

#HERtimeisNOW

# MEDIA PACK

for communication campaigns around  
women entrepreneurship in India



Implemented by

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



**HER** empowering  
women  
entrepreneurs  
**&NOW**



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# Introduction

For its communication campaign around women<sup>1</sup> entrepreneurship in India, Project Her&Now has developed a variety of products: Ranging from short films, a graphic novel, role model videos, to a podcast – all these serve as ‘infotainment’ tools for introducing the topic in an engaging way and giving thought-provoking impulses to the audience. The goal of the Her&Now media campaign was to inspire future women entrepreneurs by showcasing stories of relatable role models as well as to educate the families, communities and ecosystem in order to create a more supportive environment for women entrepreneurs.

Through the **#HERtimeisNow Media Pack**, Project Her&Now would like to share its products<sup>2</sup> and experiences for other gender-transformative communication campaigns around women entrepreneurship in India. The pack can be used by any institution interested in using the different products for educational purposes related to gender equality and entrepreneurship.

### This Media Pack can assist you in the following manner:

Learn how to effectively communicate for a mindset change around women entrepreneurship in India (chapter 1) and then choose the products, which fit your specific communication needs, and get some recommendations on how they can be applied (chapter 2).

### Let's get communicating for change!

All (digital) products can be requested from [herandnow@giz.de](mailto:herandnow@giz.de)

## About Project Her&Now

From 2018 until 2023, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implemented the project **‘Economic Empowerment of Women Entrepreneurs and Start-ups by Women’** on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), and in partnership with the with the Ministry of Skill Development and Entrepreneurship, Government of India, to promote aspiring and existing women entrepreneurs in India. Under the name of ‘Her&Now’, the project aimed to improve the overall framework conditions for women-led businesses through targeted incubation and acceleration support for over 900 women as well as to develop gender-sensitive entrepreneurial ecosystems and policies. Moreover, the project’s film and media campaign aimed to inspire a positive mindset change around the role of women in the economy.

<sup>1</sup>GIZ believes that “...gender diversity, gender inclusivity, an inclusive understanding of gender, and a non-binary understanding of gender all mean inclusion of all genders, not just male and female.” Accordingly, in this guideline, whenever we refer to women, we not only mean the inclusion of cis gender and transgender women, but also other marginalised gender identities, including intersex, non-conforming and non-binary. (Langenkamp, Angela. *Gender Reloaded: Vision Needs Attitude – Attitude Meets Action*. Eschborn, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, 2019)

<sup>2</sup>The copyright of all products remains exclusively with GIZ

**1**



# **Effective Communication**

According to the International Monetary Fund (2018), India's GDP can increase by 27% if more women participate in the labour force. In our own work, we have seen that around 75% of all employees of women-led businesses are women. This makes the case for entrepreneurship being an enabler for women to gain financial independence, support livelihoods, and contribute to India's economic and societal growth.

As institutions working at the intersection of gender equality, entrepreneurship and women's rights, our communication around women entrepreneurship has the power to change mindsets – around the way others perceive women's role in the society and the economy, as well as the way women perceive their own role.

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### Some guiding principles on communicating around women entrepreneurship in a gender-transformative manner:

- **Offline is good** – There is a 40% gender gap in the internet usage in India. According to the International Telecommunication Union (2021), only 15% women in India access the internet, as opposed to 25% of men. Therefore, the communications campaign targeted towards women needs to go beyond purely digital media.
- **Leave no one behind** – Design communications for an inclusive target group comprising of women, their families, their society, including men. Acknowledging that they can all be enablers as well as beneficiaries of women entrepreneurship is a milestone in understanding inclusivity.
- **It's about her** – Create an entrepreneur-centric communications strategy, that includes women's voices, experiences, challenges and realities. Acknowledge her challenges and celebrate her achievements without a patronising or patriarchal attitude, care needs to be taken to avoid gender-stereotyping.
- **Contextualise** – Be truthful to the reality of being a “woman” and an “entrepreneur”, and everything in between. Be rooted in data when highlighting systemic and societal challenges that impact the entrepreneurial journeys of women. It is just as important to communicate how she started out, as it is to communicate where she is at right now.
- **Advocate for behaviour change** – Use your communications platforms to tell stories of women (and men) breaking barriers, changing narratives, challenging stereotypes, and empowering women.
- **Acknowledge diverse realities** – Create campaigns that show the uniqueness in the journeys of women entrepreneurs across age, regions, sectors, religion, sexuality, class and caste groups – their specific challenges and achievements.

