture, tradition, politics, and need, varying from culture to culture, and often from one social group to another within the same culture (according to characteristics such as class, ethnicity, race, age, caste, and marital status). Recognizing that relationships are gendered allows for the issue of power to be addressed.

2. Gender analysis, in terms of research for development, is:

- a. A process that assesses the differential impact of proposed and/or existing research on men and women of different races, classes or castes, for example; and
- b. A tool that makes it possible for research to be undertaken with an appreciation of gender differences, of the nature of relationships between women and men and of their different social realities, life expectations and economic circumstances; and
- c. A tool for understanding social processes and for responding with informed and equitable options. The potentially differential effects of applied research on women or men can often be masked or obscured. When gender is explicitly considered in research, the effects of the research are revealed and previously hidden implications come to light. Gender analysis challenges the assumption that everyone is affected by research in the same way regardless of their situation.

(International Development Research Centre (IDRC), Canada)

## Gender Mainstreaming Strategies in Decent Work Promotion

It is important to pay attention to both the research content and processes. If you are conducting a research, use the following ILO Programming Tool to see if you have integrated a gender dimension into the research design and analysis.

<i>Conducting gender analysis in the research</i>		YES	NO	NOT SURE
<b>Data collection (both quantitative and qualitative research):</b>				
Is there a balanced distribution of male and female respondents in the research sample?				
Are the research data broken down by sex and age (and other key variables such as education, occupation, income, ethnicity, religion)?				
Does the team have the ability to cross tabulate data to make them meaningful and to identify differences among the research population, (e.g. by sex, age, income and migrant status)?				
<b>Analysis of the division of labour:</b>				
Is there prevalent sex segregation (division between male - and female - dominated jobs) in the labour market?				
If so, identify the types of work, occupations or sectors in which men and women are typically found.				
Do men and women workers have a different profile in the labour market, in other words, have different employment or working conditions been identified for the women and men covered in the research?				
For example, identify their roles and activities by paying attention to key criteria such as the following:				
<ul style="list-style-type: none"> <li>– working hours (per day or week) and location of work</li> <li>– employment and pay</li> <li>– work hazards</li> <li>– time and location for recreation and rest</li> <li>– age of entry to employment</li> <li>– time spent on paid work and unpaid family responsibilities.</li> </ul>				
<b>Analysis of access to and control of resources and benefits and decision making:</b>				
Have the research questions and methodological tools been developed to analyze to what extent men and women, boys and girls, may have different access to and control over available resources and benefits?				
For example, identify who uses, controls and makes decisions about:				
<ul style="list-style-type: none"> <li>– <i>resources</i>: how to spend time and money, how to use land and work tools, or who goes to school and who works, who goes to meetings</li> <li>– <i>benefits</i>: how to share food and earnings, when and how to use savings.</li> </ul>				
Are there any differences between roles of men and women in decision making in the family, in the workplace and in the community?				
<b>Analysis of gender-specific needs, constraints and opportunities:</b>				
Has the research identified the practical needs – needs linked to the survival (food, water, shelter, job, healthcare, etc.) and living and working conditions of the men and women, boys and girls involved?				
Has the research identified the strategic needs – needs for equality and empowerment of both women and men, girls and boys (e.g. sharing of family responsibilities and decision making, equal access to education, training and jobs) to promote the equal and meaningful participation of both sexes in their family, workplace and community?				
Has the research identified other factors that influence gender relations in the family, workplace and communities, as well as in the larger environment (e.g. the fertility rate and other demographic variables, the poverty rate, economic opportunities and performance, labour supply and demand, migration patterns, climate and other environmental variables, cultural values, political situation)?				
<b>Analysis of gender impact of policies, programmes and institutional responses:</b>				
Have the possible different effects of economic, employment, labour and social policies, programmes and institutional responses on men and women, girls and boys been identified?				
For example, do policies and programmes affect men and women in the same way? Do men and women benefit equally from certain policies and programmes? Are institutions capable of reaching out to both men and women?				

# Research Partnerships

Three research partnerships have been established to carry out research to collect baseline information on employment opportunities, skills needs, stakeholders and institutions in the three areas the project is planning interventions textiles, hospitality and coastal communities.

