

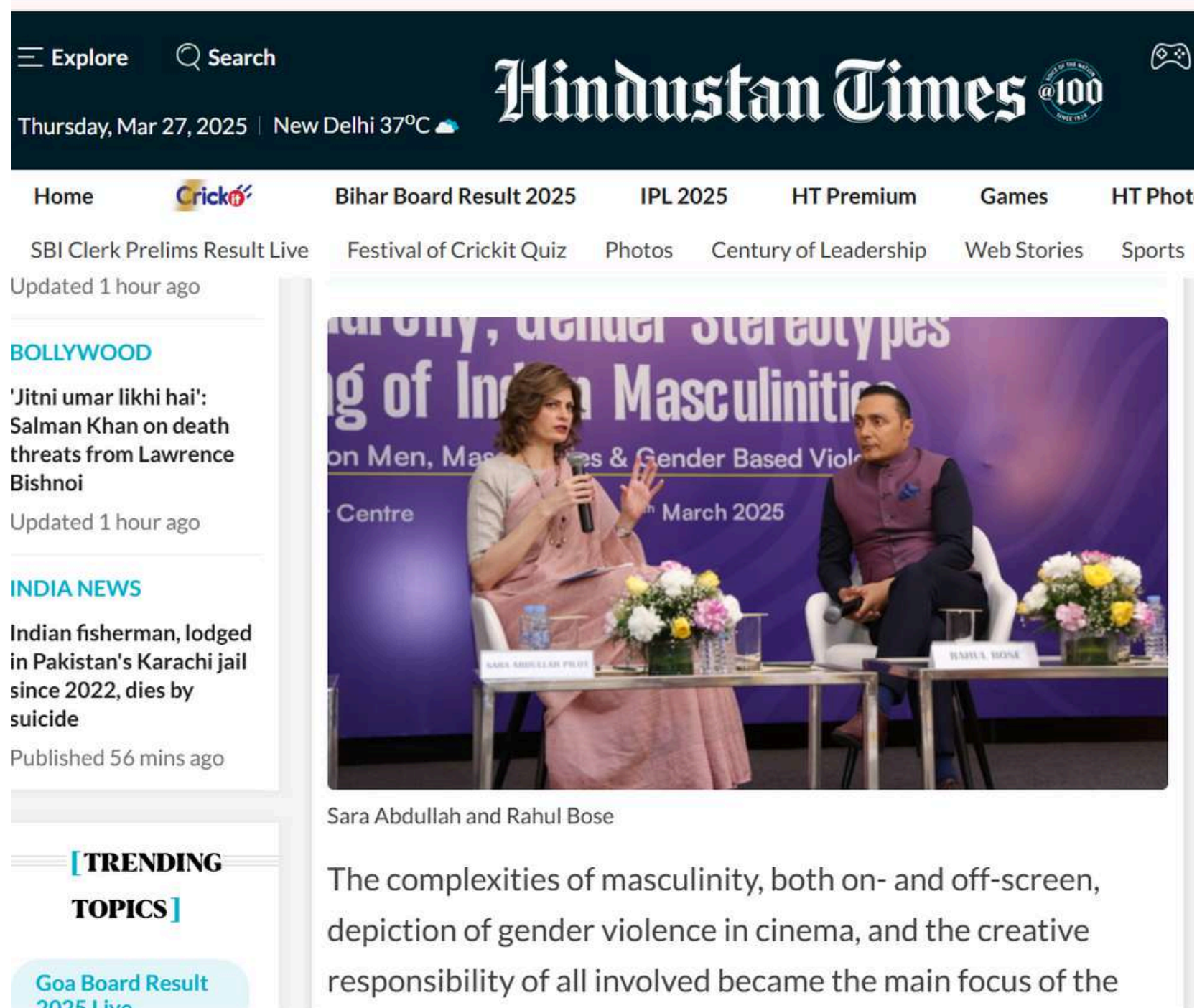


CEQUIN


Media Coverage Report

Hindustan Times

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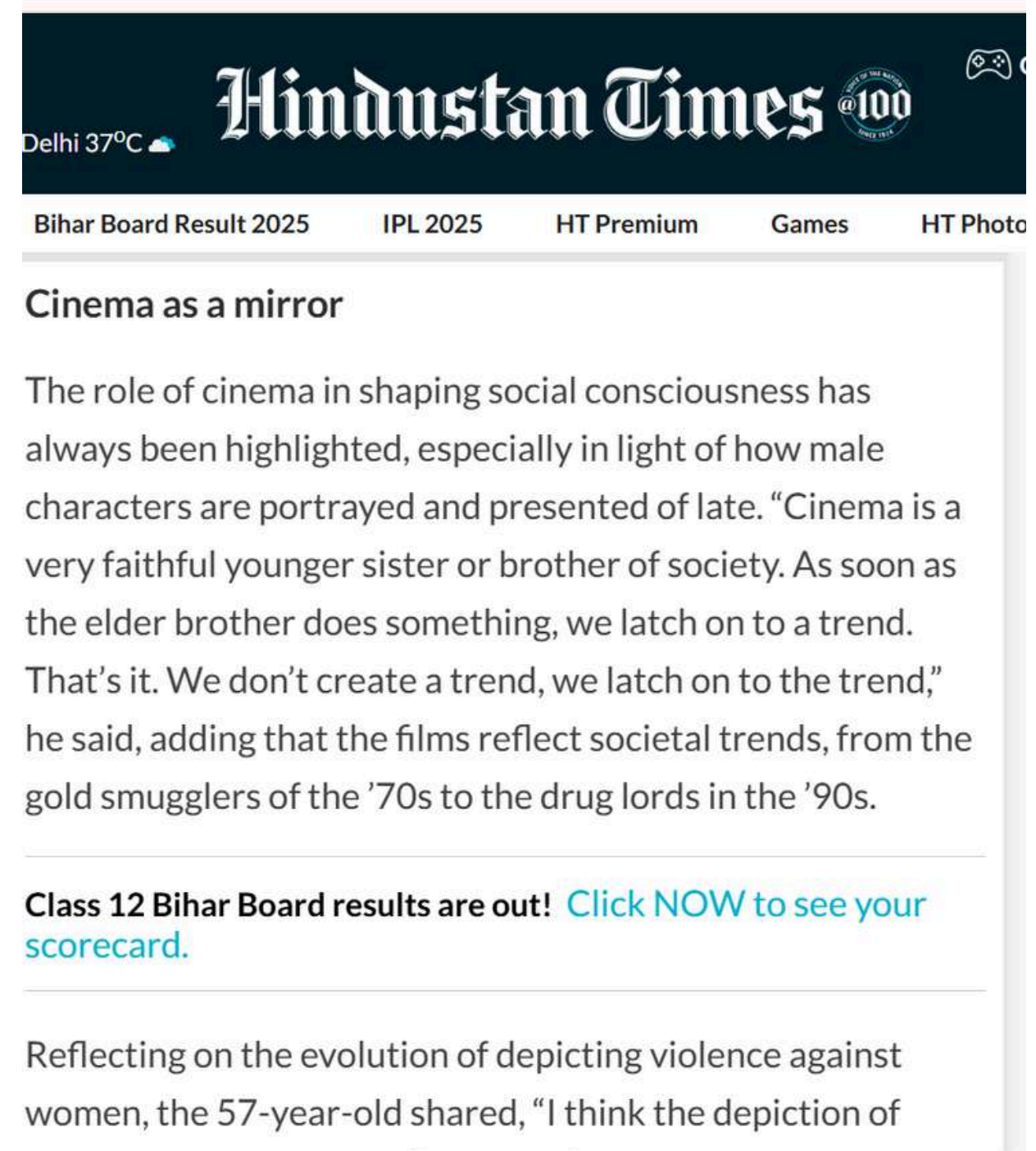
[TRENDING TOPICS]

Goa Board Result 2025 Live

Panel Discussion: Masculinity, Gender Stereotypes, and the Depiction of Violence in Cinema
on Men, Masculinity & Gender Based Violence
Centre
March 2025

Sara Abdullah Purohit and Rahul Bose

The complexities of masculinity, both on- and off-screen, depiction of gender violence in cinema, and the creative responsibility of all involved became the main focus of the



Delhi 37°C

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Cinema as a mirror

The role of cinema in shaping social consciousness has always been highlighted, especially in light of how male characters are portrayed and presented of late. "Cinema is a very faithful younger sister or brother of society. As soon as the elder brother does something, we latch on to a trend. That's it. We don't create a trend, we latch on to the trend," he said, adding that the films reflect societal trends, from the gold smugglers of the '70s to the drug lords in the '90s.

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Reflecting on the evolution of depicting violence against women, the 57-year-old shared, "I think the depiction of

Hindustan Times

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Rahul Bose on masculinity, gender violence and cinema

Movies • Sexism • Discrimination • Human Rights
22 Mar 2025 [+1 more](#) Navya Sharma
Navya.sharma@hindustantimes.com

The complexities of masculinity, both on- and off-screen, depiction of gender violence in cinema, and the creative responsibility of all involved became the main focus of the evening as actor-activist Rahul Bose joined Sara Abdullah in the Capital on Wednesday for a fireside chat at CEQUIN's

Mardon Wali Baat: Unlearned and Rescripted.

