

'Of Norms Not Barriers!'-

# IDENTIFYING PATHWAYS TO GENDER AND

# SUSTAINABLE DEVELOPMENT



Edited by  
Bipasha Ghose Dastidar

IDENTIFYING PATHWAYS TO GENDER AND SUSTAINABLE DEVELOPMENT  
'Of Norms Not Barriers!'-

**‘Of Norms Not Barriers!’-  
Identifying Pathways to  
Gender and Sustainable Development**



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**Editor**

**Bipasha Ghose Dastidar**



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Gender and Sustainable Development**

**About the Editor**

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*Faculty, Department of Political Science  
Netaji Nagar College & Ph.D. Research Scholar  
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## MESSAGE

It is with great pride and joy that I congratulate the editor on the release of the groundbreaking book ‘Of Norms Not Barriers!’- Identifying Pathways to Gender and Sustainable Development. In an era where the interconnection between gender equality and sustainable development is increasingly recognized, your edited book offers timely and essential perspectives. By highlighting the ways in which gender plays a pivotal role in achieving long-term sustainability goals, this book provides not only academic value but also a practical guide for shaping policies and initiatives that will impact future generations. The relevance of this topic can not be overstated, as we are all collectively facing the challenges of environmental degradation, economic inequality, and social justice. This particular book serves as a beacon for educators and students alike to understand and address these issues from a gendered lens, fostering a more inclusive approach to global development.

On behalf of Netaji Nagar College, I extend my warmest congratulations and wish you continued success. Your contribution to this critical field is sure to inspire many and drive meaningful change.

Warm regards,

**Dr. Amrita Dutta**  
*Principal*  
*Netaji Nagar College*

Place: Kolkata

Date: 22/09/2024

# PREFACE

## **‘Responsibilities State Louder than Gender’**

The term ‘gender’ has a wider connotation which encompasses within a varied range of subjects. It is not only about femininity, masculinity, or transgenders rather the tasks associated along with the capabilities to achieve those is what matters the most. Sustainable development concerns our well-being and the environment, in a way bringing avenues for striking a balance between gender and sustainable development. The book, essentially a collection of papers presented in a seminar organized by the Gender Equality Cell of Netaji Nagar College has contributions from both faculty members and students who have dealt exclusively with wide-ranging topics concerning gender and sustainability.

**Dr. Amrita Dutta** in her article ‘Transgender, Inequality in Society, Supreme Court of India Verdict and Implementation by the Ministry of Social Justice & Empowerment, Government of India’, aptly focuses on the transgender community along their past and present conditions. It throws light upon the varied challenges faced by them in particular along with governmental initiatives including the Supreme Court judgements which are have played a huge role behind their improvement.

**Dr. Shyamasree Rajguru** in her article ‘Participation of Women in Electoral Democracy: Emerging Indian Scenario’ highlights the essence of women and their participation in the nation building process which would act as a major factor for a successful democracy. The concept of an increasing female participation and the way it serves as a condition destabilizing those age-old patriarchal practices thereby leading to a new-age democracy has been talked about in this paper.

**Dr. Maumita Sengupta** in her article ‘Sustainable Development Through the Feminine: Lessons From Indian Culture’ has dealt

with gender being an crucial matter of conversation in Indian culture, where Nature and Earth, have been feminine powers. It deals with ancient knowledge and its learning systems, the impact of educators and such other notions thereby connecting it with the current perception of women empowerment and sustainability.

**Srijita Bhadra** and her article ‘Gender Inequality-An Indicator of Unsustainability: A Case Study in India’ deals with the socio-economic circumstances responsible for gender inequality. The discriminatory conditions on part of women which also looks into the transgender prevailing from the Vedic society till the 21st century has led to exploitation thus creating ample reasons behind the setback of a sustainable society.

**Dr. Poulami Roy’s** article ‘Empowering Women, Ensuring Sustainability: Unveiling the Fair-Trade Impact on Gender Dynamics’ discusses the notion of fair-trade and its linkage with women empowerment. It looks upon the challenges of crafts dimension supporting gender ladders and an absence of formal mechanisms arranging women empowerment all which can promote gender equality and sustainability.

**Gopal Adhikari** in their article ‘From Awareness to Action: Promoting Gender Equality in Sustainable Education’ have dealt with the link between gender equality and sustainable education, stressing upon the importance of the shift from awareness to actionable approaches. It looks into the urgent need for collective efforts among the various sections of the society all to create a comprehensive informative situation to promote gender equality.

**Sunita Kayal** in her article ‘Gender Equality and The Empowerment of Women Anchors in Indian Television towards Sustainability’ discovers the current situation of women anchors in the television industry in a way the empowerment of the former all which can work for gender equality and sustainable development.

**Anindya Bhattacharya** in his article titled ‘Decoding Tagore’s Thoughts on Gender Equality and Sustainable Development: Portrayal of Woman through Ghare Baire’s Bimala’ talks about a

gender-equal society, where both genders can participate equally in the society. Rabindranath Tagore and his advocacy for women's rights has been discussed through his novel 'Ghare Baire' thus highlighting the relevance of gender equality motivated by Rabindra Bhavana.

