CONSUMER CHRONICLE

HUMANITIES MAGAZINE

ISSUE NO: 9 **WOMEN EMPOWERMENT** **MAY, 2025**

IN THIS EDITION

NOTE FROM THE EDITOR

Greetings!

The Humanities Magazine – CONSUMER CHRONICLE – 9th Edition

It gives us immense pleasure to welcome you to the 9th Edition of Genesis Global School's Humanities Magazine. Our heartfelt thanks go out to our amazing team of designers, writers, and mentors, whose skill and creativity have once again brought this publication to life. It is your commitment to exploring meaningful conversations through the lens of the humanities that makes this magazine what it is.

This year, we've had the honour of stepping into the shoes of the previous Editors-in-Chief. In particular, we would like to express our sincere gratitude to Sameer Gupta, whose leadership, vision, and dedication as the former Editor-in-Chief were truly inspiring. Thank you, Sameer, for laying such a strong and thoughtful foundation for the magazine—we're incredibly grateful to carry forward the legacy you helped build.

As the new Editors-in-Chief, we've embraced this responsibility with fresh ideas and a clear vision — to take Consumer Chronicle beyond just a magazine and transform it into a platform that sparks dialogue, showcases diverse perspectives, and fosters critical thought. Through this edition, we hope to create content that not only informs but also inspires and resonates with the realities of the world around us.

The theme of this issue explores gender equality as a vital element in the broader narrative of economic development, business ethics, and social progress. It's designed to challenge, engage, and inspire readers to reflect on how they too can contribute to a more equitable future.

And, as always, we wrap up with a fun section filled with creative activities we hope you'll enjoy. You can even submit your responses — the best ones may be featured in upcoming editions! We love celebrating the talent within our school community.

We sincerely hope you enjoy the 9th Edition of CONSUMER CHRONICLE.

Happy reading!

Yashika Aggarwal & Takshh Dua
Editors-in-Chief

CORE
TEAM

Takshh Dua
Editor-in-Chief

Yashika Aggarwal
Editor-in-Chief

Manjari Shukla
Writing Head

Raadhikaa Gidwani
Design Head

Aanya Gupta
Creative Head

BEYOND THE PAY GAP: HOW GENDER EQUALITY IS REDEFINING SUCCESS ACROSS INDUSTRIES

BY VIRAJ GUPTA MYP 3

Gender equality in the workplace has long been framed as a fight for equal pay. It's not just about fairness, it's about reshaping how businesses strategically think, operate, and succeed. Progressive companies are proving that inclusive organisational culture where women have the opportunities to lead and innovate, entire[1] organizations thrive. Diverse leadership doesn't just look good on paper; it leads to smarter decision-making, improved profitability, and breakthrough ideas

Take the TATA Group for example. It is one of India's most influential multinational conglomerates; it didn't just pay lip service to gender equality but rather embedded it into its corporate culture and strategic objectives. Under leaders like Ratan Tata, the company has pursued a transformational leadership style, that actively pushes more women in leadership, recognizing that diversity is more than corporate social responsibility (CSR) but a core competitive advantage. Today, women hold key positions across TATA's vast empire—from TATA Starbucks to TATA Communications—bringing fresh perspectives that drive innovation and growth. Studies show that companies with gender-diverse leadership teams are more profitable, innovative, and better at problem solving.

McKinsey found that businesses with strong female representation in leadership roles are 25% more likely to outperform their competitors. This is reflected in TATA's success story. At TATA Consultancy Services (TCS), where women make up over a third of the workforce, human resource management (HRM) policies—like mentorship programs, flexible working arrangements, and workforce planning—are emphasised. This promotes workforce diversity, innovation, and provides the business with a competitive edge.

However, the benefits of progressive company ideals go beyond the bottom line. When companies like TATA Steel invest in initiatives like "Women of Mettle," that empower female engineers to lead sustainability projects, they don't just improve operational efficiency—they set new standards of inclusivity for entire industries - leading by example.