- **Inform and inspire** – Through communication campaigns, inform the existing entrepreneurs about schemes, funding opportunities, etc.; inspire the aspiring entrepreneurs to take up entrepreneurship by celebrating relatable role models.
- **Mind your language!** – Language does not just reflect the way we think, it also shapes our thinking. It is important to use gender-sensitive language in all communications around women entrepreneurship. If it is not relevant that she is a *woman* entrepreneur, simply speak of entrepreneur. The list below gives some examples of gender-biased nouns, and how they could be changed to communicate in a bias-free manner.
  - Businessman → Entrepreneur
  - Mankind → Humanity/Humans
  - Manpower → Human Resources/ People Power
  - Girl → Young woman
  - Lady → Woman
  - Etc.

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### Explore further:

1. [Evolving the right communication strategy for women entrepreneurs | Policy Circle](#)
2. [India's gendered digital divide: How the absence of digital access is leaving women behind | ORF \(orfonline.org\)](#)
3. [Gender-neutral communication: how to do it \(theconversation.com\)](#)
4. [Quiz - Gender-Neutral Writing: The Pronoun Problem - Usage - Peck's English Pointers - TERMIUM Plus® - Translation Bureau](#)



2



Products

## B. Selvi & Daughters



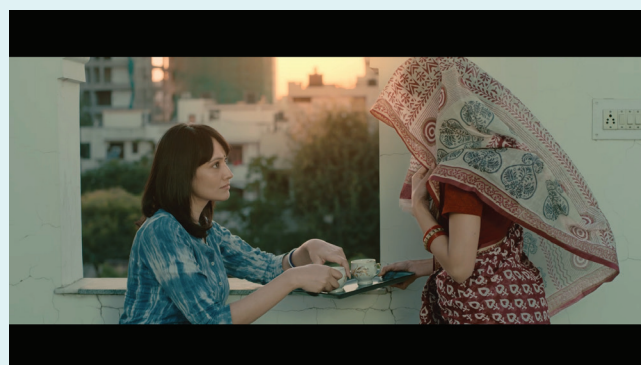
<b>Format</b>	Short film 24 min, Tamil with English subtitles
<b>Content</b>	This fiction film tells the story of Selvi, a 50-year-old woman who is struggling with her textile-related sari business. Selvi feels lonely and insecure after the passing of her husband and does not know how she can handle the people around her who do not take her seriously. With the help of her grown-up daughter, she musters the confidence needed.
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Barriers faced by older women who wish to be economically active</li> <li>• Mother-daughter relationships</li> <li>• Sexism within the family</li> <li>• Self-image/self-confidence as an entrepreneur</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>• Hold a screening of the film, followed by a panel discussion on women entrepreneurship</li> <li>• Integrate the film into an event, as an entertaining introduction to a great variety of topical sessions related to entrepreneurship, women economic empowerment, etc.</li> <li>• Conduct an in-depth workshop on gender and entrepreneurship using the film as a discussion starter and facilitate group activities around it</li> <li>• Refer to the Film Kit for an in-depth guideline on conducting film screenings and related activities</li> </ul>

Selected for Indian Film Festival Melbourne, New York Indian Film Festival, and others.

Winner of 'Best International Short Runner-Up' at Mosaic International South Asian Film Festival.

Nominated for 'Best Short Film', Best Director, Best Actress' at Critics Choice Awards 2020 and among 'Top 10 Short Films of 2020' at Cinestaan.com

## Kashmakash - The Dilemma



<b>Format</b>	Short film 20 min, Hindi with English subtitles
<b>Content</b>	In this fiction film, the protagonist Aarti is torn between the safety of her stable corporate job and fulfilling her entrepreneurial ambition. While attending a family function in Jaipur, she unexpectedly finds encouragement in the example of her entrepreneurial relative.
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Self-doubt</li> <li>• Sharing the care burden with a partner/spouse</li> <li>• Assumptions about women in smaller towns and villages</li> <li>• Women’s friendship and solidarity</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>• Hold a screening of the film, followed by a panel discussion on women entrepreneurship</li> <li>• Integrate the film into an event, as an entertaining introduction to a great variety of topical sessions related to entrepreneurship, women economic empowerment, etc.</li> <li>• Conduct an in-depth workshop on gender and entrepreneurship using the film as a discussion starter and facilitate group activities around it</li> <li>• Refer to the Film Kit for an in-depth guideline on conducting film screenings and related activities</li> </ul>

Selected for Bengaluru International Short Film Festival and Jumpstart Film Festival

Winner of 'Second Runner-up' in the Kindness Matters Competition at Bengaluru International Short Film Festival