Each partnership consists of one lead partner and one or more local, supporting partners. Lead partners are reputed, experienced research organisations and support organisations are local organisations, either based in the community or representing a stakeholder group, who have the insider knowledge and the interest to carry out research, but do not always have the required skills. The lead organisations are responsible for research design, tools development, data analysis, report writing and such, and under their guidance and training, the support organisations will assist them in carrying out field based activities such as mobilizing communities, providing continuous field data, facilitating focus group discussions etc.

The idea behind the partnerships model is to combine outsiders (lead research organisation) specialist expertise with insiders (local organisations) knowledge, and help build capacity in the process.

Three partnerships have been established. In textiles, SDPI is the lead organisation working with Pakistan Readymade Garments Technical Training Institute; in hospitality, the lead organisation, Semiotics, is working with the College of Tourism and Hotel Management; and for coastal areas, the lead organisation, RAASTA is working with RCDC, Centre for Peace and Justice and LAAR. The initial findings will be presented to stakeholders in the first week of December, and the final reports will be ready by the third week of December.



# Eye openers in the field

## Gender dynamics in the Hospitality sector

All societies use gender as an organizing principle, including in the world of work. To try and understand the gender dimensions of the hospitality sector, SEMIOTICS and the College of Tourism and Hotel Management (COTHM) are together conducting a situation analysis on gender and employment in the hospitality sector in Lahore and Karachi.

Semiotics led the design of the research tools and trained some students of COTHM for data collection. Being responsible for the hospitality sector, Munawar Sultana, Senior Programme Officer for the GE4DE Project, recently accompanied the partners in the field. Munawar was happy to find that the hospitality sector offered many opportunities to women.

“During my visit to Lahore and Karachi, I had a chance of meeting women and men employed in various hotels. Interaction with them provided great insight into the dynamics of work in hospitality business; working conditions and environment. I must also highlight here that hospitality sector being the largest employer in the overall tourism industry, has provided various entry points for women employment, thus creating a path towards elimination of poverty for women in Pakistan. It appears that there has been a broad increase in the participation of women in the tourism industry. And a senior managers views seemed to resonate with mine when I heard him remark; Almost ten years ago, the women in hotel industry were very few, but now most of the hotels (3 stars and above) have women employees.”

Interviews with women employees showed that despite longer working hours, they feel comfortable and safe at their work place as it does not involve hard labour in open and exposed environment. Employers also value women as they believe they have better communication skills, be polite and smiling. They can better handle guests at the front office. In case of complaint against services, sometimes male guests just lose their temper and may yell at men on the front desk. However, given the regard to women, men do not tend to yell at them.

Unfortunately, women often have to face sexual harassment and psychosocial stress at work. In a



“I am satisfied and enjoy my work in the safe environment of this hotel. There is enormous scope for young girls to enter and grow in hotel industry”, Front desk officer, at Hotel Savoay Hotel, Lahore.

focus group discussion with senior management from hotels, restaurants, catering agencies, tour operators, and shopping malls, a senior manager made quite an eye opening statement when he said,

“Half of the women in hotel industry have loose character, they just keep trying to please their employers and management in pursuit of promotion and perks.”

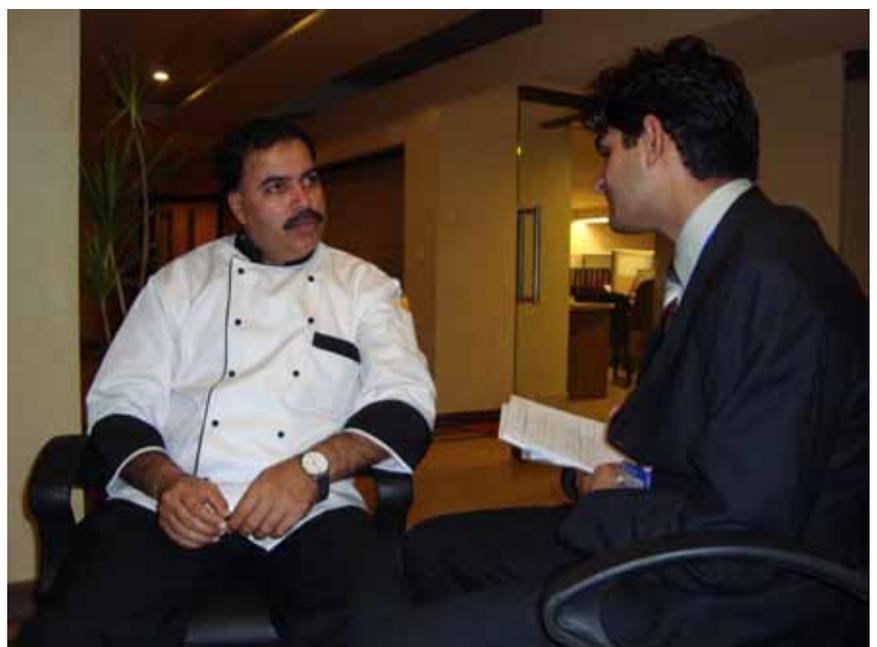
On one hand management has such stereotypes about women employees. Whereas on the contrary there are examples where management has made efforts to make the workplace conducive to retain women employees or attract more to enter. Being conscious about the image of their hotel, they have ensured strict compliance with policy against harassment at workplace. Explaining the hotel policy, a senior manager said:

“We are concerned for the protection and comfort of women employees therefore we prefer them working in day time, we avoid sending them for room service alone, and attach a male worker with them. Now we have security camera as to ensure maximum security.” A heartening example was given of influential family staying at the hotel where a young lady worked “At night, their young son misbehaved with the young lady by offering her a bundle of currency notes asking her to accompany him to his room. The girl informed the security and the situation was handled. Later the guests not only apologized but were asked leave the hotel”.

*(Continued on page 12)*



“Who says that women can not be good senior managers. I have broken the glass ceiling and proved that a woman can equally manage the counterparts”, Deputy General Manager at Hotel Marvel, Lahore.



“Working as a Chef is not considered a dignified job by majority of month, I earn almost Rs. 1, 50,000 a month, the second highest salary after Managing Director at the hotel. Potential of growth exists if one wishes to utilize his/ her capacities”, a senior Chef at hotel Marvel is being interviewed in Lahore.

# Press Room

GENDER DISCRIMINATION

## Law mus experiences

Most firms...  
...discrimination against women...  
...experience and education...  
...These firms were ranked here...  
...of Women Development...  
...on Gender Discrimination...  
...September 1-31...  
...open space for...  
...Information...

32 Special Report

Editorial

The...  
...discrimination...  
...experience...  
...education...  
...These firms...  
...of Women...  
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...September...  
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## Time for positive discrimination

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overview

## "...but they are not formally implemented"

Parida Srinivas, women's rights activist and Director, Social Girl  
By Sarah Williams

The...  
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## Not quite what the doctor ordered!

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## Exactingly unrewarding accounts

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## "Although bureaucracy has a far more developed culture..."

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...September...  
...open space...  
...Information...



## Protesting nurses hold all-night vigil



## Harassment Law Inquiry member to get training for implementation

Q...  
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...of Women...  
...on Gender...  
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# Eye openers in the field

*(Continued from page 9)*

Female employees explicitly appreciated the provision of pick and drop service to and from their homes, which they mentioned as a big incentive for them to work and continue to do so even with the deteriorating security conditions in the country. They remarked that yet masses consider working in a hotel as an indecent job for a woman, but that is not true at all. Now that many girls are entering in this industry, media needs to sensitize masses about this industry and capture the positive image of hotels in the hospitality business.



“I am happy with the working conditions, employees get so many benefits while working at Defense Club that no one switches over. We hope to get a plot in DHA after retiring from the job”, an interview of banquet server is being conducted at Defense Club, Lahore



“The hotel industry is not doing good business these days due to poor Law and Order in Karachi. Employees tend to switch over for better opportunities. I wish to go to Middle East so can have good earnings”, a waiter in Mehran Hotel, Karachi

# Why did we choose to work with students?

By training students to conduct simple interviews and administer questionnaires, not only were their skills and confidence enhanced, but it also gave them the opportunity to interact with their seniors and, think about gender equality.

“Overall it was exciting and interesting experience, as I had never been involved in any research previously. Visiting and meeting people ranging from waiter to General Manager brought me lots of exposure about actual hotel industry in terms of working conditions, job satisfaction and motivational factors and management practices.

Direct interaction with the Senior Management not only brought plenty of confidence in my personality, but helped me in developing networks with relevant people in the industry. Contrary to our expectations, the management at most of places entertained us very well and also shared their business cards for future contacts. We were also offered to join their events, internship, training programs etc. Thus this research has helped me to understand the current market trends and demands for particular departments, and existing employment opportunities.

Before going into the actual field, I thought that hotel may have separate staff for each department, however, in fact, I found limited number of staff in hotel, majority was involved in multitasking.