Aarthi Subramanian, Chief Digital Officer of TATA Consultancy services

The result? Breakthroughs in green technology, smarter business strategies, and a stronger, more inclusive corporate culture.

While TATA's initiatives in promoting gender diversity are highly appreciable, there are still limitations in stakeholder inclusivity. Most of their programs, including leadership and early career development, mainly help women who are already in the system, possibly excluding external stakeholders facing obstacles before joining the workforce. Women who are restricted by their familial or societal norms and cannot enter the workforce must also be prioritised in the journey toward gender equality in professional institutions. Addressing this market segment can align with a market development strategy, it would be the starting point to transform countless other lives of their future generations as well. Expanding the scope of these projects would increase TATA's brand equity and corporate image, reinforcing its identity as a firm that supports social justice and inclusivity. Moreover, such positioning can act as a powerful USP (unique selling point) and further strengthen customer loyalty and employee retention.

In addition, such programs may also fail to focus on mid-career stagnation, wherein women tend to lose ground due to external factors such as imperceptible workplace discrimination. This is also a possibility when women are forced to leave professional setups due to household responsibilities. An encouragement or work-life management program must be initiated for such women too, along with flexible schedules that support their needs and wants. A thing to keep in mind is that these programmes don't support patriarchal mindsets in any way, rather, try to fulfil the requirements women have to safely perform in workspaces.

The lesson is clear: gender equality isn't just about closing gaps. It's about opening the door to better ideas, stronger businesses, and dynamic economies. Companies that understand this - like TATA - aren't just doing what's right, they're securing long-term success. All in all, it's an important truth for students entering the workforce: the businesses leading tomorrow value diversity today.

THE NADAR IMPACT: DRIVING HCL TECH AND EMPOWERING WOMEN IN BUSINESS

BY HRIDHAAN JAIN

Roshni Nadar Malhotra, the CEO of HCL Technologies and the only daughter of a business tycoon, Shiv Nadar, has demonstrated transformational leadership and done a remarkable job in the technology sector, making HCL one of India's leading IT firms towards sustained growth and innovation. As the first woman to lead a listed Indian IT company, her leadership is defined by her commitment to digital transformation and inclusive business practices. Nadar is the first Indian woman to join the world's top 10 wealthiest women. At the same time, she has already achieved so much as a technocrat, in her other persona, as a philanthropist via Shiv Nadar Foundation, since taking charge at HCL from 2020.

Visionary leadership at HCL Technologies

Roshni Nadar's strategic implementation of the Mode 1-2-3 framework is a textbook example of strategic planning and change management. By embracing disruptive innovation through artificial intelligence (AI), cloud computing, blockchain, and cybersecurity, HCL has managed to achieve organic growth and improve its market share in the fiercely competitive Indian IT sector. Her leadership has resulted in multibillion-dollar deals with 500 organizations. One of her key initiatives is implementing a 'Mode 1-2-3' strategy to drive digital transformation. This involves transforming and updating IT services, introducing new technologies like cloud computing and data analytics, and creating their own software products and platforms by collaborating with other firms.

The strategy aims to streamline processes, automate repetitive tasks, and enable more informed decision-making. This approach is crucial for HCL's digital transformation. This helped HCL remain flexible in the market of ever-changing technology and surpass rivals like Infosys, TCS, and Wipro. The company has had significant wins using the Mode 1-2-3 strategy, including a $1.3 billion win with Xerox and multi-year agreements with international companies such as IBM and Google Cloud. HCL Group also improved their positions on Brand Finance's Global 500 list from position 378 in 2017 to 208 in 2021, reflecting a rise in brand reputation. The company also showed other signs of significant improvement, such as a steady growth in employee count and reaching over 200,000 employees on its books by 2021 – indicating not only business growth but also levels of operational scale growth that was generated by digital transformation.

