

"When men can share the load with other men, why not with their wives?" asks Genelia



Udaipur: Over the last 7 years, Ariel India has continuously sparked conversations around the unequal division of domestic chores within households and urging more men to #ShareTheLoad. In the spirit of keeping this conversation going and furthering the cause of equality within households, Ariel launched the #SeeEqual film, to inaugurate the 5th edition of ShareTheLoad. By raising a pertinent question – "if men can share the load equally with other men, why are they not doing it with their wives?", Ariel is urging men to be equal partners playing Equal roles. Because when we see equal, we #ShareTheLoad.

During the lockdown, everyone got confined to their homes which transformed into offices, schools, playgrounds overnight. So many men took to household chores actively and proudly – be it cleaning, cooking or laundry. And while this trend faded as the pandemic eased out, it established that men are open to change and can take up chores when needed. Additionally, a new study by an independent third party revealed a startling fact – 73% men agreed that they did their share of household chores when they were staying with other men or roommates. So, if men have taken responsibility of chores in the past, what stops them from doing this as partners?

Ariel's new film – See Equal raises this pertinent question to men. The reason for this disparity could be many but it was alarming to find that 80% women believe their partners know how to do household tasks but choose not to do them. The same men, who chose to take up household chores when living with other men, are not doing their share of work in the house with their wives. This 'choice' signaled a mindset issue arising from years of unconscious bias, and 83% women felt that men

don't see women as equal when it comes to housework. By raising a pertinent question – "if men can share the load equally with other men, why are they not doing it with their wives?", Ariel is reminding families, that true equality is only reflected when domestic chores are shared. Because when we SEE EQUAL, we SHARE THE LOAD!

The film is about a woman, who visits the neighbours with her husband. Looking at the two men go about their morning tasks in complete harmony and both contributing equally, she points this out to her husband. The man casually recollects how he used to split all chores back in the day with his college roommate. This incident, along with a few more, make the woman realise that she is not being seen and treated as an equal. After mulling over it, she takes a stand for herself and shares her realisation with her husband,

demanding to be seen as an equal. This conversation makes the husband realise, who vouches to drop his bias and ShareTheLoad.

The film is reflective of the reality of today's times. On one hand, the woman refuses to accept inequality in her marriage, and on the other, it depicts what men are capable of and how it is that they are changing. The neighbours in the film could be roommates, friends, brothers or in a relationship themselves, but irrespective of their relationship, they represent the men of today who are open to change. While there are many men who have started to do more, a lot of them even take up their full share of responsibilities within the home and ShareTheLoad equally. This is possible only when they See Equal.

Today, an exciting panel came together to launch this film and the 5th edition of #ShareTheLoad, comprising of Genelia and Ritesh Deshmukh – Actors, Producers, Entrepreneurs, Environmentalists, Dr. Nandita Shah from Akshara Centre – an NGO whose vision to establish a gender just and violence free society, and works tirelessly towards it, Sharat Verma – Chief Marketing Officer, P&G India, and Vice President, Fabric Care, P&G India, Josy Paul – Chairman & Chief Creative Officer, BBDO India. The panel was moderated by Shibani Dandekar. In a never-

seen-before act, celebrity guest Genelia D'Souza went invisible at the launch of Ariel's #ShareTheLoad movement to drive a strong message – "If women are not being seen as equals by their partners, they are almost invisible in the relationship". Genelia and Ritesh, who embody an equal relationship, came forward to talk about the importance of equality within the household at the event.

The vivacious Genelia said, "Not sharing the load, not seeing me as equal, would be a deal breaker. We Share the Load no matter what – be it with kitchen chores, parenting or laundry. There is nothing like his job or my job. It's a world we have built, and we are in it together forever. I believe if you really love your spouse and see her as an equal, there is no reason why you won't divide the chores or any tasks equally. I am so glad to see a brand like Ariel continuing to push for domestic equality and unearth such compelling insights that are sure to create conversations and action".

Supporting the #ShareTheLoad movement, actor Ritesh Deshmukh said, "Ariel's #SeeEqual film is an eye opener for most men including me. While I have always tried to be Genelia's best friend and her constant support, we men do at times tend to overlook piled-up laundry or a sink full of dirty utensils. This film is a reminder to be more conscious and aware,

and deliberately try to overcome our conditioned mindsets. Share The Load should be a norm not an exception. Since change begins at home, I urge all everyone to treat their partners with equality and respect and most importantly See them as EQUAL. Because only when we See Equal, we ShareTheLoad equally."