CINEMA AS A MIRROR

The role of cinema shaping social consciousness has always been highlighted, especially in light of how male characters are portrayed and presented of late. "Cinema is a very faithful younger sister or brother of society. As soon as the elder brother

does something, we latch on to a trend. That's it. We don't create a trend, we latch on to the trend," he said, adding that the films reflect societal trends, from the gold smugglers of the '70s to the drug lords in the '90s.

Shabana (Azmi, actor) told me I played the role (of a chauvinistic husband in Dil Dhadakne Do, 2015) without compromising. I

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▲ Sara Abdullah



said if I tone down the black, message won't come out. RAHUL BOSE, Actor-activist

Reflecting on the evolution of depicting violence against women, the 57-year-old shared, "I think the depiction of violence against women (in cinema) has been rocky, patchy, up and down, but it hasn't gone up,

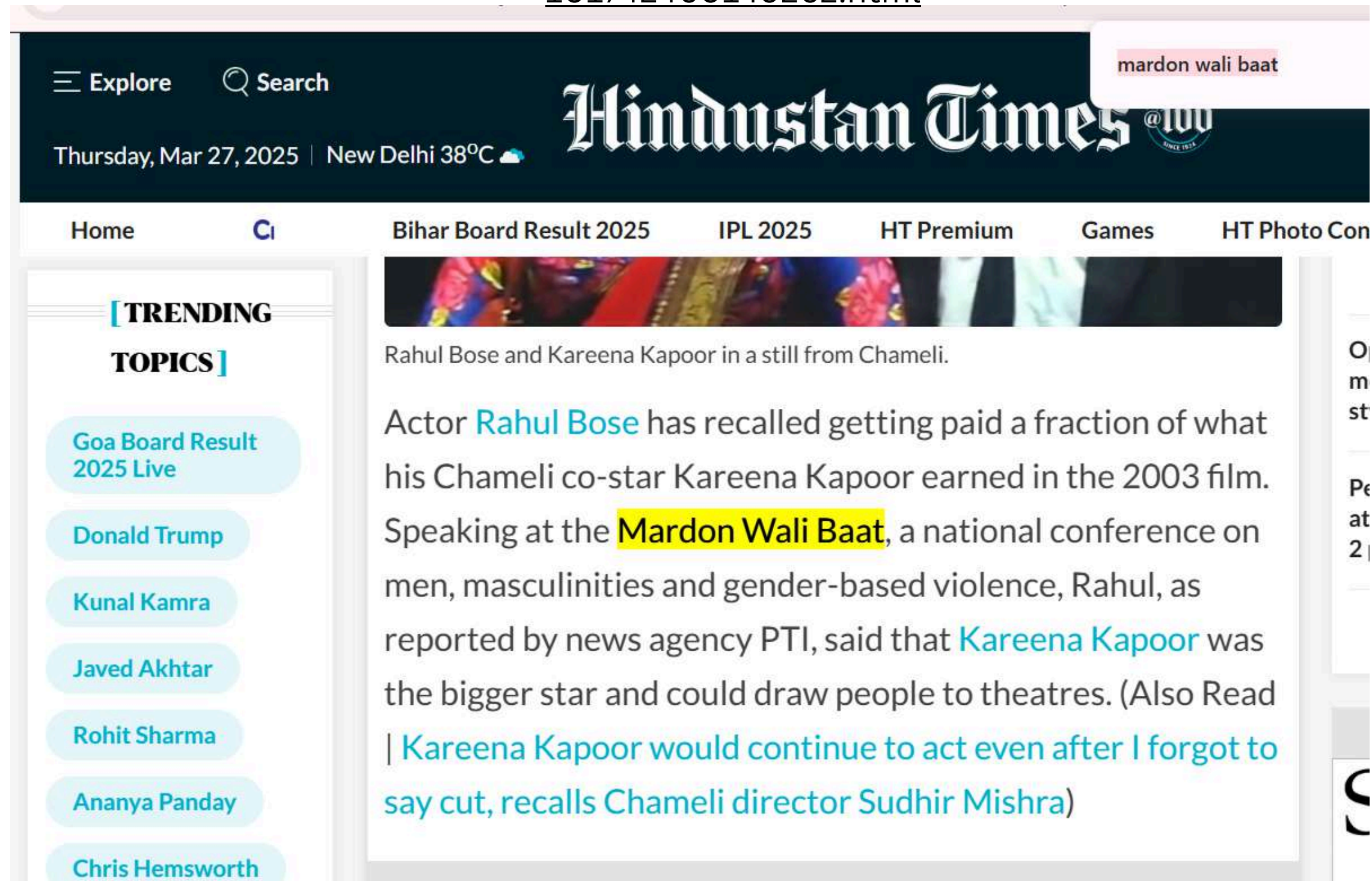
neither has it gone down. It comes and goes as it needs to get."

HOW MEN PROCESS VIOLENCE

As the conversation moved on to how men process violence when it happens to the real women in their own lives, the actor felt compelled to point out how the men's emotions of confusion and anger are often overlooked. "Around every assault, molestation, rape, or death of a woman through violence against her, there is a confused brother, there is an angry father. And there is even an ashamed grandfather — for the wrong reasons."

Hindustan Times

<https://www.hindustantimes.com/entertainment/bollywood/rahul-bose-was-paid-a-fraction-of-kareena-kapoors-remuneration-in-chameli-she-gets-more-people-into-the-theatre-101742460149262.html>



The screenshot shows the Hindustan Times website interface. At the top, there is a navigation bar with "Explore" and "Search" options. The main header features the "Hindustan Times" logo and the date "Thursday, Mar 27, 2025 | New Delhi 38°C". Below the header, there are navigation links for "Home", "Bihar Board Result 2025", "IPL 2025", "HT Premium", "Games", and "HT Photo Con".

The main content area displays an article titled "Rahul Bose and Kareena Kapoor in a still from Chameli." The article text reads: "Actor **Rahul Bose** has recalled getting paid a fraction of what his Chameli co-star Kareena Kapoor earned in the 2003 film. Speaking at the **Mardon Wali Baat**, a national conference on men, masculinities and gender-based violence, Rahul, as reported by news agency PTI, said that **Kareena Kapoor** was the bigger star and could draw people to theatres. (Also Read | **Kareena Kapoor would continue to act even after I forgot to say cut, recalls Chameli director Sudhir Mishra**)"

On the left side, there is a "TRENDING TOPICS" section with a list of topics: Goa Board Result 2025 Live, Donald Trump, Kunal Kamra, Javed Akhtar, Rohit Sharma, Ananya Panday, and Chris Hemsworth.

On the right side, there is a vertical navigation menu with options like "Om", "m", "st", "Pe", "at", "2", and "S".

The Hindu

<https://www.thehindu.com/entertainment/movies/rahul-bose-kareena-kapoor-khan-chameli-gender-pay-disparity-mens-rights/article69349143.ece>

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Rahul Bose talks gender pay gap, says he was paid a fraction of Kareena Kapoor Khan's earnings for 'Chameli'

Speaking at the 'Mardon Wali Baat', a national conference on men, masculinities and gender based violence, Bose humorously called himself a 'starlet'

Published - March 19, 2025 06:13 pm IST

PTI



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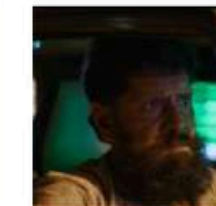
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Rahul Bose reveals he earned a fraction of what Kareena Kapoor was paid in 'Chameli': 'Men have also been starlets'

TOI Entertainment Desk / etimes.in / Mar 20, 2025, 01:32 IST

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Rahul Bose humorously called himself a "starlet" in Chameli, earning less than Kareena Kapoor. He believes the film industry is equitable in pay. Bose also discussed cinema's reflection of societal realities and the challenges of filmmaking, praising Saty ... [Read More](#)



[Rahul Bose](#) revealed he earned significantly less than [Kareena Kapoor](#) for the 2003 film Chameli, acknowledging her star power and ability to attract audiences. Speaking at the 'Mardon Wali Baat' conference, Bose humorously referred to himself as a

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<https://www.prittleprattlenews.com/business/cequins-mardon-wali-baat/>