We thought that women employees will not be willing to be interviewed by male interviewer, but in fact, they showed no hesitation and were very confident and comfortable while being interviewed by male interviewer. I personally felt that they were quite straight-forward, if they did not want to respond to certain question, they simply affirmed it.

Women are still concentrated in few departments, and they have limited opportunities in hotels. Majority of the interviews revealed that women lack awareness about the scope of this sector, they lack relevant qualification and training for better position, therefore get stuck to front desk or HR.”

***Usman Javaid, Member Survey Team, Student of COTHM, doing Diploma in Hotel Management (Hospitality sector)***

# Capturing Gender Equality in a Photo

What will you shoot if someone asked you to capture roles of men and women in the world of work- highlighting achievements and challenges? Well, here is the winning image from a recent GE4DE ILO photography competition that beautifully portrays the miseries of vulnerable groups of men and women who are part of the informal labour force.

Let's hear what our friend FotoShootr (Raheel Khan) has to say about his winning image. "I would take my camera along and step out shooting everything that interested me, till one day I read the ILO Photography announcement and thought to myself, here is something I could contribute to. And I didn't have to go too far, it was just outside my home in Hasan Ghari, where I saw this woman selling bangles or begging as it appeared. It was not the first time that I had seen her but perhaps the first time she represented something I read on the GE4DE website. It was like marked all over her; vulnerable and informal labour who works but has no employment. Who earns but does not have a livelihood that sustains her and her family.

### *The story behind my photo:*

"Women and bangles are inseparable since time immemorial. Bangles, especially those made of glass are considered very auspicious and the clinking sounds of the glass bangles, that are available in various colors and hues is a sure an added attraction. Moreover, it is also considered to bring luck, prosperity and long life for the husband of the bride. But what about this woman, sitting in the corner of a narrow dirty and smelly alley of village Hussain Garh selling bangles for a piece of bread to feed her addicted husband and two children at home. Home, is a bare four wall boundary with a shelter that drips with water in the rain and burns like oven under sun.

The woman in the picture wearing a deep red veil sits in the deserted alley, tired and worried of how she will get food for her sick husband and children. While the society that includes every one of us, from the state to the commoner, pass by her with nothing to offer. The state that bears the duty to help destitute and link them with sustainable means of decent livelihood and the society that should help these women by encouraging them to take a stand for themselves by linking them with income programmes, social and cultural support groups and other support forums."

**"Whether the photographs focused on men or women in formal or informal economic settings, they succeeded in triggering admiration from everyone. The use of visual arts and performance including mainstream media is very critical in promoting Gender Equality"**

*Donglin Li, Country Director ILO*

It is really a curse that even able-bodied men and women, hale and healthy youth resort to begging. What urged me to take this picture is the only fact that the woman does not turn towards begging where as many women and men do cash 'pity me' conditions. Her self esteem and dignity is everything for her. And though she is poor and deserves charity, she toils day in and out for meager amount of money with which she can only bring home some food to pass the day.

A collection of over 200 photos is now maintained in the ILO Photo-bank. Amongst the 48 shortlisted photos, 4 cash prize winners have been selected and 8 runners up have been identified. Jamal Shah (Hunar Kada), Samar Minallah (Docu-film maker) and Dr Murtaza Jafri (NCA) joined the Jury and rated the winning photos against given technical and communication criteria. A prize awarding ceremony will be held later this year.



The images are powerful in portraying the theme and the competition has successfully generated interest and triggered action.

*Jamal Shah, Competition Jury (Visual and Performance Artist, Director Hunarkada)*

Photo by Raheel Khan. He is a student and loves nature and wild life photography. First prize winner.

# Pioneers

**First Pakistani woman umpire in England-** Former cricketer Parveen Kausar is the first woman from Pakistan to umpire a competitive game in England.

**First woman to present the budget-**The Minister of State for Finance and Economic Affairs Hina Rabbani Khar was the first woman to present Pakistan's budget in the National Assembly in June.

**First woman captain in PIA**  
In October, Ayesha Rabia Naveed became the first woman captain of a commercial aeroplane in Pakistan.

