

CHILDREN'S BOOK ON BREAKING GENDER STEREOTYPES

By Apoorva Lalit

Guided by Prof. Alka Hingorani



Shy, graceful,
gentle, emotional,
learn to cook,
be nurturing,
be pretty



Tall, strong,
logical,
grow beards,
be aggressive,
play sports

Knock, knock!
Who's there?

Gender Roles!

No freedom to fully express

A person's potential is diminished

**They conveniently put
women in subordinate roles.**

Discrimination
Violence
Abuse

31 % of married women in India aged 15-49 have experienced physical, sexual or emotional spousal violence.

52 % of women and 42 % of men believe that a husband is justified in beating his wife.

What a good girl!



How cute!

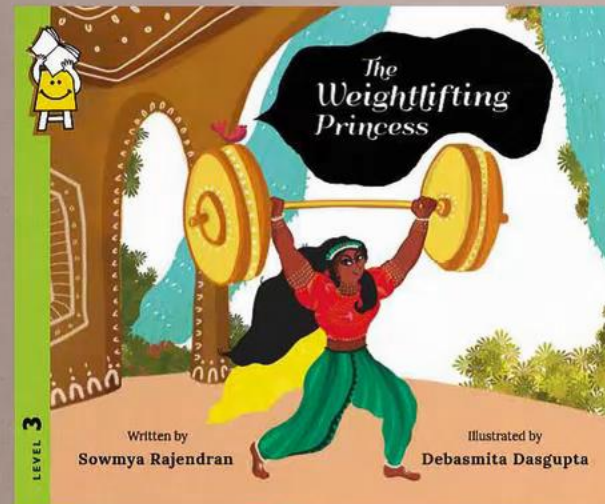
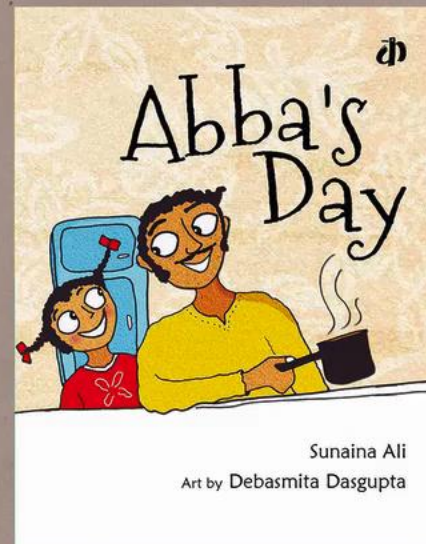
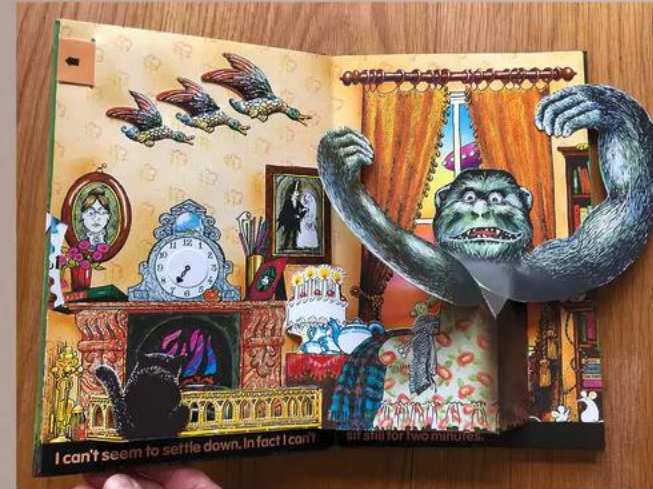
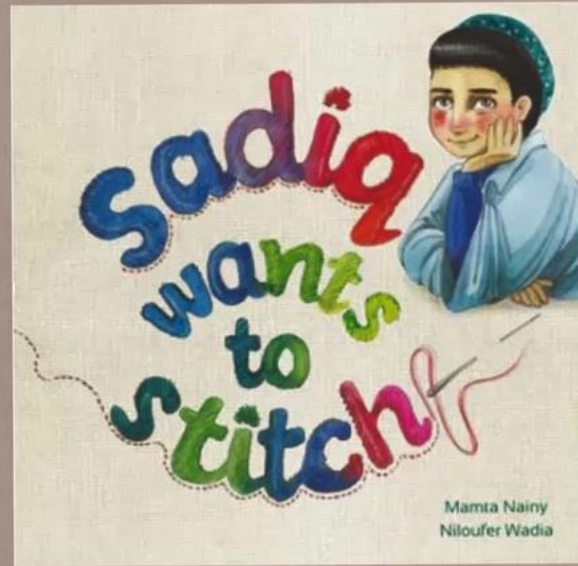
Children are socialized to
gender roles from an early age.