"With Ariel #ShareTheLoad, we strive to trigger meaningful conversations that will help drive positive change. With #SeeEqual, we want to address years of unconscious bias and conditioning, which may be coming in the way of us all sharing the load. A recent World Economic Forum report claims that at the current pace of change, gender parity is still 135 years away! That is far too long for us to wait for something that comes naturally for men when they interact with each other. Interestingly, over 73% married men agreed that they did their share of household chores when they lived with other men. However, even now in urban India, less than 25 percent of households claim that men share the load equally. This year's communication is based on this simple insight – when men can ShareTheLoad equally with other men, then why not with their wives? Because we know when we #SeeEqual, we #ShareTheLoad," said Sharat Verma, Chief Marketing Officer, P&G India, and Vice President,

Fabric Care, P&G India.

"We've taken a slightly different track in the latest film for Ariel #ShareTheLoad. There is a definite shift in the tonality. This time, it's the woman who speaks for herself. It is the woman speaking her mind and sharing her point of view. The film is fully reflective of the reality of today's times, where the woman refuses to accept inequality in her marriage. Research confirmed this. 88% women believe it is time to talk to men about doing their share of the household work equally. There is a sense of restlessness, an impatience in the women today at the pace of change. So, this film is also a means to encourage conversations so as to truly move us towards an equal tomorrow," said Josy Paul, Chairman & Chief Creative Officer, BBDO India.

Nandita Shah, Co-Director, Akshara Centre spoke about the need for social change and said, "Gender inequality at home is underrated and often overlooked with women bearing the brunt of this inequality. When women believe that they are equal to men and start taking a position for it like in the Ariel #SeeEqual film, change happens. This change in behavior goes a long way in making the home more equal. If men understand how to do household chores, there should be nothing stopping them from sharing this equally and responsibly. We are happy to collaborate with Ariel

to drive the conversation around gender equality in the division of household chores, and urge men to #See Equal and #ShareTheLoad."

At the event, Ariel also launched its special edition Ariel Matic Powder pack, which carries an illusion on its back panel. This illusion is a representation of the society, meant to be a self-assessment if we see equal or not. If we only see a woman doing laundry, chances are that we still carry biases. Upon close inspection, the illusion also reveals a man sharing the load.

For the first edition of the #ShareTheLoad campaign in 2015, Ariel raised a very relevant question – 'Is laundry only a woman's job?'. With the 2016 'Dads Share The Load' movement, the conversation was aimed at highlighting the prejudices that pass down from one generation to the next. In 2019, with 'Sons ShareTheLoad', the brand urged sons to #ShareTheLoad at home with the core question – 'Are we teaching our sons what we are teaching our daughters? Share The Load for Equal Sleep in the year 2020 was all about impact and action. It highlighted the impact of the unequal division of chores on their wife's well-being and leveraged it with men to drive an urgency to act. The latest film Ariel #ShareTheLoad See Equal is about seeing the spouse equally because when you See Equal, You Share Equal.



'Fit India' Fit Udaipur started

Udaipur: United World Foundation, in association with Mount Litra Zee School, to make Udaipur fit and hit, 'Fit Udaipur Mission' was launched at Fateh Sagar Pal with captivating performances by students in the presence of various social organizations.

Director Arun Mandot said that fitness is not just a word, but it is an essential pillar of a healthy and prosperous life. According to the World Health Organization, health is not merely the absence of disease or physical infirmity, but a state of complete physical, mental and social well-being. Healthy people can cope with everyday activities and balance themselves with any environment.

Keeping this in view, the Government of India had started the Fit India Movement. Its importance has increased given the way in which the COVID pandemic has put people in stress and trouble in the present times.

Under this, every Saturday and Sunday, information about staying fit will be given through Yoga, Meditation, Zumba, Aerobics, Marathon, Cyclothon, and various awareness camps so that that awareness can come in the society. The slogans of 'Fit Udaipur-Hit Udaipur' and 'Fitness ki dose - half-hour daily' were given for Udaipur.

The children of Mount Litra Zee School gave an awareness message through play, song, dance, and skating.

