



## Celebrating 10 years of FIGHTING colourism

*The journey so far, yet miles to go before we sleep...*

**Chennai, 25th September, 2019:** The Dark is Beautiful (DISB) campaign has had a successful run for the last 10 years as a strong force against the skin colour biases perpetuated by misguided societal norms and profit-making whitening products in India and across the globe.

The campaign was initiated in 2009 by Women of Worth (WOW), a non-profit program to address the toxic belief that a person's worth is measured by the colour of their skin.

Today, 10 years later the campaign is thrilled to announce that the campaign has had a cascading effect across the nation and the globe either as direct results of DISB or a combination of similar campaigns since 2009.

Among others who have been responsible for DISB's success, one of our main Indian ambassador is none other than Nandita Das, who helped the campaign go viral in 2013. Today, we are proud to present and promote Nandita Das's new brave expression: **India's got colour**, an anthem, to be released today, in Mumbai. She has garnered the support of actors, directors, musicians, singers, dancers, designers and other creative artists and philanthropists. To name a few, some well-known names in the film industry like Radhika Apte, Ratna Pathak Shah, Suchitra Pillai, Swara Bhaskar, Tillotama Shome, Tannishtha Chatterjee, Ali Fazal and Vikrant Massey, and Sangita Jindal of the JSW Group who supported with funding. The anthem is co-produced by Mahesh Mathai with music by Ankur Tewari.

Speaking at the launch Kavitha Emmanuel, Founder & Director of WOW, and the force behind the campaign, said "With much respect and appreciation we stand with her today as she launches yet another powerful addition to the voices that challenge colourism".

The campaign has run a steady course over the last 10 years, as highlighted below.

- Several **student drives** were birthed, which included research papers, lectures, panel discussions on Colourism or skin colour discrimination.
- **Media mentions** in leading news portals in more than 18 different countries from some of India's closest neighbours like **Sri Lanka and Pakistan to France, Germany, Singapore, Malaysia, United Kingdom and the United States.**
- Awareness programs, **social media drives**, media literacy workshops influencing over **200,000 men, women and children** think positively about all skin tones.
- Lectures for three consecutive years in **Harvard Business School** on "Fair and Lovely versus Dark is Beautiful"
- A **Hollywood film** produced by Vic Sarin titled **Hue: A Matter of Colour** that covered the issue of Colourism globally.
- A signature petition against **Emami's Fair and Handsome** cream along with the concerted effort of other voices influencing the **Advertising Standards Council of India** to launch their first ever set of guidelines to advertise whitening products. This has moderately changed the narrative of whitening products advertising.



- A continuous wave of support from celebrities and influencers in India and abroad. Actors like **Anu Hasan**, **Gul Panag**, **Tannishtha Chatterjee**, **Shekar Kapur**, **Rupinder Nagra** from the UK, **Sharon Muthu** from Hollywood, and Cultural Intelligence advocate, **Wilbur Surgunaraj**

For media interviews please contact Ms. Caroline Thomas at 09566158447 or send an email at [caroline@womenofworth.in](mailto:caroline@womenofworth.in)

## About the DISB Campaign & WOW





Started in 2003, Women of Worth is one of India's unique women's rights movement that seeks to empower women to stand up for justice, equality and change in all facets of life and society in both local and global contexts. Registered as a non-profit, WOW's primary objective is to work towards the empowerment of the girl child, adolescent girls and adult women.

Headquartered in Chennai, WOW has an office in Kolkata, and city chapters in Bengaluru and Hyderabad. We also work in New Delhi and Mumbai through partnerships. WOW has over the last decade impacted the lives of more than 100,000 women through its awareness campaigns, training workshops and rehabilitation activities.