They harm a person's self image.

Beliefs/biases are very hard to get rid of as adults.

Children's books are opportunities!

Writing the story



Don't men have emotions too?

Be a man
Or
Be a "good" man?

User group: 6–11 years

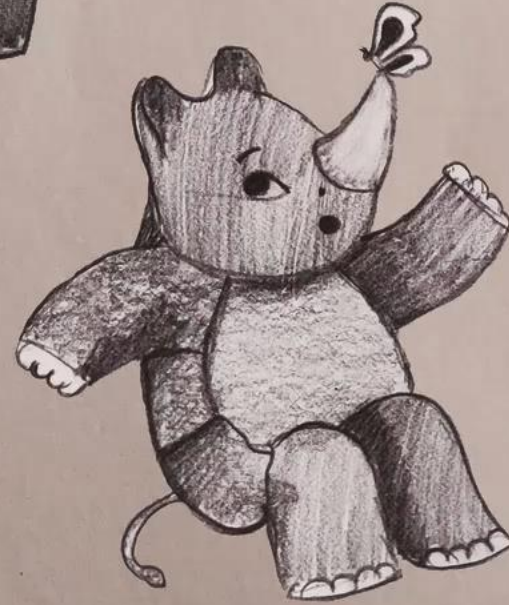
Building up from the inferences ...

To create emotional distance

Teaching kids about self-love



Mora

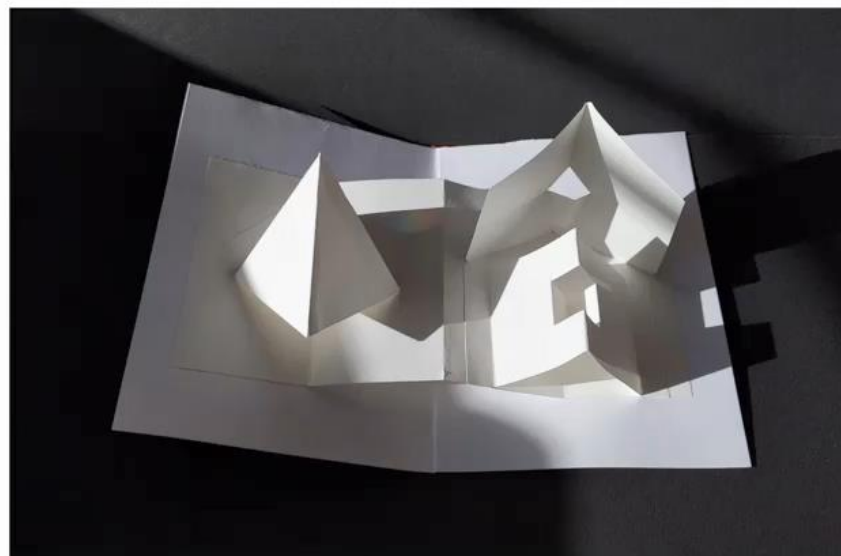
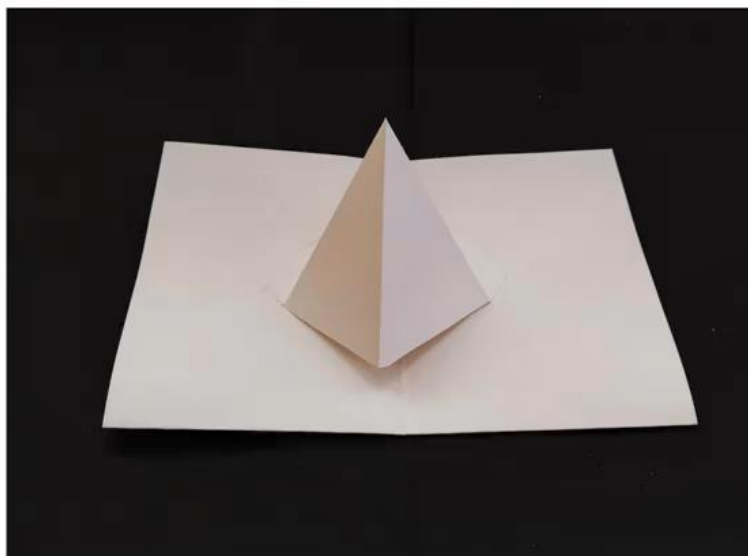
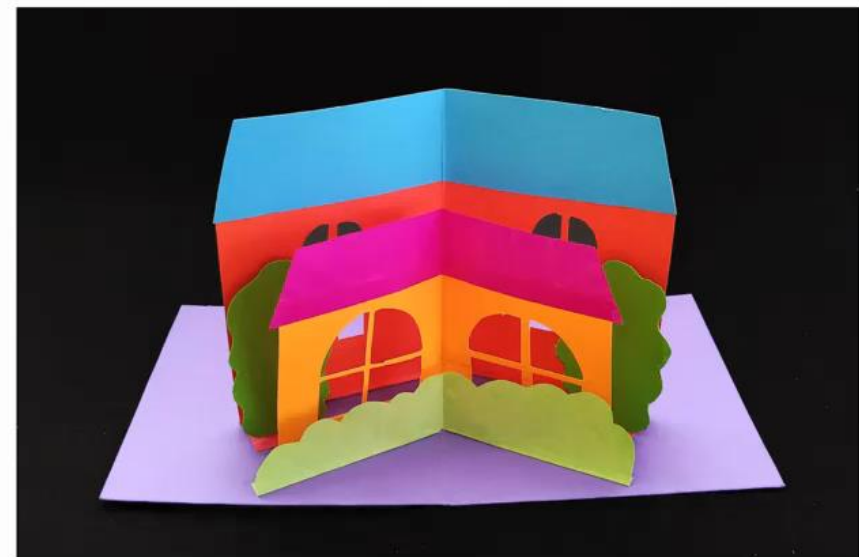