## Pahal - An Initiative



<b>Format</b>	Short film 12 min, Hindi with English subtitles
<b>Content</b>	Fulwari from Rajasthan, Mridu from Assam and Arshia from Telangana meet at an event, where they each pitch their businesses. With seemingly little in common at first, everyone leaves with a broadened horizon and sense of community from hearing each other's stories.
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Learning from diversity</li> <li>• Gender biases in entrepreneurship</li> <li>• Importance of supportive spouses and families</li> <li>• Women's friendship and solidarity</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>• Hold a screening of the film, followed by a panel discussion on women entrepreneurship</li> <li>• Integrate the film into an event, as an entertaining introduction to a great variety of topical sessions related to entrepreneurship, women economic empowerment, etc.</li> <li>• Conduct an in-depth workshop on gender and entrepreneurship using the film as a discussion starter and facilitate group activities around it</li> <li>• Refer to the Film Kit for an in-depth guideline on conducting film screenings and related activities</li> </ul>

Selected for Indian Film Festival of Melbourne, International Documentary and Short Film Festival of Kerala and others

Winner of Silver Medal at Digicon 6 Asia short movie contest

## Ritu Goes Online



<b>Format</b>	Short film 16 min, Hindi with English subtitles
<b>Content</b>	This documentary depicts the inspiring story of Ritu Kaushik, a homemaker from Haryana with no background in business, nor a complete education, who runs a very successful handbag enterprise today. Her achievements impress both her daughter as well as students in her former school.
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Women's autonomy and agency</li> <li>• Importance of women's education</li> <li>• The role of family and intergenerational relationships</li> <li>• Social barriers to women's entrepreneurship</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>• Hold a screening of the film, followed by a panel discussion on women entrepreneurship</li> <li>• Integrate the film into an event, as an entertaining introduction to a great variety of topical sessions related to entrepreneurship, women economic empowerment, etc.</li> <li>• Conduct an in-depth workshop on gender and entrepreneurship using the film as a discussion starter and facilitate group activities around it</li> <li>• Refer to the Film Kit for an in-depth guideline on conducting film screenings and related activities</li> </ul>

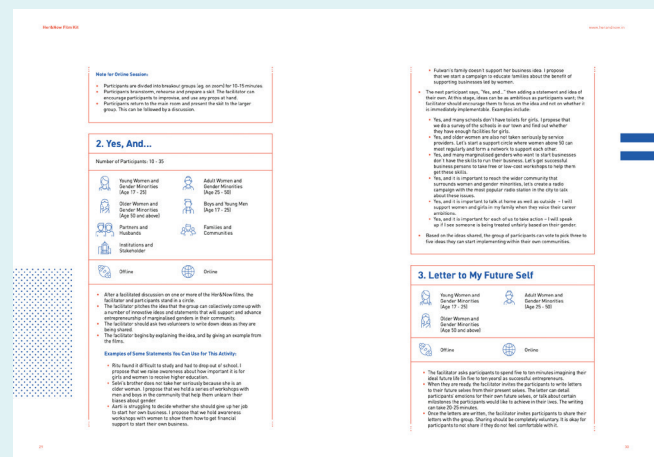
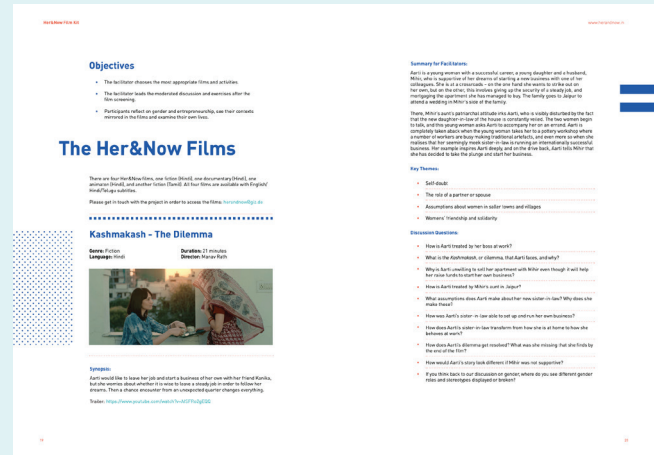
Selected for Arthouse Asia Film Festival, Indian Film Festival Stuttgart and others

Winner of 'Best Short Film' at South Asian International Film Festival and 'Best Short Documentary' at Women's Voices Now Film Festival



# Film Kit

available in English or Hindi, is a detailed guideline for conducting a screening of the Her&Now short films. It includes a wide range of group activities and key questions reflecting gender norms for moderated discussions with the audience.



