

# Envision | Issue Statement Paper

## Group Name

Ekata

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## Issue and Topic

Pathways to Power / Woman and Leadership

## Background on the Issue

Today's world is demeaning and disrespectful towards women. This is true in every nation, though some nations face more extreme and radical gender issues. Women are often treated as "objects" or "prizes", when in reality women are living, breathing, intelligent human beings. It is stated in the second paragraph of the Declaration of Independence, "All men are created equal, that they are endowed by their creator with certain unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness". In these famous words written by Thomas Jefferson, all people were pronounced equal in the eyes of God and the great nation he oversees.

On August 18th, in the year 1920, women gained the same rights as men in the eyes of the law, this being the right to vote. After that year, women were able to hold jobs and make wages; however, they were never able to hold sophisticated jobs to the extent that men do. Women were nurses not doctors, court-reporters not lawyers, secretaries not engineers. Then, when World War II took its toll on our great nation and men were sent overseas, women were left to maintain the "manly" jobs of the households. Women were no longer seen just as "sex objects", bearers of children, or the maids of the house. However, it is the year 2016 and women still do not receive fair pay or fair treatment in several professional environments. Our group pondered many ideas of why this might be, we turned over theory after theory, until it hit us: women are greatly contributing to this harsh reality among themselves. Women often blame men for most misogynistic tendencies in society, when in reality, women are just as responsible for the lack of unity among themselves. Young girls have been taught to blame each other for their insecurities, making female relationships somewhat of a competition. The reality of the situation is this, women gossip about one another and bring each other down to make themselves seem better. They show no respect for each other, thus, some men and a large portion of society think it's alright to tear us women down, as

well. Here at Ekata, we want to unite women. We want to defy the status quo, we want to stand up and take charge. Our goal is to spread positivity throughout the world, we want to teach young girls and women of all ages to love themselves and love their neighbors. We want to empower women and make  $\zeta$ being a woman $\zeta$  something to be proud of, not ashamed of.

## Problem Statement

### Description of the Problem

Women face stereotyping from men and women alike and by encouraging women to build each other up, women will be more confident and hold more professional and political positions.

Here at Ekata, we believe that the problem is the boundless amounts of negativity that women have created amongst one another. It has caused women to think less of themselves, thus they don't have any confidence to stand for what they believe in and make a difference. The name Ekata stands for unity in Hindu, we believe if women can start lifting one another up, we can unite as one and make a difference. It's time that us women start to rebuild our name in society, and listen to the wise words of Malala Yousafzai, "Life becomes much more beautiful when you are positive."

### Major Area(s) and Population(s) Affected

Women all around the world are being affected by this problem, but mostly young teenage girls today. Being a teenage girl in today's society is not easy, society beats up girls, and makes them believe that unless they look like a Victoria's Secret model they're not beautiful. On January 19th, our summit group heard from Carly Fiorina. During her speech, she talked about her experiences as a teenage girl. She struggled with many self-confidence issues, and she stated that she knows what it feels like to believe you're not good enough. However, she encouraged all 2,500 students, males and females alike, to follow her advice, "Know your worth, know your value, don't let others define you." Here at Ekata, we live and breathe by these simple words of wisdom. We want to help guarantee young girls and women all around the world their voice in society, to find their self worth, and to remember they will amount to something amazing in this world. We will reach out to young girls and women of every shape, size, belief system, religion, and ethnicity.

### Description of Needs to Fulfill

We researched countless times, through countless websites, the growing issue at hand. A study shown on [verywell.com](http://www.verywell.com), professed that name-calling throughout the US has caused many issues like: lack of self esteem, eating disorders, peer pressure, sleeping insomnia, mental health problems, and PTSD. We can stop this! All of these issues chip away at girls' self-confidence and make them believe they are not worthy of amounting to anything. Young girls believe they need to have perfect bodies, perfect features, and perfect hair to be "beautiful." We can show

them that beauty comes from beneath. Your appearance and your body does not define you, your personality and character do. We need to start complimenting one another, and judging one another on our character not our looks. Nobullying.com says, "That 3.2 million students are victims of bullying each year." By teaching women to exchange more positive words, we can change this 3.2 million to 0.

Did you know that a study on stopbullying.gov showed that "Bullying is linked to many negative outcomes, including impacts on mental health, substance use, and suicide." We need to educate women on the negative effects that their words have on one another. This issue is one of such importance that even Melania Trump has picked cyber bullying as her issue to work on as First Lady. We need to change the way women interact with one another. Now is the time!