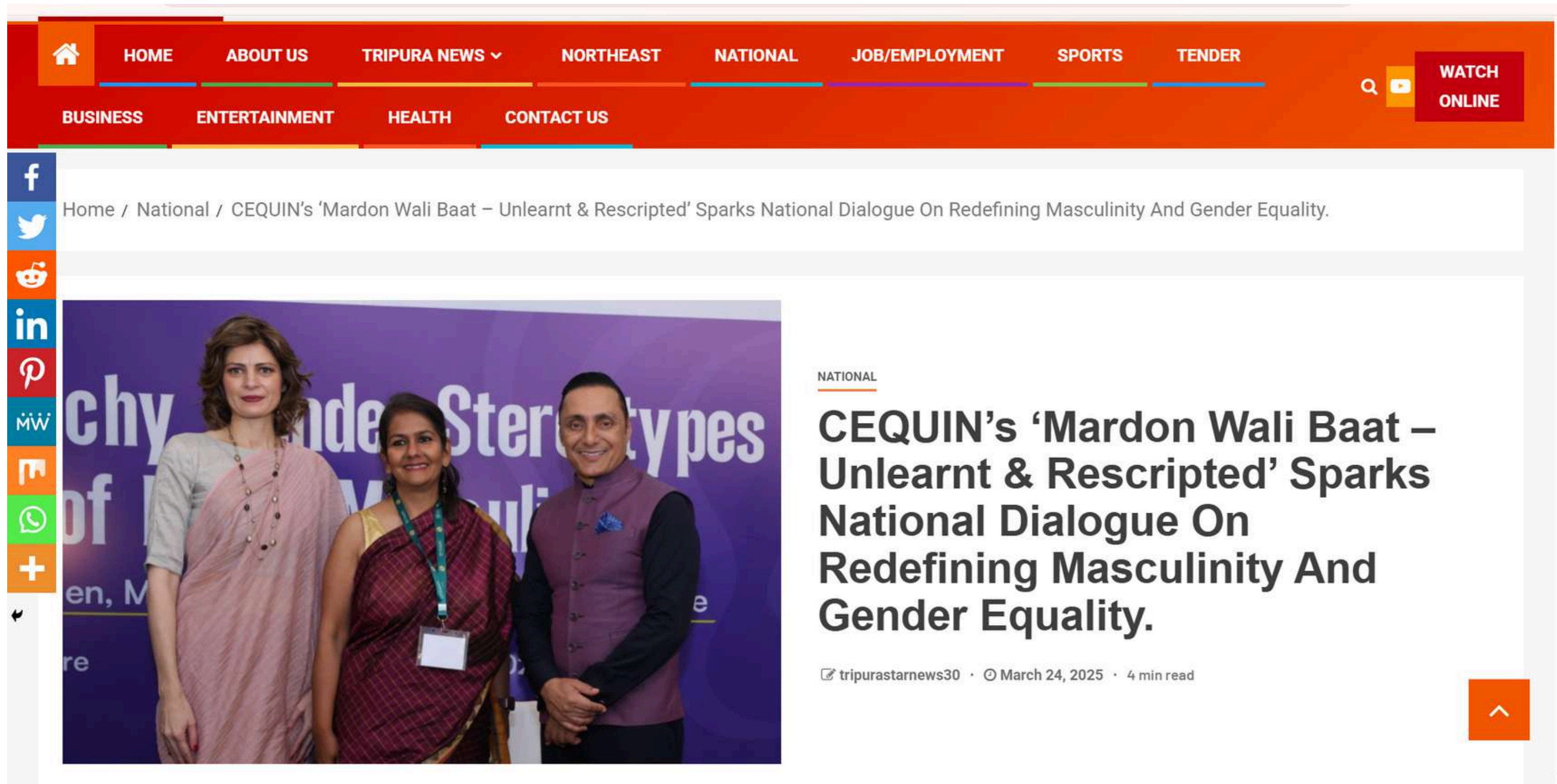
Over 6 Million Young Men Engaged: CEQUIN's 'Mardon Wali Baat' Pushes Masculinity Reform Beyond Conversations

March 25, 2025



Tripura star news

www.tripurastarnews.com/cequins-mardon-wali-baat-unlearnt-rescripted-sparks-national-dialogue-on-redefining-masculinity-and-gender-equality/



The screenshot shows the website's navigation menu with categories like HOME, ABOUT US, TRIPURA NEWS, NORTHEAST, NATIONAL, JOB/EMPLOYMENT, SPORTS, TENDER, BUSINESS, ENTERTAINMENT, HEALTH, and CONTACT US. A search bar and a 'WATCH ONLINE' button are also visible. The article title is 'CEQUIN's 'Mardon Wali Baat – Unlearnt & Rescripted' Sparks National Dialogue On Redefining Masculinity And Gender Equality.' The article is categorized as 'NATIONAL' and was published on March 24, 2025, with a 4-minute read time. The image shows three people standing in front of a purple backdrop with text that includes 'chya Gender Stereotypes' and 'of M'. The person on the left is a woman in a pink saree, the person in the middle is a woman in a maroon saree, and the person on the right is a man in a purple vest and black shirt.

Times Now

<https://www.timesnownews.com/entertainment-news/bollywood/rahul-bose-reveals-why-he-gave-safe-word-to-triptii-dimri-while-filming-bulbbul-i-was-shaken-to-the-core-article-119306435>



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Rahul Bose Reveals Why He Gave 'Safe Word' To Triptii Dimri While Filming Bulbbul: I Was Shaken To The Core

Rahul Bose revealed that he gave Triptii Dimri a safe word while filming Bulbbul due to his character's extreme violence. Speaking at a recent event, he shared how the role deeply affected him and how the safe word ensured Triptii felt secure during the intense scenes.



Curated by: Risha Ganguly | Updated Mar 21, 2025, 19:46 IST



Women News

<https://womennews.in/cequins-mardon-wali-baat-unlearnt-rescripted-sparks-national-dialogue-on-indian-masculinities/>

CEQUIN's 'Mardon Wali Baat – Unlearnt & Rescripted' Sparks National Dialogue on Indian Masculinities

@ Women News Network ⌚ March 19, 2025 4 min read



Delhi based nonprofit organization CEQUIN (Centre for Equity and Inclusion) and **Rohini Nilekani Philanthropies** hosted a **National Conference on Men, Masculinities & Gender-Based Violence at India Habitat Centre, New Delhi**. Titled *'Mardon Wali Baat: Unpacking Patriarchy, Gender Stereotypes & the Shaping of Indian Masculinities'*, the day-long conference brought together thought leaders, policymakers, activists, influencers, and practitioners to challenge gender norms, address patriarchal conditioning, and redefine masculinities in contemporary India.

Rohini Nilekani, Chairperson, Rohini Nilekani Philanthropies, delivered the **keynote address**, setting the tone for **urgent and inclusive conversations** on gender equity. **Shombi Sharp, United Nations Resident Coordinator in India**, emphasized the importance of engaging men in gender discourse, while **Sara Abdullah Pilot, Co-Founder & Chairperson, CEQUIN**, and **Lora Krishnamurthi Prabhu, Co-Founder & Managing Director, CEQUIN**, welcomed speakers and delegates.



The Telegraph Online

<https://www.telegraphindia.com/entertainment/you-have-starlets-in-men-too-i-am-a-shining-example-says-raahul-bose/cid/2089789>

The Telegraph *online*

Thursday, 27 March 2025

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Home / Entertainment / You have starlets in men too, I am a shining example, says Rahul Bose

Rahul Bose: 'I am never the guy who brings people into the theatre'

Speaking at 'Mardon Wali Baat', a national conference on men, masculinity and gender based violence, Bose humorously called himself a starlet

PTI | Published 20.03.25, 10:46 AM

The Telegraph Online

<https://www.telegraphindia.com/entertainment/you-have-starlets-in-men-too-i-am-a-shining-example-says-rahul-bose/cid/2089789>



Actor Rahul Bose on Wednesday said he was paid a fraction of what Kareena Kapoor earned for the 2003 film "Chameli" as she was the bigger star and could draw people to theatres.






Speaking at the 'Mardon Wali Baat', a national conference on men, masculinities and gender based violence, Bose humorously called himself a starlet.



"Men have also been starlets, and I am a shining example of that... I was the starlet in 'Chameli', Kareena was the star; she gets more people into the theatre even today than I would. Simple as that. I was paid a fraction of what Kareena was paid. It's completely logical... The people who actually govern who will come in, you better take the ratio. It has happened. It has happened to me throughout my career. I am never the guy who brings people into the theatre.

"I have produced two films. I would not pay me more than what I got. So I don't buy this (gender pay disparity); the film industry is super equitable in that way. You get the money, you get paid, you don't get the money, you get paid less..." said Bose, claiming that the number of women working in the film industry is more than any other industry.

<https://www.ndtv.com/entertainment/rahul-bose-on-being-paid-a-fraction-of-what-kareena-kapoor-was-offered-in-chameli-i-was-the-starlet-she-was-the-star-7968500>

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Rahul Bose On Being Paid A Fraction Of What Kareena Kapoor Was Offered In *Chameli*: "I Was The Starlet, She Was The Star"


The film *Chameli* was directed by Sudhir Mishra

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You have starlets in men too, I am a shining example: Rahul Bose

Speaking at the 'Mardon Wali Baat', a national conference on men, masculinities and gender based violence, Bose humorously called himself a starlet.



PTI

Last Updated : 19 March 2025, 19:10 IST

The Print

<https://theprint.in/feature/you-have-starlets-in-men-too-i-am-a-shining-example-rahul-bose/2554770/>

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Features

You have starlets in men too, I am a shining example: Rahul Bose

“Men have also been starlets, and I am a shining example of that... I was the starlet in ‘Chameli’, Kareena was the star; she gets more people into the theatre even today than I would. Simple as that. I was paid a fraction of what Kareena was paid. It’s completely logical... The people who actually govern who will come in, you better take the ratio. It has happened. It has happened to me throughout my career. I am never the guy who brings people into the theatre.

“I have produced two films. I would not pay me more than what I got. So I don’t buy this (gender pay disparity); the film industry is super equitable in that way. You get the money, you get paid, you don’t get the money, you get paid less...” said Bose, claiming that the number of women working in the film industry is more than any other industry.

Discussing the portrayal of masculinity and violence against women in Indian cinema, the 57-year-old actor acknowledged that cinema, being highly visible, often becomes the favourite

One India

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HOME / Entertainment

Rahul Bose Reveals He Was Paid Much Less Than Kareena Kapoor For Chameli—"She Drew The Crowds"

By Ruchika Pareek | Published: Thursday, March 20, 2025, 17:10 [IST]



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Actor Rahul Bose recently reflected on the pay disparity between him and Kareena Kapoor during the making of the 2003 film Chameli. Speaking at Mardon Wali Baat, a national conference on men, masculinities, and gender-based violence, he admitted that Kareena was the bigger star and naturally commanded a higher paycheck.