Design process

Pop-up explorations:






The final book:



The world says
a lot of things.

Good things,
Bad things...

Some have
meaning,
while others just
don't make sense.



Meet Mora.
He's a kind and
friendly Rhinoceros.

But they say,
Rhinos are
not gentle!



Rhinos are tough.
They have thick armour.
Just like warriors!

They crush everything
that comes in the way.





Mora loves a lot
of other things.



He loves to
cuddle with Amma.



He also loves to
swim in the pond,
Humming his
favourite tunes.





One day Mora
came across
Meethi, the koyal.


Hi! I'm Mora.
Please teach me
to sing like you.

I've never seen a
rhino sing before.
This is fun!

Meethi began training Mora
and he started singing
better and better.

Together they played,
Sang and munched on
fresh berries. Life was
merry and fun.






We heard you're a softy.
We saw you playing with
the small animals!

And learning to sing!
You've crossed
your limit.

There's only one way
to be a real rhino.
You must be tough.
You must be brutal!

Must I be brutal?
Must I change ?
But all I want to do is sing!





People say a lot of things. Sometimes they don't make sense. In that case you should listen to your heart. There was once a rhino as gentle as kind as you. He used to sing just like you but could never take up the courage to follow his dreams. One day when the hunters came he protected our herd.

Come Mora,
I want to show
you something!

Do you think your
father was any less
of a rhino


No Amma,
not at all.



You've got to participate. Let's show them how good you are!

Mora was nervous.

But he had an idea.




I'll do this once,
I'll do this twice,
I'll dance with the birds,
Be friends with the mice.

You asked me to be tough,
You asked me to snort
You said I must charge,
But I'd rather cavort

I'll sing my tune softly,
That's all I'd rather do,
And let no one tell me,
Only one way is true!


I'll listen to my heart,
That tells me to be me,
You be yourself too,
And we all will be free!"




Seeing everyone applaud, Mora revealed himself.



He had won!




You've given me the courage to be myself. I am going to be a Ballerina!




And I am going to be a painter!



I am going to be a Tailor!



I'm going to learn kathak!



So do you think there
is only one way
to be a real Rhino?
Or a lion, or a bear?

Or a boy,
Or a girl?
I don't think so.
Do you?