**Sreetama Paul** in her article 'Reconstructing Gender Narratives in Indian Advertising: A Push Towards Equality and Sustainable Development Through Women's Empowerment' discusses the role of Indian advertising in formulating social change, stressing upon gender equality and women's entrepreneurship in India. Advertisements and their way of challenging stereotypes serves as an inspiration for women in particular. Advertisements empowering women and how they lead to a sustainable society has been dealt with in this chapter.

**Jayita Ghosh** in her article "Charms Strike the Sight, but Merit Wins the Soul": Exploring Modern Fashion, Beauty and Cosmetic Brands in the Light of Mission Sustainability and Gender Equality' deals with the notion of fashion and cosmetic brands which strike a different pose as against compulsory gender roles. This comes in connection with brands advocating marketing drives promoting gender equality, women empowerment and sustainability which have been discussed in this article.

**Moumita Sen** in her article 'Sustainable Development Goal: Gender Equality for Empowering Women' discusses women empowerment which leads to an affective realization of sustainable development. Women and her multidimensional roles, in essence her role as a catalyst being the primary focus have been talked about in this article.

**Dr. Sumita Roy** in her article 'Analysing Gender Equality with Special Emphasis on Equal Opportunities and Decision-Making Power of Girl Students in Kolkata City' deals with the conservation of human resources and their linkage with sustainable development. An access to equal opportunities in case of girl students as compared to their brothers or male friends has been highlighted in this article.

**Amit Adhikari and Dr. Parimal Sarkar** in their article ‘Empowering Women for Sustainable Development: Insights from NEP 2020 and Indian Constitutional Provisions (Article 39A)’ have thrown light upon women empowerment as a necessary condition for sustainable development more specifically by NEP 2020. Article 39A has been talked about where equal justice and concepts of reducing poverty by promoting equality leading to sustainable development have been the highlights of the article.

**Bipasha Ghose Dastidar** in her article titled ‘Budgetarily Yours!’- Rendering Tidbits of Gender Equality and Sustainable Development’ has taken sustainable development and its essential association with gender equality as its nucleus. Therefore, arrives the concept of Gender Budgeting which brings along the prerequisite of framing numerous policies guaranteeing benefits for both women and men as well. Gender Budgeting and its method of working on diverse pledges all accentuating a balance between equality of gender and sustainable development within the society have formed the crux of her article.

**Vijayalaxmi Singh** in her paper ‘Equality of Gender and Sustainable Development: A View’ talks about an equal placement for women, men and transgender community. It talks about monetary, social and political empowerment of women as important notions of gender equality and sustainable development.

**Abhishek Mishra** in his paper ‘Gender Equality and Sustainable Development: Certain Perspectives’ highlights a focus on the role of women in determining a sustainable future where an importance of gender equality and women’s involvement across many areas have been the essential concepts.

**Samprita Adhikari** in her paper ‘Gender Equality and Sustainable Development: Interconnected Tracks to a Better Future’ looks upon the composite relationship between gender equality and sustainable development, highlighting the interconnected ways dealing with gender discrimination and gender-inclusive policies to ensure stability within the society.

**Nikita Nathan** in the paper ‘Gender Underlines Equality and Sustainable Development’ touches upon gender discrimination, the UN efforts, the SDGs all which have been crucial behind a sustainable society.

**Archismaan Das** in his paper ‘Gender Equality and Sustainable Development: The Linkage’ highlights the role gender equality plays towards achieving sustainable development. Gender equality across education, healthcare and economic participation along with empowering women have been talked about in this paper.

**Sarbajeet Roy** in his paper ‘স্থিতিশীল উন্নয়নের পথে দক্ষিণ কলকাতার তরুণীদের মধ্যে মিডিয়া সাক্ষরতা, দক্ষতা ও তার ব্যবহার : একটি অনুসন্ধানমূলক গবেষণা’ talks about media literacy and its influence on the current generations which have contributed towards sustainable development.

It’s time to express my sincere gratitude to our Principal Ma’am, Dr. Amrita Dutta for bestowing the Editor’s duty upon me and whose continual encouragement along with a constant source of energy has made this edition possible. I thank the faculty members, for their wholehearted writing pieces which have made this edition a one to remember. A special thanks to the student contributors and their bubbling interest for writing articles, which has set an example of appreciation for us all. I’m grateful to the members of the Gender Equality Cell without whom the seminar and its following tasks would not have been smoother. Nevertheless, I shall remain thankful to the publisher’s team whose untiring efforts behind this publication have taken it to another level.

Although the views and comments expressed in the published articles belong to the individual authors exclusively, noteworthy was an initiative to explore the idea of gender and subsequently excavate its connections with sustainable development. The efforts connected to this edition despite not being the expert views, deserve to be clapped although with the expectation that this

would find a place within the bookshelves of all thereby opening up more such opportunities on part of us and the institution forever.

**EDITOR**

Bipasha Ghose Dastidar

Place: Kolkata

Date: 24.09. 2024

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