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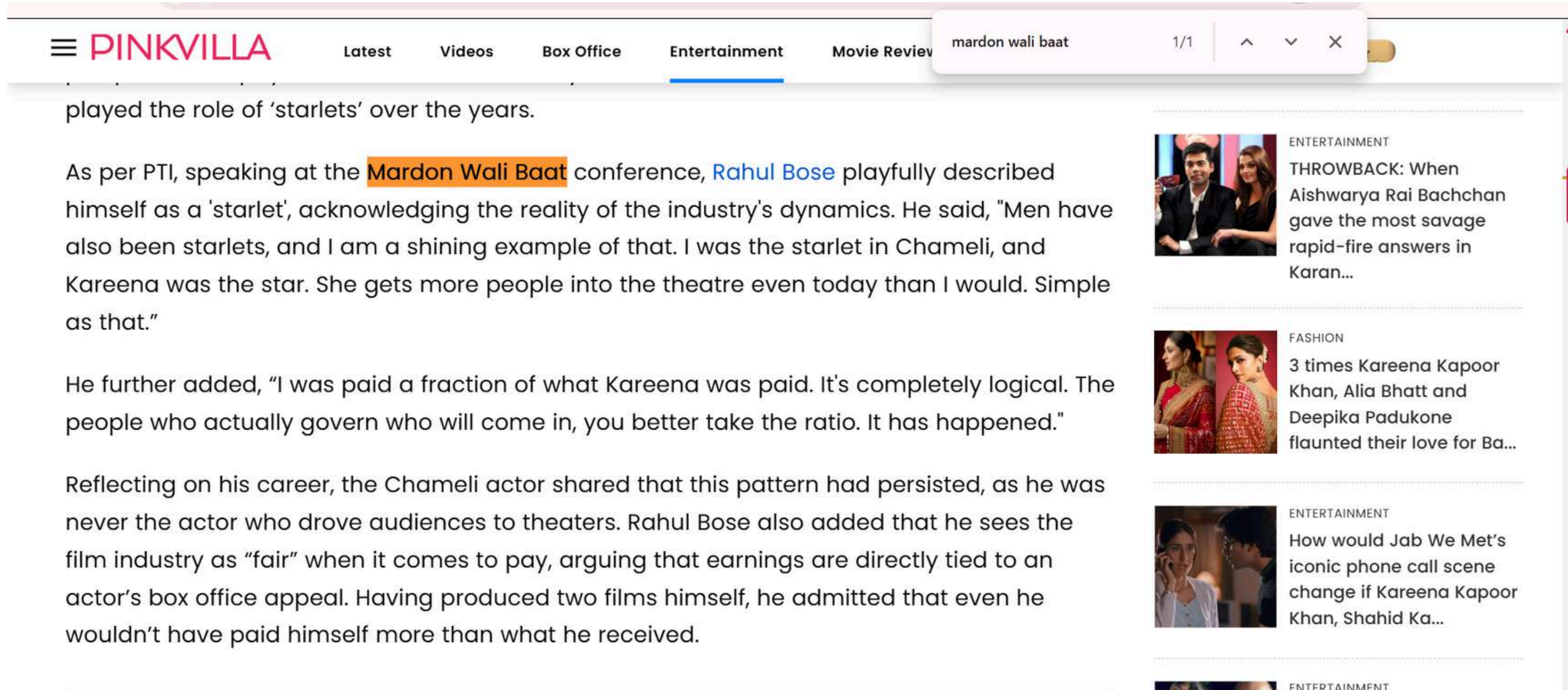


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played the role of 'starlets' over the years.

As per PTI, speaking at the **Mardon Wali Baat** conference, **Rahul Bose** playfully described himself as a 'starlet', acknowledging the reality of the industry's dynamics. He said, "Men have also been starlets, and I am a shining example of that. I was the starlet in Chameli, and Kareena was the star. She gets more people into the theatre even today than I would. Simple as that."

He further added, "I was paid a fraction of what Kareena was paid. It's completely logical. The people who actually govern who will come in, you better take the ratio. It has happened."

Reflecting on his career, the Chameli actor shared that this pattern had persisted, as he was never the actor who drove audiences to theaters. Rahul Bose also added that he sees the film industry as "fair" when it comes to pay, arguing that earnings are directly tied to an actor's box office appeal. Having produced two films himself, he admitted that even he wouldn't have paid himself more than what he received.

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mardon wali baat

Mumbai (Maharashtra) [India] March 20: The 2003 movie Chameli which was directed by [Sudhir Mishra](#), had an unforgettable performance by Kareena Kapoor. [Rahul Bose](#) who featured with her in the movie, recently talked about working with her & admitted that she was the movie's main lead. Also, he said that his pay was a small part of what she made. He talked about his opinions on disparities in compensation in the industry and said that over the years, male actors have also been "starlets."

According to PTI, Rahul Bose laughed about calling himself a "[starlet](#)" at the **Mardon Wali Baat** conference, identifying the way the business works. "Men have also been galaxies, and I am an outstanding instance of that," he said. In Chameli, Kareena was the star and I was the lead. Even now, she gets more people into the show than I do. As Simple as that.

The Hills Time

https://thehillstimes.in/wp-content/uploads/2025/03/Net-Edition-21-march-Ghy_compressed-1.pdf

YOU HAVE STARLETS IN MEN TOO, I AM A SHINING EXAMPLE: RAHUL BOSE

NEW DELHI, March 20: Actor Rahul Bose on Wednesday said he was paid a fraction of what Kareena Kapoor earned for the 2003 film "Chameli" as she was the bigger star and could draw people to theatres.

Speaking at the 'Mardon Wali Baat', a national conference on men, masculinities and gender based violence, Bose humorously called himself a starlet.

"Men have also been starlets, and I am a shining example of that... I was the starlet in 'Chameli', Kareena was the star; she gets more people into the theatre even today than I would. Simple as that. I was paid a fraction of what Kareena was paid. It's completely logical... The people who actually govern who will come in, you better take the ratio. It has happened. It has happened to me

throughout my career. I am never the guy who brings people into the theatre.

"I have produced two films. I would not pay me more than what I got. So I don't buy this (gender pay disparity); the film industry is super equitable in that way. You get the money, you get paid, you don't get the money, you get paid less..." said Bose, claiming that the number of women working in the film industry is more than any other industry.

Discussing the portrayal of masculinity and violence against women in Indian cinema, the 57-year-old actor acknowledged that cinema, being highly visible, often becomes the favourite "whipping boy".

Bose said it simply reflects the realities of society, for better or worse, and likened cinema to a

"faithful younger sibling" of society.

"As soon as the elder brother does something, we latch on to a trend. That's it. We don't create trends, we latch onto the trend.. We are looking to see where is the 'hawa', what is catching, and then we pick it up, sometimes you do it well, sometimes you don't," he explained.

Bose, star of acclaimed films like "Mr and Mrs Iyer", "The Japanese Wife", "Jhankaar Beats", said it all starts with society.

On the depiction of violence against women, he noted that since the '50s, the portrayal has been inconsistent, neither improving nor declining significantly.

"I think the depiction has been rocky, patchy, up and down," he added.

Bose has directed only two films

"Everybody Says I'm Fine!" and "Poorna: Courage has no Limit", but he would pick it over anything else he has done in filmmaking because "it's the most challenging and amazing thing to do in the world".

"You have to be part architect, part interior designer, part psychologist, part painter, part musician, part lyricist, part actor. It's asking you to do everything at that moment in five minutes," he noted.

