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Bazaar **ATWORK**

WORDS OF WISDOM

CEOs, business heads, and social entrepreneurs answer:
What have you learnt from feminism?

"Expression of self, realisation of potential without gender bias, kindness, meritocracy, respect for all, and strength of character are the cornerstones of feminism. A true feminist is a natural balance of these."

Priti A Sureka, director,
Emami Limited

"That there are unseen feminist heroes like Ester Boserup, a Danish economist who first proved in the 1960s that women were the backbone of small subsistence farms in developing countries. She convinced the international donor community that family planning was a catalyst for prosperity."

Melinda Gates, co-chair, Bill & Melinda Gates Foundation

"To be proud of being a woman while giving space to the other gender. I don't seek preferential treatment just because I am a woman. I ascribe feminism to a philosophy that inspires us to achieve what we want without the fear of judgment. It doesn't equal male-bashing—I have wonderful men in my life (my father, husband, sons, and friends) who have always been supportive and encouraging."

Sminu Jindal, managing director,
Jindal SAW Ltd.

"That human beings are equal and hence should be valued and respected. My achievements should matter first, not my gender. Women today are at



Geeta Bector

par with men, in every walk of life, and there has been a paradigm shift even in the Indian society, doing away with the traditional notions of 'a man's job'."

Geeta Bector, marketing director,
Cremica Foods

"Now you can be bossy and proud of it. Isn't that the ultimate feminism?"

Glenda Bailey, editor-in-chief,
Harper's Bazaar US

"That feminism is not about angrily voicing discontent against our male counterparts, but a respectful dialogue to demonstrate the advantages of allowing women to co-exist as equal stakeholders in our society's development and given the required support and respect. I feel proud to be a strong, working woman and I couldn't have done with it without

the contributions of women who walked before me. I hope I will make the path easier for those who come after me."

Priyanka Mathew, vice-president, head of sales,
Modern & Contemporary South Asian Art, Sotheby's

"To give women self-assurance in developing their own style, which in turn gives them the confidence to achieve their ambition and face the challenges life brings."

Anita Barr, group fashion buying director,
Harvey Nichols

"Women must empower themselves to find a voice and relevance in their own sphere and beyond.

I don't support aggressive movements to prove our worth. Feminism should not be pitted against femininity. Women must be women and proudly so, despite living in times where priorities and emotions are mixed up."

—**Archana Kumari Singh**, president,
Fraser & Hays

"That we all have equal rights and individuality, irrespective of gender. Feminism is the right to be whoever you want to be, and make your own choices. Those who have a problem with the word feminist talk about being a 'humanist'. But I've learned that humanism is about the value of human beings and has nothing to do with gender."

Neeti Kailas, director and co-founder,
Soham Innovations Lab ■

With inputs from **Lucy Halfhead** and **Sohini Dey**