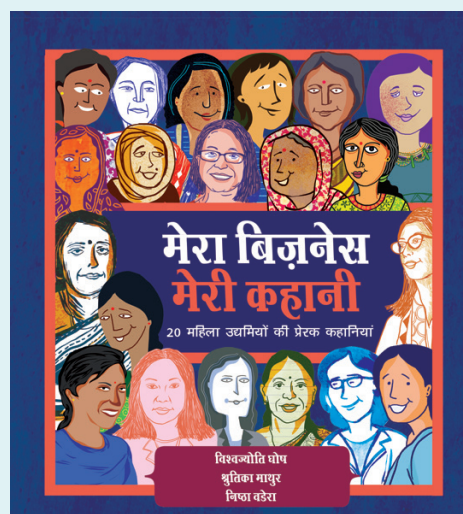
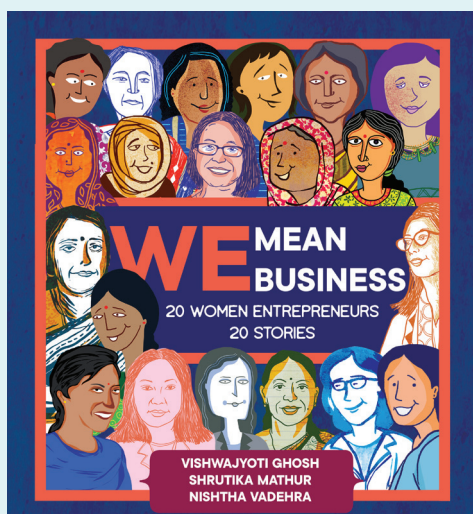
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## Module 1

# Unpacking Gender - Reflecting on Norms and Barriers

## WE Mean Business - 20 Women Entrepreneurs, 20 Stories



<b>Format</b>	Book 220 pages, English version + Hindi version
<b>Content</b>	This book compiles real-life stories of 20 Indian women who are running their own businesses. They come from diverse regions, business sectors and backgrounds, with unique challenges and successes. Each portrait is illustrated differently in the form of a graphic novel, ie. a type of a comic book for an adult readership combining text and illustration into a narrative.
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Relatable role models for (future) women entrepreneurs</li> <li>• Diversity in entrepreneurship</li> <li>• Inspiring real-life success stories</li> <li>• Breaking gender stereotypes</li> <li>• Overcoming self-doubt</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>• Use the book as an attractive and entertaining introduction to the topic of entrepreneurship</li> <li>• Include the book as mandatory reading material in a curriculum as a discussion starter on gender stereotypes</li> <li>• Chose specific stories to shine light on a particular angle of interest (i.e. business sector, regional background, age group, etc.)</li> </ul>

Hard copies of the book are available on [amazon.in](https://www.amazon.in)

## #HERtimeisNOW Role Models



<b>Format</b>	Videos 2-3 min each, various regional languages with English subtitles
<b>Content</b>	In 18 individual videos, women entrepreneurs from Maharashtra, the North Eastern Region, Rajasthan and Uttar Pradesh tell the story of their business – where they started, how they overcame challenges and what they have achieved so far.
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Relatable role models for (future) women entrepreneurs</li> <li>• Diversity in entrepreneurship</li> <li>• Inspiring real-life success stories</li> <li>• Breaking gender stereotypes</li> <li>• Overcoming self-doubt</li> </ul>
<b>Application</b>	<ul style="list-style-type: none"> <li>• Use the videos as an inspirational introduction to your event/ course/training</li> <li>• Chose a specific video with a particular angle of interest (i.e. business sector, regional background, age group, etc.)</li> <li>• Use a particular video as a discussion starter on gender stereotypes and the potential of women entrepreneurship</li> </ul>



## Founders. - A Her&Now Podcast



<p><b>Format</b></p>	<p>Podcast 3 episodes of 21-25 min each, English</p>
<p><b>Content</b></p>	<p>The podcast reveals the real-life tales of a group of women entrepreneurs running diverse businesses in three different parts of India. Additionally, subject matter experts discuss the socio-economic landscape in which these entrepreneurs are running their enterprises and which obstacles often stand in their way.</p> <p>Episode 1 - Plans Episode 2 - Interruptions Episode 3 - Dreams</p>
<p><b>Themes</b></p>	<ul style="list-style-type: none"> <li>• Overview of the status and context of women entrepreneurship in India</li> <li>• Gender-specific challenges and interruptions in an entrepreneurs' journey</li> <li>• Access to finance</li> <li>• Care burden</li> <li>• Impact of COVID-19 on businesses</li> </ul>
<p><b>Application</b></p>	<ul style="list-style-type: none"> <li>• Use it as a concise introduction to women entrepreneurship in India</li> <li>• Chose a specific episode as a basis for discussion on gender-specific constraints women entrepreneurs face</li> </ul>

The podcast is also available on [Spotify](#), [Apple Podcasts](#) and [Google Podcasts](#).



**All (digital) products can be requested  
from [herandnow@giz.de](mailto:herandnow@giz.de)**

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