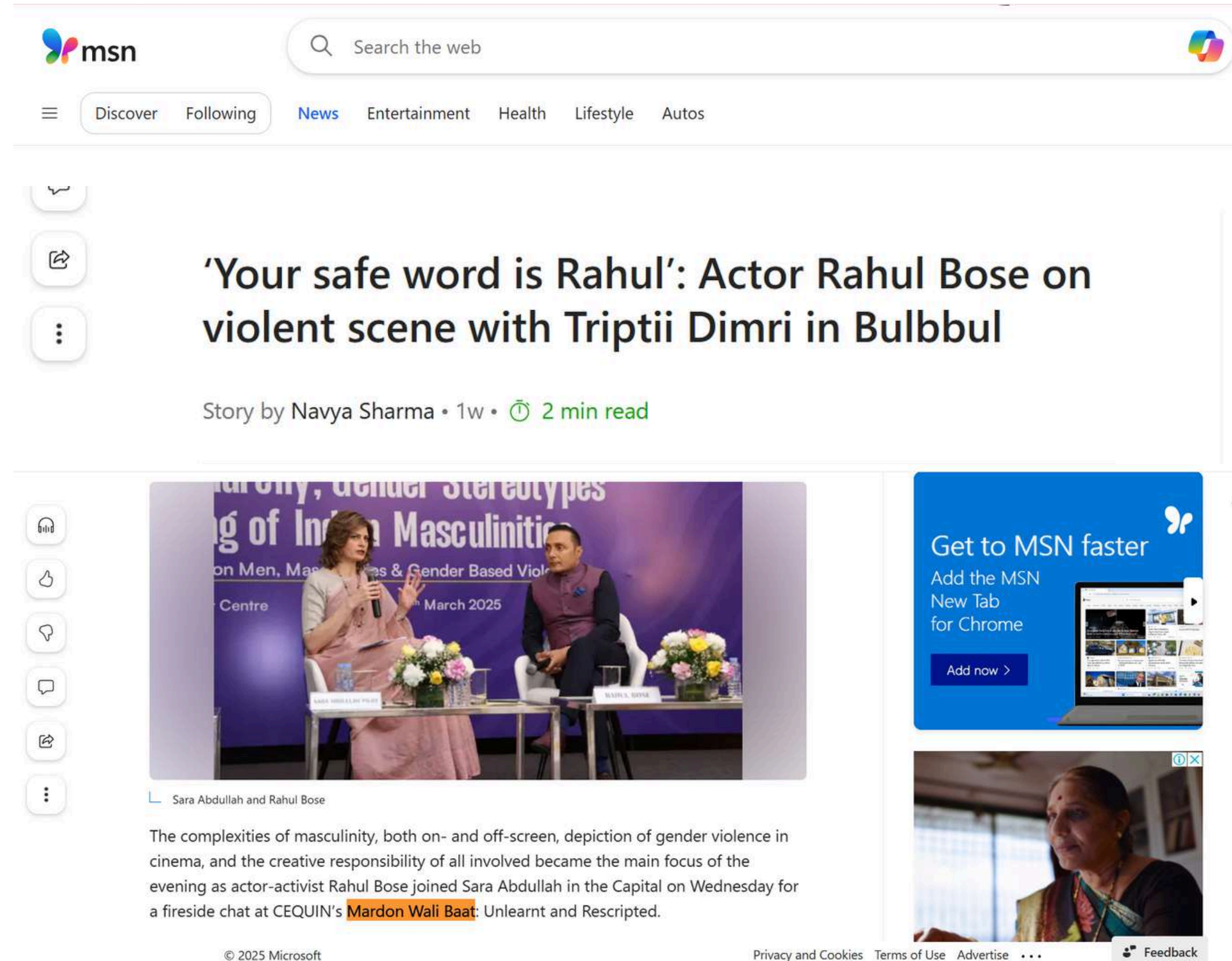
Bose, like many, considers Satyajit Ray to be an inspiration.

"Ray was so great because he was a polymath, he could do 19 things. He did the camera work, he composed the music, he was working with Ravi Shankar, he is doing calligraphy. Ray Roman is a font, I mean, the guy was a dude, it's just amazing," he added. (PTI)



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'Your safe word is Rahul': Actor Rahul Bose on violent scene with Triptii Dimri in Bulbbul

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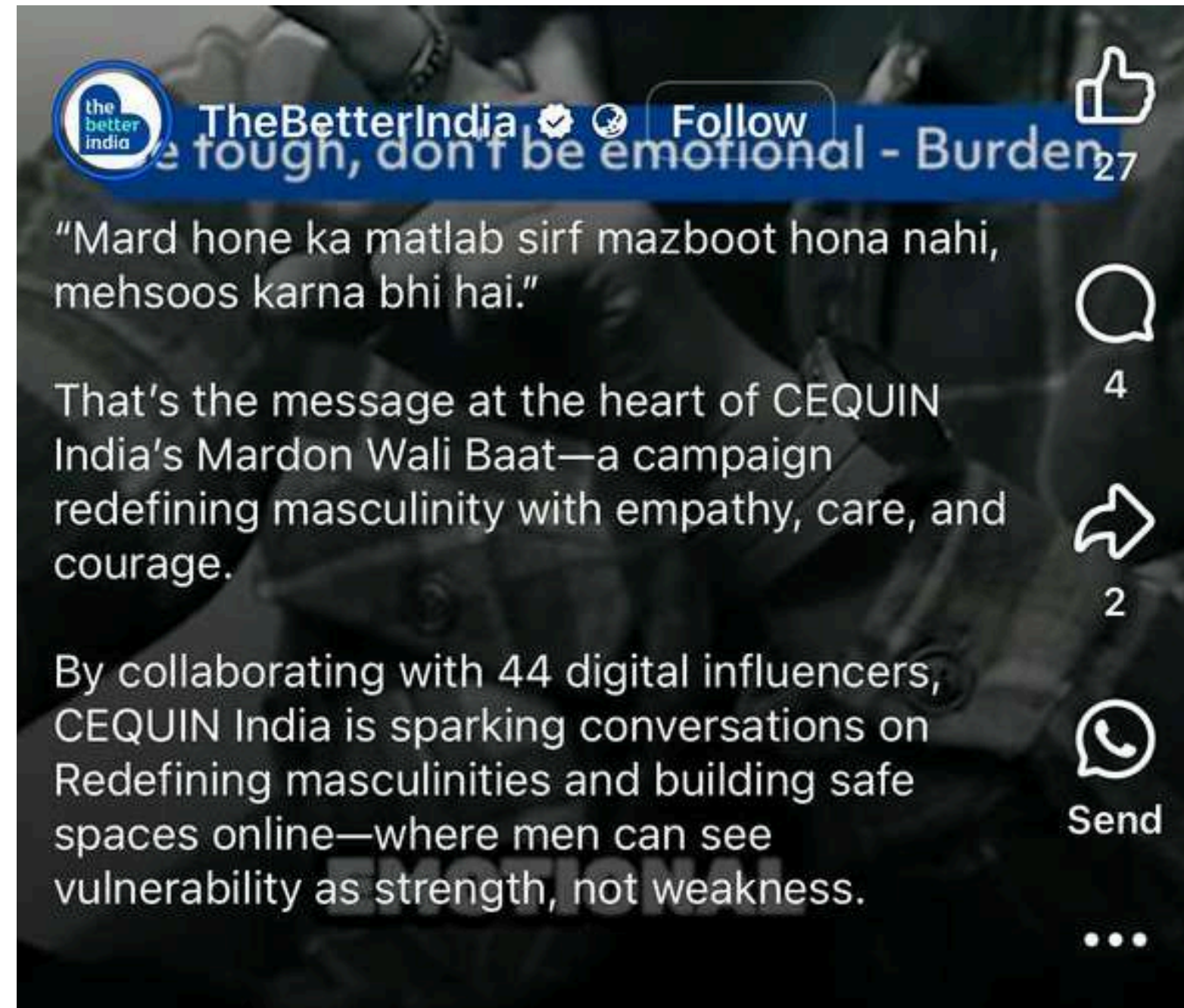
Sara Abdullah and Rahul Bose

The complexities of masculinity, both on- and off-screen, depiction of gender violence in cinema, and the creative responsibility of all involved became the main focus of the evening as actor-activist Rahul Bose joined Sara Abdullah in the Capital on Wednesday for a fireside chat at CEQUIN's **Mardon Wali Baat**: Unlearnt and Rescripted.

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“Mard hone ka matlab sirf mazboot hona nahi, mehsoos karna bhi hai.”



That’s the message at the heart of CEQUIN India’s Mardon Wali Baat—a campaign redefining masculinity with empathy, care, and courage.



By collaborating with 44 digital influencers, CEQUIN India is sparking conversations on Redefining masculinities and building safe spaces online—where men can see vulnerability as strength, not weakness.



To know more, visit cequinindia.org












In partnership with [@CEQUIN2009](https://twitter.com/CEQUIN2009)




Better India



<https://www.instagram.com/reel/DHvnDHRzOm6/?igsh=bGMxb2drYXdkNzdl>

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 **thebetterindia and cequinindia** ...
Original audio