# Gender Focal Persons in Italy



In order to institutionalize gender mainstreaming in the Ministry of Labour, Provincial Departments of Labour and District Governments, the GE4DE Project is providing technical assistance to build the capacity of state machinery by establishing Gender Units and equipping nominated Gender Unit focal persons with essential knowledge and skills through:

- (i) training programs on rights of working women and related International labour standards so that they can effectively identify gender related issues and recommend solutions
- (ii) providing necessary infrastructural support for operational purposes
- (iii) developing monitoring framework for assessing the effectiveness of gender expertise at these units

The International Labour Organization and the Italian Government established the International Training Centre in 1964 in Turin, Italy, as an advanced vocational training institute. It has since matured into a focal point for high-level in-service training. The Centre provides training and related services that develop human resources and institutional capabilities.

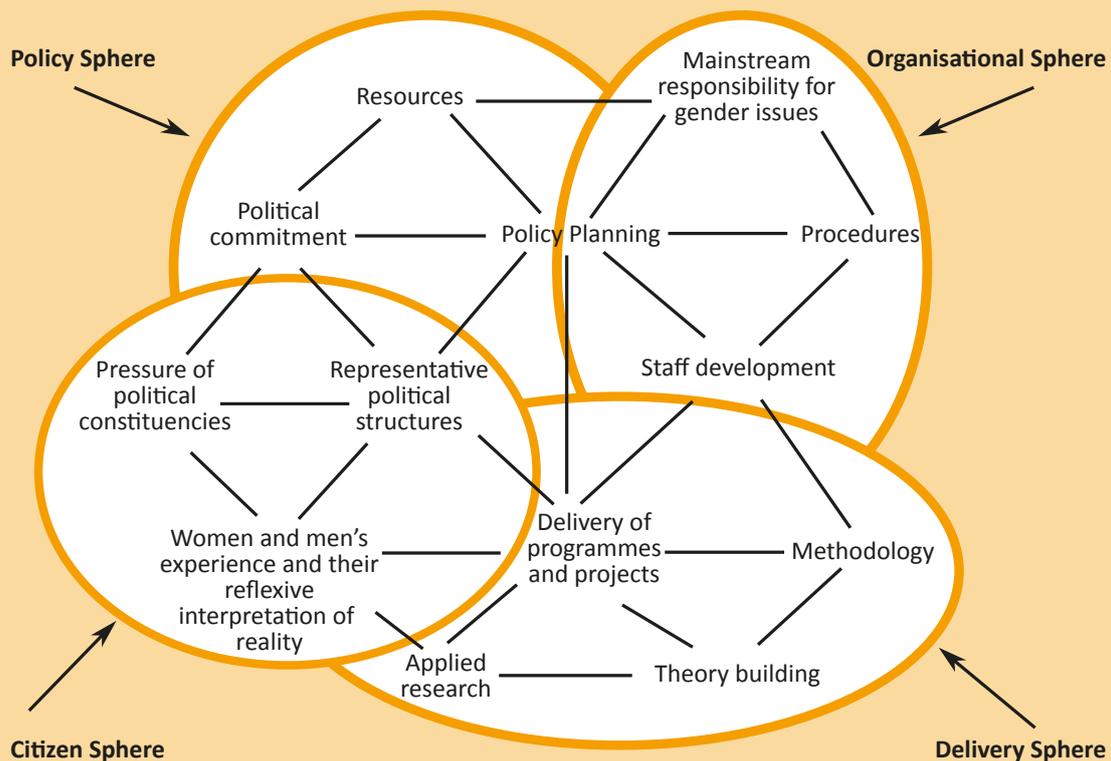
Representatives of more than 28 countries attended the course on Gender Mainstreaming in ITC ILO. The course aims at promoting gender equality in the world of work, it discussed gender concepts, conceptual and information tools to bring gender equality concerns into the mainstream of labour related development activities, whether it be in a trade union, entrepreneurial, governmental or non-governmental environment.

We arrived in the ITC on the 3rd of October 2010 to attend the course on Gender Mainstreaming; concepts and instruments. The Course has been very useful, it refreshed my concepts of gender, reframed the definitions of equality in my mind and gave me knowledge of concrete tools and techniques that can be applied to mainstream gender at policy and programme levels. I found the Web of Institutionalisation the most useful tool that I can apply when designing an action plan for the department on my return.

*Irfan Ullah Khan, Director Labour,  
Khyber Pakhtunkhwa*

See if you too can apply the Web of Institutionalisation to your work.

## THE WEB OF INSTITUTIONALISATION



Web Institutionalization is a diagnostic tool that helps in determining gender needs and mapping out relevant key actors who may mobilize equality and equity within their own spheres and with other spheres. Given the power relations of these actors and elements, both opportunities and resistance may occur when change and transformation take place. The following spheres are the key features of the WEB.

