

FICCI FLO Extends support to united nations movement of heforshe campaign

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New Delhi , FICCI Ladies Organisation (FLO) , the women business wing of apex trade body FICCI, which has been working continuously for gender parity and women empowerment has stressed on the need of men and women working together to reach gender equality "Men and women have to work together to get systemic reform. One thing that remains certain is that gender balance can be achieved by engaging men in their initiatives to ensure equality for women in the society. We need to make sure women feel supported and are never held back because of their gender." Said Ms Pinky Reddy, President, FICCI Ladies Organisation (FLO) while speaking at the premiere function of National award winning film maker Vibha Bakshi's latest documentary film 'Son Rise' here . FICCI Ladies Organisation (FLO) has extended its support to the United Nations (UN) HeForShe campaign as well as to Vibha Bakshi's latest documentary film 'Son Rise' which glorifies men as heroes for gender rights in Haryana State. "FICCI Ladies Organisation (FLO) has always stressed on the need of true gender equality as it is intrinsically linked to sustainable development and is vital to the realization of human rights for all. The overall objective of gender equality is a society in which women and men enjoy the same opportunities, rights and obligations in all spheres of life. As part of our endeavour we support the cause for safer society for women and children" said Ms Pinky Reddy, President, FICCI Ladies Organisation (FLO) "Empowerment of women and gender parity is an economic imperative. This stands true more so today in the global context - when women are empowered and can claim their rights and access to land, leadership opportunities - economies grow, food security is enhanced and prospects are improved for current and future generations. Men have major role in supporting such initiatives" said Ms Pinky Reddy. "Vibha Bakshi, Director and Producer of the National Award winning film Daughters of Mother India released another compelling documentary film - 'Son Rise' which is not a film but a movement where men stand up and take a pledge to build a safer society for women and children. The film focuses on the lives of ordinary men doing extraordinary things to support women and help them rise in the rape capital of India - Haryana. "She said. "The film 'Son Rise' is part of United Nations he4she movement - an initiative under which people of all gender stand in solidarity with women to create a bold, visible and united force for gender equality" said Ms Nishtha Satyam, Deputy Country Representative - UN Women speaking on the occasion. "SON RISE produced both in Hindi and English is a 50 minute documentary which depicts Men as 'heroes' in this gender rights documentary set in the most unlikely of places — Haryana, the land of the Khap Panchayats with one of the most skewed sex ratios in the country " said Ms Vibha Bakshi, the film producer and director while speaking on the occasion. The film was premiered on Tuesday, January 15 at India Habitat Centre is supported by UN Women as part of the he4she campaign. The Who's Who of Delhi attended the Premiere including Additional Solicitor General - Ms. Madhvi Devan, Former Delhi Police Commissioner - Neeraj Kumar, Mr G Parthasarathy (Diplomat), Principal St Stephen's College - Prof. John Verghese, to Foreign Ambassadors and dignitaries The star cast of the film was also present on the occasion.

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