It is noteworthy that Prime Minister Narendra Modi started the Fit India Movement on August 29, 2019, dreaming of making India a fit and healthy nation. Over the past two years, the Fit India Movement has connected with millions of people across the country through its various fitness campaigns such as Fit India School Week, Fit India Freedom Run, Fit India Cyclothon, and many more.

Presently Fit India Movement is also organizing Fit India Freedom Run 2.0 to commemorate 'Azadi Ka Amrit Mahotsav'. 'Azadi Ka Amrit Mahotsav' is an initiative of the Government of India aimed at celebrating 75 years of India's independence.

The objective of the Fit India campaign is to make people aware of sports and health.

MMPS Road safety awareness rally taken

out by students of

Udaipur: A rally was taken out at Doodh Talai by Maharana Mewar Public School students to spread awareness on road safety measures under an initiative, 'JD Accident Se Azadi Ki.'

The rally told the people about the importance of road safety and its utility in life. Students said about the rules of road safety through posters.

Planting of 111 saplings done in MB Hospital

Udaipur: In MB Hospital, 111 saplings were planted under the 'Green Revolution' campaign of tree plantation run by 'Namokar Seva Sansthan' in Udaipur city.

Chief Convener Mukesh Mundalia said that on this occasion, Dr. R. L. Suman, Superintendent of Maharana Bhupal Hospital and Principal Dr. Lakhna Poswal, Chief Convener Hemant Nagda were present in the hospital in collaboration with Vinod Phandot of SRG Group.

Seven students of DPS Udaipur cleared the CA exam

Udaipur: Seven students of Delhi Public School, Udaipur, have made the entire school proud by passing the CA Final and Foundation Examination with dedication and tireless hard work.

The girl students Lavika Kanodia, Manasvi Maru, Kanchi Bansal, Krishna Jain and Jayshree and among the students Parv Bansal and Mayank Prasad passed this examination with continuous hard work, they succeeded in laying a strong foundation for building their future and on this phenomenal success of the students, the school was established. Pro-Vice Chairman Govind Agarwal, Principal Sanjay Narwaria, Principal Rajesh Dhabhai, and Principal Mrs. Shalini Singh congratulated and wished for a bright future.

Mature Mahila Club celebrated Valentine's Day

Udaipur: Mature Women's Club celebrated Valentine's Day today at Oriental Palace Resort under patron Kaushalya Gattani.

Women celebrated Valentine's Day with fun. Asha Kothari said that all the women came wearing red dresses. Various types of games and housie were played on this occasion to all the women. In the games, Pushpa Pokharna, Santosh Jain, Namita Bhandari, Kamala Mathur, Pushpa Sinyal, Kusum Maru stood first while

Bindu Bothra Kaushalya Vaishnav remained second. All the women were welcomed with fruits and toffees. Club President Abha Jhanwar, Secretary Sunita Sharma, and other office bearers were present.

Today's girls are tomorrow's leading scientists - Dr. NS Rathore

Udaipur: The College of Community and Applied Sciences has organized a national webinar on science and gender equality on the International Day for the Participation of Women and Girls in Science. Dr. Meenu Srivastava, College Dean and Program Coordinator, in her welcome address, said that the world needs science, and science needs women and girls as women lead grassroots research in public health, vaccines, treatments, and innovative technology, have done and have been at the forefront as healthcare workers, scientists, and others.



In his inaugural address, Chief Guest and Patron of the program Vice-Chancellor Dr. Narendra Singh Rathore explained that gender stereotypes and gender-based inequalities prevent many girls and women from taking up careers in science worldwide. An upcoming science report from UNESCO shows that only 33 percent of researchers are women, even though they represent 45 and 55 percent of undergraduate and master's level study students, respectively, and 44 percent of those enrolled in Ph.D. programs.

In his address, Dr. Ketki Bapat, Scientist Scientific Adviser, reaffirmed that we need to intensify our efforts to close these gender disparities in science and remove those norms and stereotypes.

Given the low representation of women in sectors critical to the country's future, such as renewable energy and digital, all this work is imperative. Dr. Kinkini Das Gupta Mishra, Scientist F, India Science, Technology and Innovation Portal, clarified that we need science, and science needs women. It is not just about a commitment to equal rights; it is also about making science more open, diverse, and efficient.