HCL's Roshni Nadar India's Most Influential Woman Leader: Here's Full List."
Business Standard, 9 Mar. 2024,

Commitment to Corporate Social Responsibility

Roshni Nadar Malhotra, is also committed to CSR, focusing on education, sustainability, and gender inclusivity. She has invested over $1 billion in education and social causes through the Shiv Nadar Foundation, including Shiv Nadar Universitiy and VidyaGyan Leadership Academy. Nadar also advocates for sustainability, implementing net-zero carbon commitment, and green data centers. Her initiatives like "HCL Women Connect" at HCL Technologies aims to promote an inclusive workplace culture, particularly for women. This dedication to corporate social responsibility (CSR) positions her brand as ethics-oriented and, as a result, it betters brand image. Her belief in sustainability, including aggressive environmental policies and gender balance, demonstrates a healthy leadership approach that prioritizes economic growth and social welfare, also painting a healthy workplace environment, resulting in better productivity.

Despite their success, there are still certain challenges. The scope and long-term implementation of educational institutes, especially in rural education, can be limited by logistical constraints such as infrastructure shortfalls or untrained staff. In addition, while internally the programs, such as HCL Women Connect, are impactful, the expansion of such a project is a slow and costly process. Such restrictions can hinder the overall visibility and scale of Nadar's social outreach.

To expand long-term reach, Roshni Nadar could scale VidyaGyan through regional centres and partner with local schools for scalable integration. In addition, the use of tech-based monitoring in Shiv Nadar Foundation would enhance progress tracking as more transparent and accountable. I also believe that collaboration with other companies on gender parity would expand the reach of HCL Women Connect's impact across the industry.

Nevertheless, Nadar's leadership and strength truly sets a lasting example for many women. Her influence on many different sectors while being one of the most successful women of her time, shows how she is building a legacy that will inspire generations.

WOMEN4WEALTH - STUDENT LED INITIATIVE

BY YASHIKA AGGARWAL

Picture a woman with remarkable expertise. She may be an accomplished seamstress, a skilled baker, or an experienced handmade jewellery designer. She wants to monetise this skill, but her lack of financial knowledge hinders her ability to operate a business. She struggles with deciding prices for her products, growing her customer base, and managing her earnings. For millions of women around the world, this is a reality. Women either are scared to step into the business line or struggle to run an already established one efficiently.

This is where Women4Wealth comes in.

Women4Wealth, a program founded by a passionate group of students, focuses on financial literacy and helping women build their futures through interactive lessons, mentorship, and hands-on activities, helping women build their own futures.

Women4Wealth began with an incredibly simple observation that many women have the talent and ambition, but they may not have the financial literacy to grow their businesses. Whether it's estimating costs and setting prices or tracking spending, financial literacy is a barrier between them and success.

We saw this as a chance to support these women. Our initiative aims to empower women from all walks of life by providing clear, practical financial concepts to make financial knowledge easy to understand.

How we do it:

- **Easy Video Lessons to Understand -** The course explains complicated financial terms in a simple and engaging format in many languages so that women can learn in the way that suits them best.
- **Practical Business Skills -** Women are provided with practical experience in product pricing, cost management, and digital payment schemes to enhance their business growth.

How we do it:

- **Peer Mentorship & Community Support -** One of the most touching aspects of Women4Wealth is that it is community-based. All women learn by sharing their stories and experiences with others, allowing them to have the support of like-minded women throughout their learning journey and value collaboration.
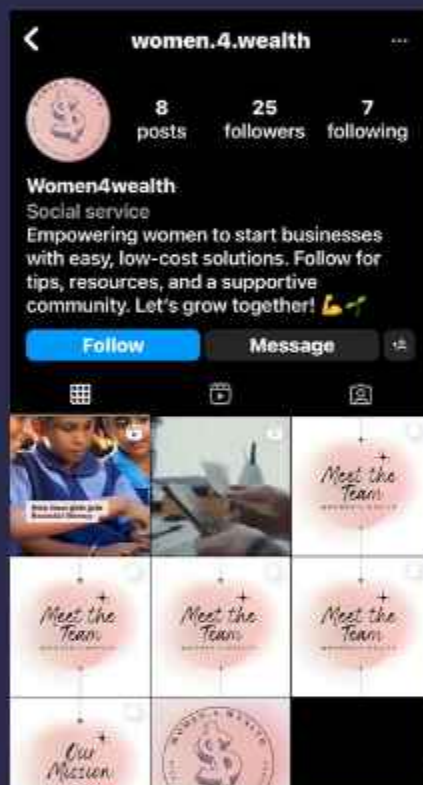
Women4Wealth has significantly impacted women's financial management, investment decisions, and business expansion, leading to higher living standards and confidence in new markets.

