

Responding to the challenge of gender inequality through an innovative approach

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Dear Editor:

Maintaining gender equality across the world has been acknowledged as an important goal by the international welfare agencies and the policy makers, as evidenced by its constant featuring as one of the goals in both Millennium Development Goals and Sustainable Development Goals [1-2].

In-fact, gender equality has been regarded as one of the basic human rights, an important social determinant of health and in many ways acts as an indicator of the development of a nation [2-3]. Further, due to the prevailing imbalance between the two genders accounts for poor health outcomes and reduced access to education and welfare measures to women across many settings, especially in the developing nations [1].

The critical analysis of the problem revealed that it has persisted for ages and it won't come as a surprise to many that women are extremely prone for having no education or job opportunities and are often subjected to different forms of social restrictions & violence [2-3].

Subsequently, it won't be wrong to say that the position of women in society is not at all same as men, and they have to face multiple obstacles, if they wish to develop their identity in the society [1]. By ensuring gender equality, we predominantly aim to create adequate awareness that gender should not be the determining factor for the basic rights or the opportunities available to any individual [2].

The available estimates from the Middle East region clearly indicate that minimal amount of

support exists for maintaining the gender equality and there are extensive socio-cultural and political inequalities prevalent in the region [2]. Similar pattern has been reported in Azerbaijan, and a significant proportion of girls and women are subjected to gender inequality [4].

In order to deal with the problem, the United Nations Population Fund has come out with an innovative solution in collaboration with the national Ministry [4]. The girls in the nation are encouraged to pursue their interest in sports and in order to advocate the same, awareness has been created by the development of short videos [4].

Simultaneously, efforts have been taken to sensitize the youth about the various set goals, so that these youth can come forward to support the initiative and ensure the wellbeing of girls in the future [4]. Following the principle of setting an example, in accomplishing better communication to the masses, the better performing girls are selected as a role model for encouraging people from different age-groups [4]. It is quite encouraging that a large number of girls have joined this initiative and indirectly it is helping the cause of gender inequality [4].

In conclusion, the issue of gender inequality has deep roots and if we want to deal with this social problem, then we have to adopt innovative strategies to come out with a better and long-term solution.

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