## Sustainable Solution

### Description of Solution

While brainstorming ideas on how to get Ekata's mission heard around the world, we thought about the biggest influence among Americans today. The answer was so simple: Social Media. Thus, we decided to set out to start a worldwide Social Media campaign. We decided we would make Twitter, Snapchat, Instagram, Facebook, and Youtube accounts. The main idea we had to boost our campaign would be to create an app. Most people do not have time to scroll through all their social medias daily, so by making an app we could send out daily updates to ensure that our supporters can know what we are doing and planning on doing. Our app would have a homepage where we would post a daily quote to spread positivity. Our app would include a blogger page where our writers here at Ekata would post an article everyday explaining current issues that are being caused by bullying and

snoegciaetiyv.i tFyi nina tlloyd, oauy'rs a pp would include "a game", the game would work like this: people with our app would set weekly goals to help them gossip less, stop being jealous, and keep their hurtful comments to themselves. If they fulfill their goals for the day, they will receive points. When the points and the difficulty levels they exceed begin to build up, our supporters will receive gifts in the mail. The gifts they receive will be t-shirts, scarves, notebooks, pencils, and lanyards with the words "Ekata: Build up instead of Breakdown". This idea will keep our supporters interested and help promote our campaign. The app would be free, but we would have a page with all our social medias where you can donate to us. All the donations would go towards our campaign to keep us running. The page would also include a 24 hour hotline number, so women can call and ask advice on how to deal with situations in more positive and healthy ways.

### Key Partners and Resources Needed

For our campaign we considered how we could make known to others about our social media campaign. We came to the conclusion that we would need celebrity influencers to be the "face" of Ekata. In today's modern society, some young girls tend to look up to Kylie Jenner, Nicki Minaj, and Lindsey Lohan. We decided that for the face of our company we would want role models who were more relatable and had made a difference in our modern

world. We wanted role models that young girls could relate to on a personal level. Some potential celebrities we would like to have be involved in our campaign would be: Angelina Jolie, 2013 winner of the Jean Hersholt Humanitarian award, Michelle Obama, first lady from 2008 to 2016, Ellen Degeneres, talk show host, major influence in LGBT community, and known for “being herself,” Beyoncé Giselle Knowles-Carter, for actively standing up for the black community and building up women in her songs. These are some of the key people we would like to include in our campaign. Of course, we would like the help of the government to ignite our campaign into a flame that can not be stopped. We have also considered possibly having support from the government to help us with funding since our app is free.

### Potential Challenges and Workaround

In every non-profit campaign there are many challenges we can face, due to the lack of funds to support us. We will have to really spark people’s interest and show them that this indeed is a problem, otherwise they will not want to give their donations to a campaign with a future of inevitable failure. Our main workarounds to this problem are having popular celebrities endorse our campaign, the government promote us, and advertisements on websites and eventually TV. We have thoroughly researched how this problem has affected society, thus we are able to answer questions that anyone may have on the situations.

### Timeline

The first step of action we would need to take is to ask the government to guarantee their support of our issues. If we were guaranteed the help of the government, we could create all our social media sites. We hope to accomplish this in the next 6 to 8 months. After starting our social medias, we would get in contact with certain celebrities and ask them to be the “faces” of our campaign. We hope to accomplish this in the next 8-12 months. After this, we would hope to get enough donations to create our app. By the year 2018, we hope to have all of our ideas in action and we hope to start making a difference in the world.

### Expected Impact

Our main mission is to give a voice to the voiceless. To help women to unite all their talents and skills as one. If we can stop tearing each other down, and tearing away each other's self confidence, maybe in 2020 we will have a female president. We want to stop the amount of suicide in teen girls, show the empowerment of women, and prove that women are just as amazing as any man in this world. We hope in four years to have more women in office, more women CEOs, and most importantly more young girls aspiring to go use their voice.

### Action Requested

We want YOU, the Congress of this great nation we call the United States of America, to help us make our campaign international. We want you to help us make a day in March dedicated to Women Unity. This day would help educate women on how to be more positive towards one another and teach young girls their self worth. We need you, our government, to support us in this fight against women’s imperiousness against each other. With the help of our amazing

government, we can make a nation equal among all genders. We can teach women to build each other up, NOT break each other down. If we unite as one, we will have a flourishing future for our moms, ourselves, and our future generations of children.

## Research Sources

[www.verywell.com](http://www.verywell.com)

[www.nobullying.com](http://www.nobullying.com)

[www.dosomething.org](http://www.dosomething.org)

[www.huffpost.com](http://www.huffpost.com)

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