Women4Wealth plans to expand its reach by translating lessons into regional languages, partnering with NGOs, and reaching more communities. The team aims to ensure no woman is left behind and is living proof that small actions can lead to significant change, as financial independence improves their lives and ours.

That's a future worth investing in.

THE ROLE OF SOCIAL SCIENCE IN REDUCING WOMEN'S HOUSEWORK BURDEN IN SOCIALIST BULGARIA

BY SHIVAM MAHAJAN

Like many other countries in the Eastern Bloc, socialist Bulgaria sought to establish an equitable society in which both men and women could actively engage in employment. However, the conventional assumption that women handle household chores in addition to their professional responsibilities hampered the achievement of gender equality in the workplace. The Bulgarian government used social science studies to solve this issue by enacting laws that lessened the amount of housework that women had to do.

The Role of Social Science in Identifying Women's Challenges

Understanding the dual strain women faced—juggling full-time work and household duties—was made feasible in a significant way by social science research. Data was gathered using a variety of techniques, such as:

1. **Questionnaires & Surveys:** Surveys at national and workplace levels compared women's housekeeping time to their workforce participation, highlighting the disproportionate burden placed on women.
2. **Interviews and Focus** Groups: Researchers interviewed working women from various businesses, providing qualitative insights into their challenges such as time constraints, meal preparation difficulties, and limited access to home equipment.
3. **Comparative Studies:** Bulgarian policymakers analyzed Western capitalist economies and socialist states' methods to reduce domestic labor, influencing modernization strategies for household work.

Implementation of Policy Changes Based on Social Science Research

Social science studies have resulted in policy interventions to minimize domestic workload for women and facilitate their economic participation. One of the key objectives is the introduction of self-service supermarkets on the lines of Western retailing. Conventional Bulgarian grocery shops had long queues, personalized service, and restricted bulk buying, adding to daily workload for women.

Social scientists recommend the inclusion of self-service aisles in retail design, for hassle-free buying. Greater amounts of products decreased the purchase frequency in vicinity to residences, allowing women to organize their domestic and business affairs more effectively.

Expansion of Premade and Ready-to-Cook Meals

Social science studies demonstrated that meal preparation from scratch took up a lot of time for women, which resulted in state-owned food businesses providing prepackaged meals found in supermarkets, canned foods, and frozen foods. This reduced the strain on working women so that they could commit more time to professional growth.

Advancements in Household Technology and Communal Services

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Urban areas got more benefits while rural areas lagged behind

URBAN | RURAL

SUPERMARKET

⚠ Traditional gender roles did not fully change

These social science-driven policies in Bulgaria improved women's lives by increasing workforce participation, boosting productivity levels, enhancing quality of life, and promoting gender equality in public life. It was a great help in reducing domestic strain, allowing women to focus on education, leisure, and political participation, while convenience services improved family stability by reducing exhaustion. Although state intervention alleviated some household burdens, traditional gender roles persisted, showcasing a limitation in the policy's implementation. In addition, not all neighbourhoods were able to be provided with the same level of supermarkets or convenience services, creating disparities in benefits, where not all regions got equal resources. Also, the cost of maintaining extensive social programs sometimes strained the state budget leading to inconsistencies in policy implementation and unfair benefits to certain regions. These issues reveal that while there had been improvement, there were underlying economic and cultural problems. These limitations show that policy was not adequate in and of itself—without altering the cultural norms at the household level, change was superficial. Greater investment in rural infrastructure and focused outreach to communities could have increased access and equity. Ultimately, more equitable effort combining economic support with cultural education could have produced longer-term results.