- i) Policy Sphere
- ii) Organizational Sphere
- iii) Delivery Sphere
- iv) Constituency Sphere

*Caren Levy, 1996*

# Who are the Gen-Champs?

The Employers' Federation of Pakistan has been a keen social partner of the ILO. The largest federation of employers in the country is a signatory of the Decent Work Country Programme and through this mandate it collaborates with the ILO to maintain and promote a healthy social dialogue, Tripartism, social protection and skills training of development.

The EFP Gender Equality Policy provides protection to both men and women employees promoting their right to inclusion, association, fair treatment in the world of decent work, protection, access to decent jobs and decent incomes. The EFP members and affiliates have announced and are pursuing the Gender Equality Policy in their organizations to ensure men and women get equal chances to grow and gain from their employment in order to optimally utilize their potential and maximize productivity.

Relevant national laws promote gender equality. Some specifically highlight special treatment with regard to working time for women, maternity benefits and special leave for mourning or for other personal reasons, EFP stresses, based on its commitment to the agenda, over 50 members and affiliates of the EFP adopted Gender Equality Policy at workplace.

## **[Sixth Survey on the Effect given to the Tripartite Declaration of Principles concerning Multi-national Enterprises and Social Policy]**

EFP members: 500 industrial and commercial organizations comprising both national, multi-national, and from private and public sectors.

Covers cross sector of industries numbering over 45550 organizations through direct and indirect membership, which employ more than 3 million workers.

***Kentucky Fried Chicken (KFC) is helping hearing impaired women and men find economic independence.***

**“I may be hard on hearing and speech but I can work and serve people and earn a decent living for myself”, Anum Zahid (speech and hearing impaired employee, KFC, 2006)**

KFC has ventured into serving the community in a meaningful manner, by providing employment to a section of society that is often ignored. While the government has promised aid to schools for the physically challenged, KFC is providing a public service and employment opportunities with equal pay at par with all their employees.

Nasir Haq Nawaz admits that prior to being employed with KFC, he was sitting at home getting frustrated with a useless Bachelors degree in his hands, and often he would get 'hyper'. However, following employment at KFC he has become happier and feels useful.

Anum Zahid, a young girl who wears spectacles, observed hijab and carries a sunny smile, works at KFC, and helps her father at home by contributing to the family's earning. Naturally, being able to earn has developed in her a new kind of confidence. She positively asserts that, "Customers give no trouble at all," and that she is "very happy working at KFC."

People with disabilities are usually discriminated against on grounds of being unproductive or less productive but the staff at KFC has proved to be very efficient despite their natural inability to hear and speak. They are hard working and the team spirit they demonstrate is commendable. And it is due to their efforts that the specific KFC branches where these special needs staff is employed, has shown marked increase in its profit over other sister branches.

KFC has given the hearing- impaired women and men a sense of worth, having a 'positively-discriminatory' employment policy of hiring only hearing impaired individuals at particular chains in different cities across Pakistan, Sardar Tanveer, Unit Branch Manager, KFC, Rawalpindi.



# Envision Gender Equality in what you do

## **Ethno media enables gender sensitivity and consciousness in Pakistani media, Samar Minallah**

There are different types of problems all over the world that women face, from the wealthiest countries to the poorest. There are countries, like Pakistan, where women can't vote, participate in social life, are exploited or paid less than men for work of equal value. What can YOU do to change the situation?

It takes time to modify the social mindset, but eventually the change comes and media can play an important and constructive role in this process.

“Women in media can bring new picture of social problems before society. I make films, but I also make sure that these are screened in remote and harder-to-reach communities. As the films are made in local languages, they are accessible to and shown publicly to educate and spread the word. This is my contribution for a positive social transformation”

*Samar is the winner of Perdita Huston Human Rights Activist Award 2007 for effectively using electronic media to highlight the lives of women in Pakistan.*

### **Females in the Media Urged to Focus on 'Gender Side' of Story**

Female journalists can play a vital role in highlighting human angle of story by focusing on 'gender side' of a

Situation that usually remains unexplored due to gender blind reporting, says Samar.

## Upcoming...

Findings of the Situation Analysis in Hospitality, Textile and Coastal Communities

Call for Expression of Interest for implementing action programme in the field

National Steering Committee

GE4DE Photo Competition Winner's Ceremony

GE4DE News in Urdu!





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