

Sharmila Tagore, Soha Ali pitch for gender equality

<http://www.thehindu.com/news/cities/Hyderabad/sharmila-tagore-soha-ali-pitch-for-gender-equality/article8592919.ece>

An astonishing 81 per cent of married men in India believe their daughters must learn to do household chores, while 76 per cent of the men think that not helping with the laundry at home still made them a great role model for their children.

Two out of three children grow up in the belief that household chores are a mother's job, with the gender stereotype being handed over from one generation to the next. "I realised how lucky I was to be raised in a household where the males sharing the domestic workload was one of the core values and I now want my children to be raised with the values of equality within the confines of the home," said actor Soha Ali Khan.

'ShareTheLoad' campaign

"It is common for men to stay away from responsibilities at home. However, it is important to make Ariel India and Whirlpool India's 'ShareTheLoad' campaign a success. If not for our partners, at least for our children whom we need to ensure, are raised in a world of equal opportunities and responsibilities both outside and within the home. I was profoundly lucky to have a partner who believed in equality. Something as simple as doing the laundry can make a difference, said glamorous, yesteryear actor Sharmila Tagore.

The mother-daughter duo was in the city on Thursday as part of an Ariel and Whirlpool initiative and joined their voices asking more dads to 'ShareTheLoad'. They pointed out that the campaign had gained traction, what with Ariel India's film getting a whopping 50 million views across the globe on YouTube.