Swadesh Bhushan Award-2022 to artist

Subodh Ranjan

Udaipur: Subodh Ranjan Sharma, a well-known modern realist artist of the state, who has been honored with many international awards, was announced to be honored with the Swadesh Bhushan Award - 2022.

According to Institute Director Shiv Baksh, organized under the joint aegis of Swadesh Sansthan-Bharat and Sagar Kala Bhavan, Ayodhya, (Uttar Pradesh) in the last week of this month, Subodh Ranjan will be given an online award for his outstanding work in the field of art.

This award is being given to fifteen painters, writers, poets, sportspersons, social workers, doctors, NGOs, media, folk artists, folk dancers, folk singers, corona warriors, etc., who have achieved special achievements in various fields of the country.

A Boon for the residents of Kotada

Udaipur: The visit of Divisional Commissioner Rajendra Bhatt and Collector Tarachand Meena proved to be a boon for the residents of the tribal-dominated Kotda area, during which relief was given to the residents benefiting from various types of schemes. The residents of Kotada were also pleased to have the entire administrative present here.

Bhatt gave relief to Divyangjan. Before the meeting, Divisional Commissioner Bhatt provided relief to the differently-abled people of the area. He provided tricycles and motorized cycles to Divyangjans and encouraged them while interacting with Divyangjans. The faces of the Divyangjans blossomed after receiving the relief material, and they thanked the Divisional Commissioner and other officers. Collector Tarachand Meena, CEO Mayank Manish, etc., were present on this occasion.

The divisional commissioner held a public hearing

A large number of villagers also reached, and they also submitted their grievances related to various types of problems here. The Divisional Commissioner and Collector listened calmly to the complainants and gave necessary instructions to the concerned officers for their resolution. He said that now every month, the administration will reach Kotada, and the people's problems will be resolved.

welcomed guests with herbal gular. Divisional Commissioner Rajendra Bhatt and District Collector Tarachand Meena reached Kotra, and other guests were welcomed with herbal gular made by the women's self-help group of Kotra. Social worker and youth icon Dr. Divyani Katara and women officers administered herbal gular vaccine. All the officers of the administration were welcomed on this occasion.

Ravi Viswanathan takes over as MD of TVS Supply Chain Solutions

Mumbai: TVS Supply Chain Solutions (TVS SCS), part of the INR 15,000 crore TVS Mobility Group, today announced the appointment of Ravi Viswanathan as the Managing Director. The company, in its recently concluded Board Meeting, approved these appointments and announced the changes with effect from February 7, 2022. R Dinesh, the fourth generation TVS Scion, would continue to guide the company in his new role as the Executive Vice Chairman. These changes are in line with the company's commitment to further integrate its business globally and leverage the growing demand for value-added Supply Chain Management services in India.

Ravi Viswanathan joined the firm in February 2020 as the Joint Managing Director and has been working on growing the business with specific focus on technology adoption and building the globally relevant network integrated as a single company. He will continue to drive the business transformation and focus on the integration of the varied capabilities across the operating geographies of the company.

Dinesh, the founder of the company, has been instrumental in driving the company's strategy and growth. He will continue to play an active role in guiding the strategy of the company and work in guiding the M&A strategy of the company. TVS SCS has over the last two decades made a string of acquisitions and integrated these entities effectively.

Says Mr. S. Mahalingam, Chairman, TVS Supply Chain Solutions, "The organization has a grand vision and these executive appointments will help in realizing the organization's potential and help the company cement its leadership as a technology-led Global Supply Chain player."

Music video album, 'Hamnawa' has a great debut

The music video album, 'Hamnawa', being produced under the banner of President Production House, was launched on 9 February 2022 and the muhurat party was held at the Taj



Hotel, Mumbai. The Chief Guest on the occasion was Prime Minister Shri Narendra Modi. Brother Prahlad Modi with Honorary Consul of the United Republic of Tanzania Shri Krishna Pimple, Director of Allstate Company Ajaykant Ruia, Director of Progrid Tarun Anand, Director of Gajra Developer Leela Gajra, Film and TV Producer Sanjay Shrivastava, Bollywood Actress Eliana, Bollywood Actress Alina and Zeba Khan etc. presents. Producer of the album is Sanjay Shrivastava, Music composer Pradeep Kontole, Lyricist Nawab Arzoo, Singer Amit Mishra. This is a romantic music album.