 **thebetterindia**  5d
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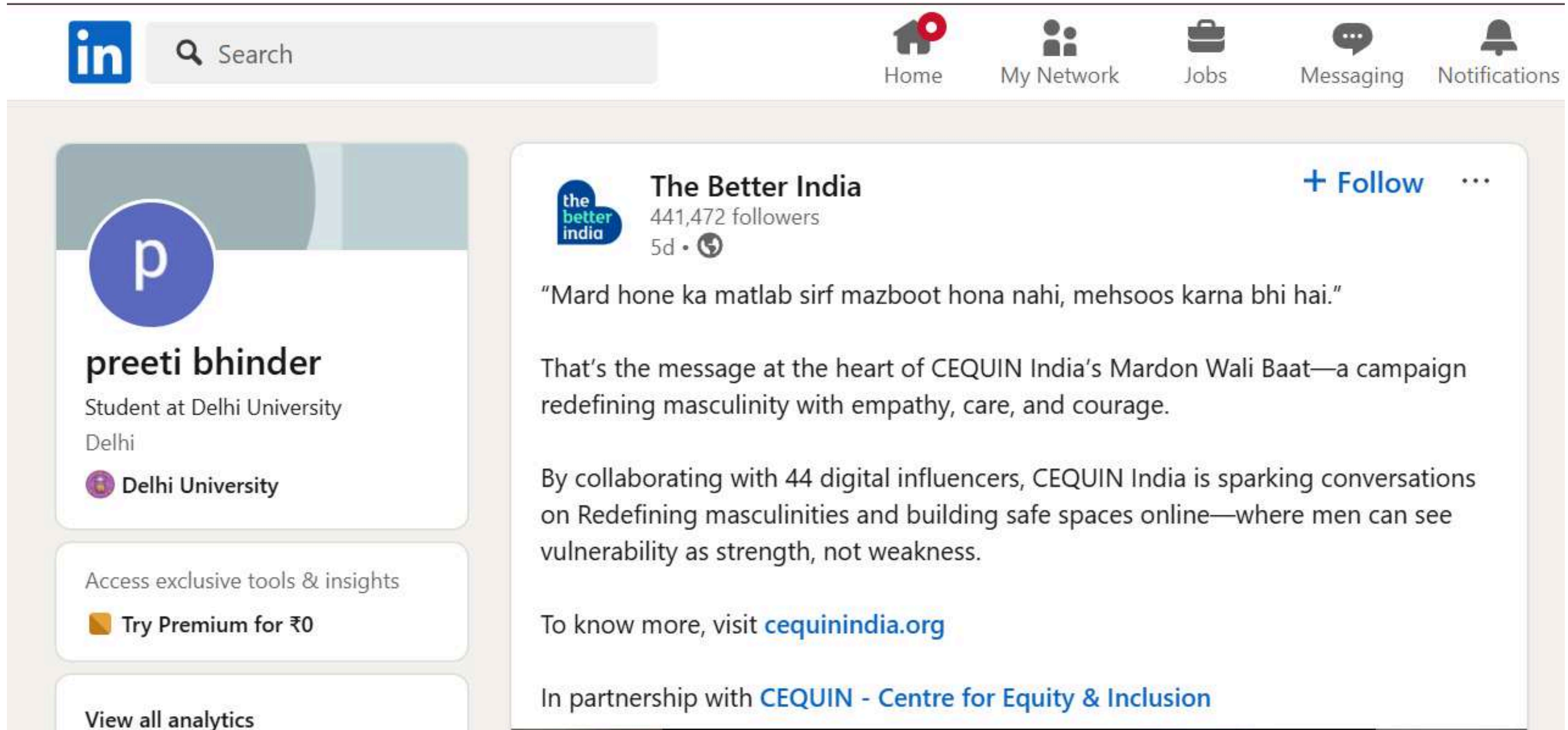
In partnership with [@cequinindia](https://www.instagram.com/cequinindia)

   
 **452 likes**
5 days ago

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https://www.linkedin.com/posts/thebetterindia_cequins-mardon-wali-baat-digitalcampaign-activity-7311372164790689792-wfZK/?utm_source=share&utm_medium=member_desktop&rcm=ACoAACNWy7UBjpXKHIRn6t2WVT62m8zZeGr9FeA



The screenshot shows a LinkedIn interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, and Notifications. The main content area features a post by Preeti Bhinder, a student at Delhi University. The post is from 'The Better India' organization, which has 441,472 followers and posted 5 days ago. The post text discusses the 'Mardon Wali Baat' campaign, which aims to redefine masculinity with empathy, care, and courage. It mentions that the campaign is collaborating with 44 digital influencers to spark conversations on redefining masculinities and building safe spaces online. The post includes a quote: "Mard hone ka matlab sirf mazboot hona nahi, mehsoos karna bhi hai." and a link to cequinindia.org. It also mentions a partnership with CEQUIN - Centre for Equity & Inclusion. On the left side of the post, there is a profile card for Preeti Bhinder, a student at Delhi University, with a 'Try Premium for ₹0' offer and a 'View all analytics' link.

preeti bhinder
Student at Delhi University
Delhi
Delhi University

Access exclusive tools & insights
Try Premium for ₹0
View all analytics

The Better India
441,472 followers
5d • 

“Mard hone ka matlab sirf mazboot hona nahi, mehsoos karna bhi hai.”

That’s the message at the heart of CEQUIN India’s Mardon Wali Baat—a campaign redefining masculinity with empathy, care, and courage.

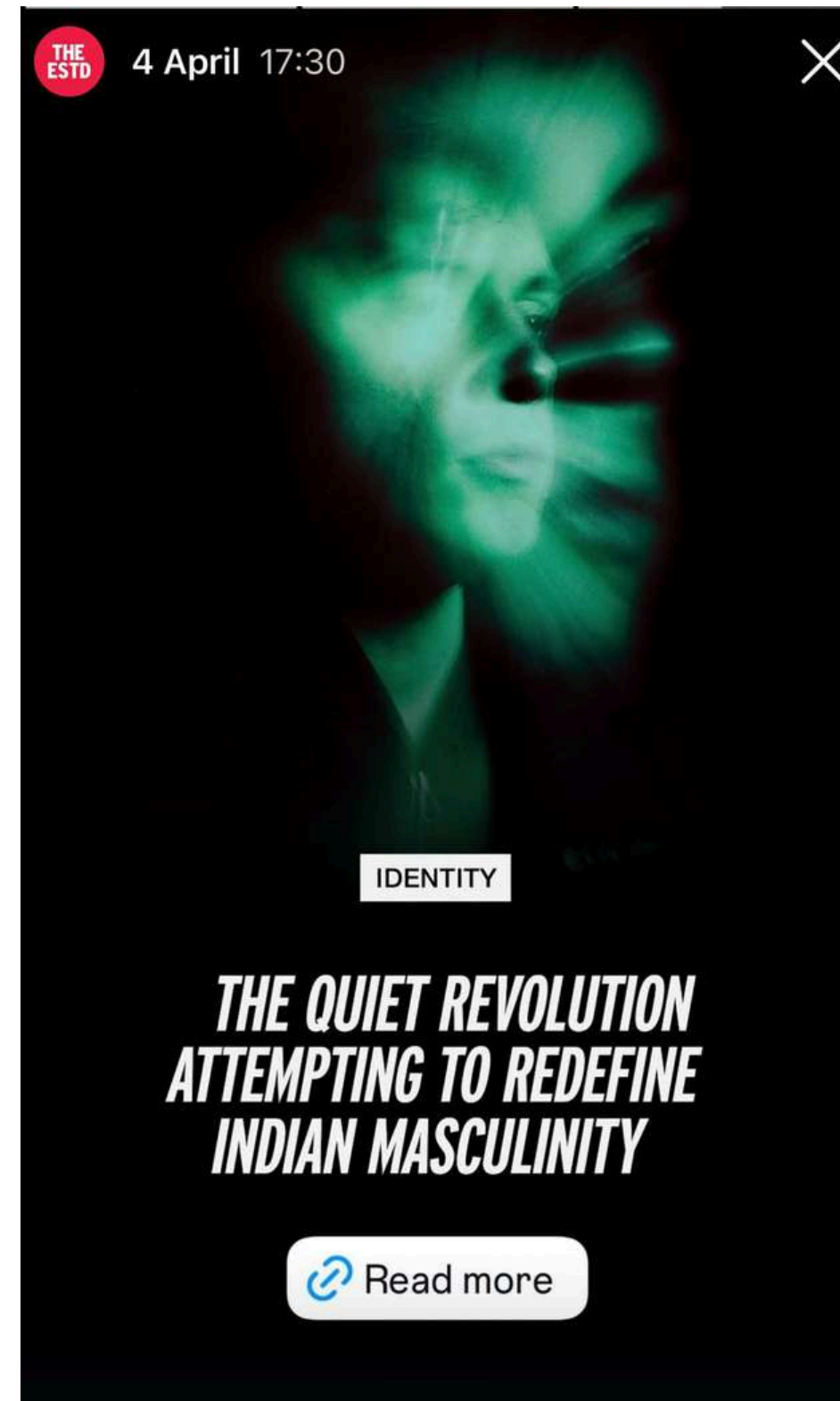
By collaborating with 44 digital influencers, CEQUIN India is sparking conversations on Redefining masculinities and building safe spaces online—where men can see vulnerability as strength, not weakness.

To know more, visit cequinindia.org

In partnership with [CEQUIN - Centre for Equity & Inclusion](#)

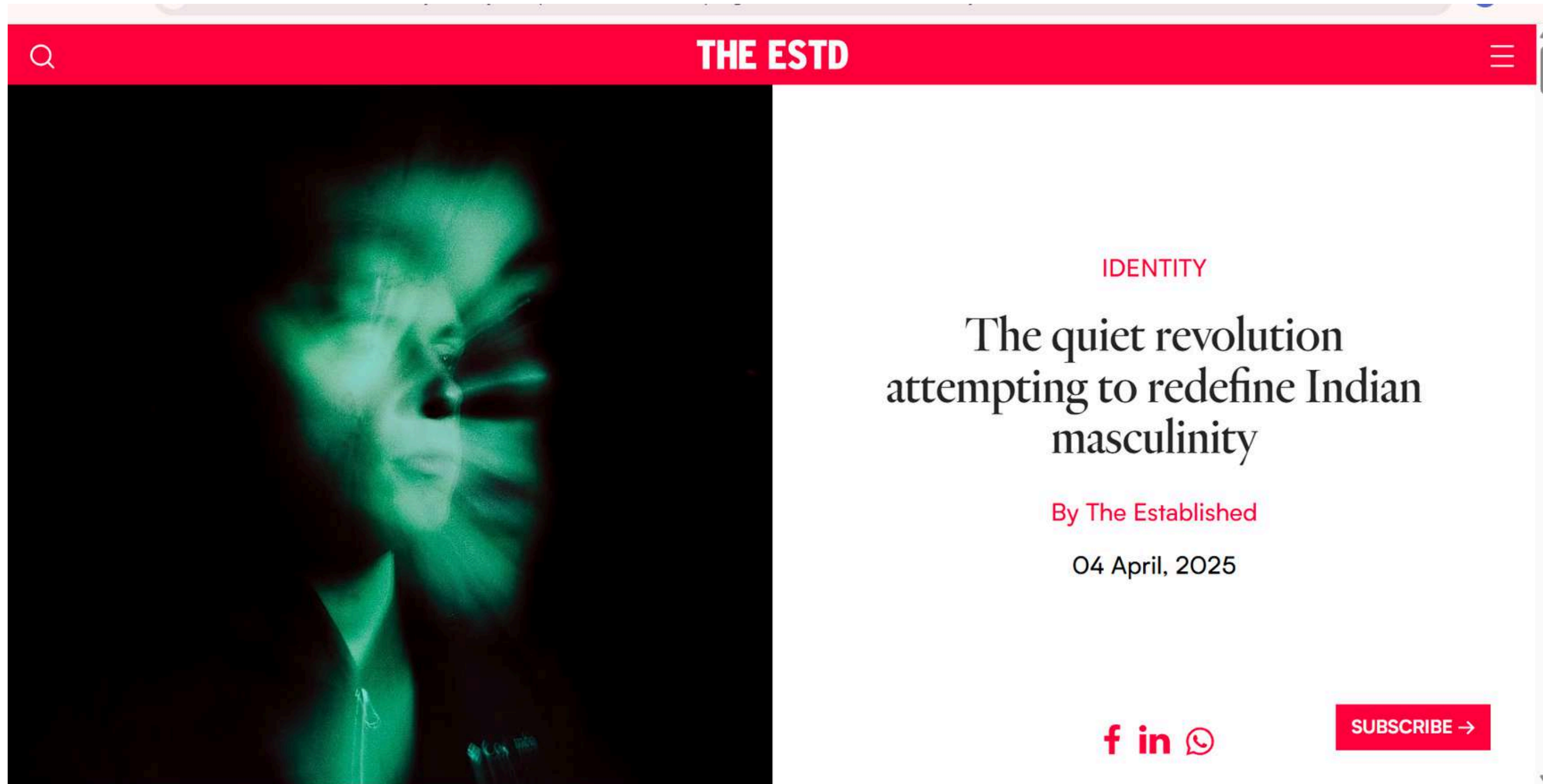
The Established

[https://www.instagram.com/stories/theestablished_/3603310071798305048?
utm_source=ig_story_item_share&igsh=MW1hZHF6Y2t3ZjFtaw==](https://www.instagram.com/stories/theestablished_/3603310071798305048?utm_source=ig_story_item_share&igsh=MW1hZHF6Y2t3ZjFtaw==)



The Established

<https://www.theestablished.com/community/identity/the-quiet-revolution-attempting-to-redefine-indian-masculinity>



THE ESTD

IDENTITY

The quiet revolution attempting to redefine Indian masculinity

By The Established

04 April, 2025

f in WhatsApp

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Tweak India

<https://www.instagram.com/tweakindia/>



The image shows a screenshot of an Instagram post from the account 'tweakindia'. The post features a photograph of three individuals standing in front of a purple backdrop with the text '#Collab' and 'Gender Stereotypes'. A text overlay on the photo asks, 'How do you talk to your kids about toxic masculinity so they actually listen?'. The post's caption discusses the impact of toxic masculinity on children and mentions a digital campaign and a national conference.

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#Collab

tweak tweakindia • Follow

tweak tweakindia Between the movies they enjoy, the viral videos they watch, and even the conversations they overhear, it's no secret that your child's earliest impressions of gender justice begin at home. Often, we assume that toxic masculinity only rears its ugly head in the deep, dark corners of the internet—where fans of Andrew Tate lurk freely—when in reality, it's dadaji's sexist remarks that are the final nail in the coffin.

In light of this, the NGO Centre for Equity & Inclusion (@cequinindia) recognises that men need to play a more active role in tackling toxic masculinity, especially while raising kids. They carried out a digital campaign, #MardonWaliBaat, with 44 male micro-influencers and encouraged them to initiate conversations about this through socially responsible content. Later, they showcased the campaign at a national conference called 'Unpacking Patriarchy, Gender Stereotypes & the Shaping of Indian Masculinities,' held on March 19, 2025, at India Habitat Centre, New Delhi.

tweak

How do you talk to your kids about toxic masculinity so they actually listen?


Liked by mediagoodword and others
5 days ago

Add a comment... Post

Tweak India

<https://tweakindia.com/parenting/talk-to-your-kids-about-toxic-masculinity-so-they-actually-listen/>

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How to talk to your kids about toxic masculinity so they actually listen

Parenting lessons on gender equality we've taken away from CEQUIN's national event, 'Mardon Wali Baat'

Between the film they enjoy, the viral videos they watch, and even the conversations they overhear, it's no secret that your child's earliest impressions of gender justice begins at home. Often, we assume that toxic masculinity only rears its ugly head in the deep, dark corners of the internet—where fans of Andrew Tate lurk freely ([This is how you can talk to your son about it](#))—when in reality, it's dadaji's sexist remarks that are the final nail in the coffin.

Outlook

<https://www.outlookindia.com/xhub/featured-insights/cequins-mardon-wali-baat-sparks-nationwide-change-in-masculinity-and-gender-equity>



Outlook

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FEATURES










CEQUIN's 'Mardon Wali Baat' Sparks Nationwide Change In Masculinity And Gender Equity

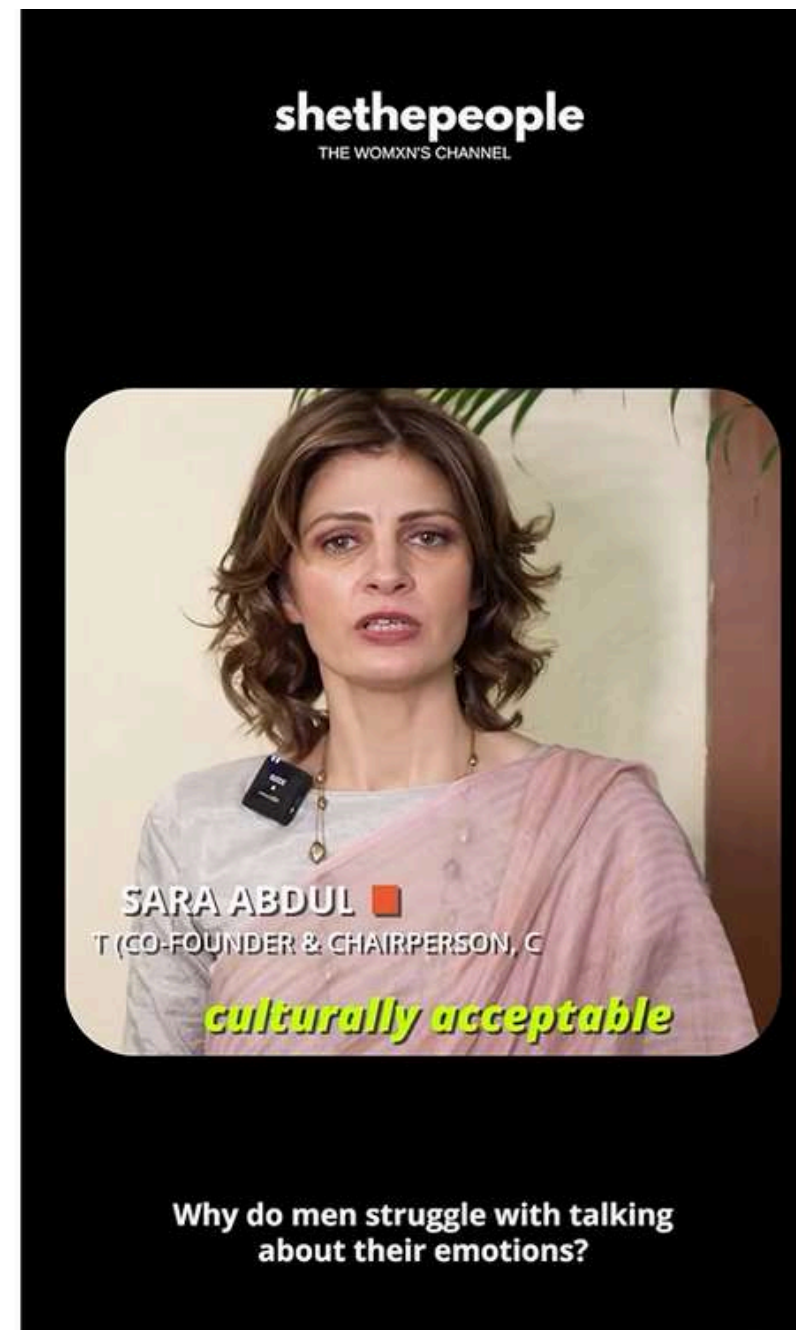
CEQUIN's '#MardonWaliBaat - Unlearnt & Rescripted', is a digital campaign at the forefront of the change, challenging patriarchal norms and encouraging men to embrace empathy, vulnerability, and shared responsibility.


Shethepeople


<https://www.instagram.com/reel/DJjbKWQTsF6/?igsh=MWlxdHhjeWhhZ2ti>

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 shethepeopletv • Following
Original audio


 shethepeopletv • 2w
Sara Abdullah Pilot, co-founder and chairperson of CEQUIN, has been instrumental in promoting women's rights and gender equality in India. She talks about why men often find it challenging to express their emotions, emphasising the need for open dialogue and emotional literacy.

What are your thoughts?

[Emotional Well being, Mens Mental Health, Gender Equality, Womens Rights, Emotional Literacy, Mental Health Awareness]

 tanvirkaursaran 2w
So apt










   

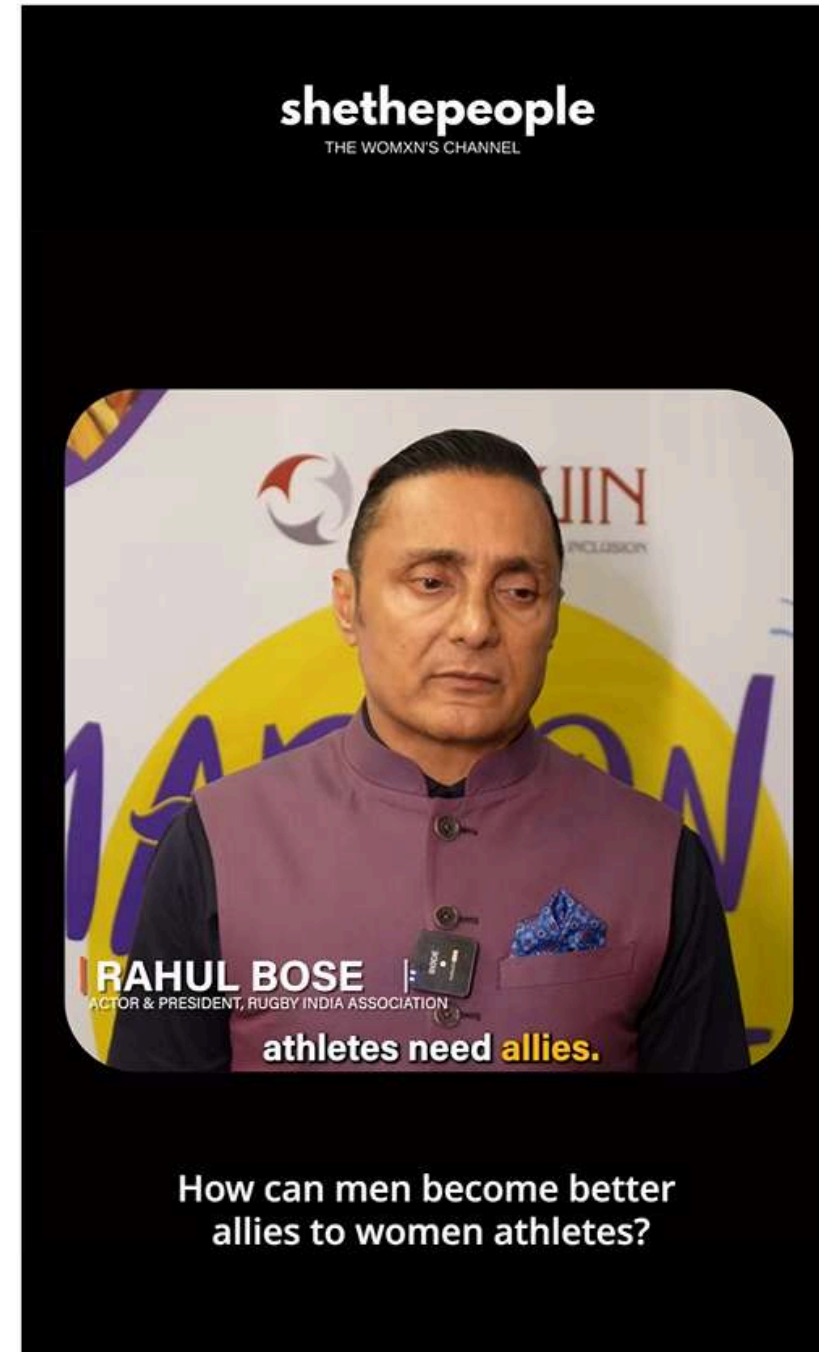
 278 likes
May 12

Shethepeople

<https://www.instagram.com/reel/DJ4IMWWzDf2/?igsh=MXJnaWFteGRwc2Vzbg==>

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 **shethepeoplenews and 2 others** ...
Original audio


 **shethepeoplenews**  6d
Rahul Bose, Actor and President of the Indian Rugby Association, shares a strong message on how women athletes don't need people to be their "allies," they just need them to step out of their way.

No special treatment or protection. Just equal opportunities, equal respect, and the same space to grow and shine.

What are your thoughts?

[Women in Sports, Gender Equality, Equal Opportunities, Breaking Stereotypes, Women Athletes, Respect in Sports]

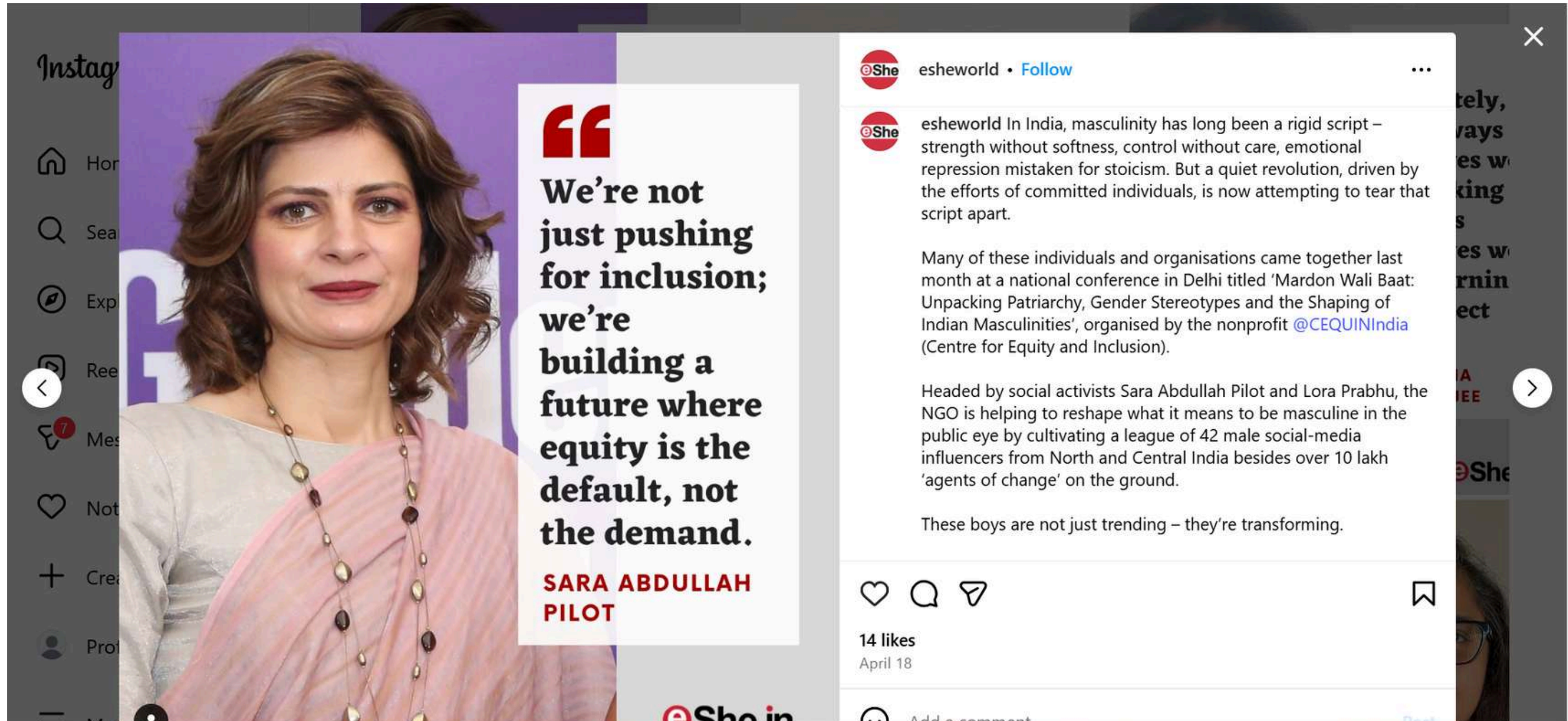
 **loveyemberson** 6d

 Liked by **thakurlavli** and others
6 days ago

Eshe

<https://www.instagram.com/esheworld/>



“
We’re not just pushing for inclusion; we’re building a future where equity is the default, not the demand.
SARA ABDULLAH PILOT

esheworld • Follow

esheworld In India, masculinity has long been a rigid script – strength without softness, control without care, emotional repression mistaken for stoicism. But a quiet revolution, driven by the efforts of committed individuals, is now attempting to tear that script apart.

Many of these individuals and organisations came together last month at a national conference in Delhi titled ‘Mardon Wali Baat: Unpacking Patriarchy, Gender Stereotypes and the Shaping of Indian Masculinities’, organised by the nonprofit [@CEQUINIndia](#) (Centre for Equity and Inclusion).

Headed by social activists Sara Abdullah Pilot and Lora Prabhu, the NGO is helping to reshape what it means to be masculine in the public eye by cultivating a league of 42 male social-media influencers from North and Central India besides over 10 lakh ‘agents of change’ on the ground.

These boys are not just trending – they’re transforming.

14 likes
April 18

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Eshe

<https://eshe.in/2025/04/18/cequin-mardon-wali-baat/>