Social science in socialist Bulgaria helped reduce women's housework burden through modernization, premade meals, and automation. Although it had a few limitations, as a whole, it led to a more productive workforce, improved gender equality, and enhanced women's quality of life, showcasing the power of social science.

TO WHAT EXTENT HAS TOYOTA KIRLOSKAR MOTOR IMPROVED GENDER INCLUSIVITY?

BY MANJARI SHUKLA

Toyota Kirloskar Motor Private Limited (TKM) is a joint venture between Kirloskar Group and Toyota Motor Corporation that manufactures and sells Toyota cars in India. On August 26th, 2024, TKM reaffirmed its strong commitment towards gender equality and empowering women employees. In 2025, following last year's news, it hit headlines as it officially declared its ambitious and promising 2030 vision of having 30% women employees. From then on, TKM has taken up an array of initiatives to empower and uplift women within the company.
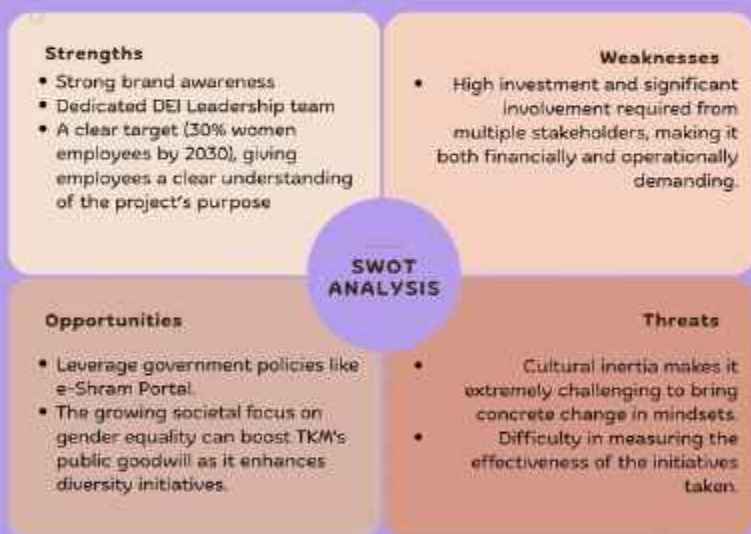
In its initial efforts to reach this goal, TKM formed a senior-level team dedicated to ensuring its initiatives include DEI (Diversity, Equity, and Inclusion) measures. To promote gender diversity, this team has launched several projects, including the "Samvardhana" awareness campaign on unconscious bias and promoted inclusivity. These efforts seek to create an environment of inclusion that empowers women while increasing long-term profitability.

TKM celebrated a milestone on March 13th when it capped its first group of 55 female supervisors. Additionally, TKM inducted 160 new women employees, adding the female strength of the company to over 450. Furthermore, The Toyota Technical Training Institute (TTTI) is an integral part of this endeavour, doubling its annual enrolment to 1,200 students, of which 600 will be women. Lastly, TKM enforced strict security measures such as Prevention of Sexual Harassment (POSH) regulations and secure transportation for night shifts.

SWOT ANALYSIS

Strengths
- Strong brand awareness
- Dedicated DEI Leadership team
- A clear target (30% women employees by 2030), giving employees a clear understanding of the project's purpose

Weaknesses
- High investment and significant involvement required from multiple stakeholders, making it both financially and operationally demanding.

Opportunities
- Leverage government policies like e-Shram Portal.
- The growing societal focus on gender equality can boost TKM's public goodwill as it enhances diversity initiatives.

Threats
- Cultural inertia makes it extremely challenging to bring concrete change in mindsets.
- Difficulty in measuring the effectiveness of the initiatives taken.

While all of these efforts have taken place, many strengths have helped drive this change. TKM's strong brand awareness and reputation have been a solid foundation for DEI implementation. This broad awareness has increased the prominence of these initiatives, allowing programs to more easily increase reach due to the high brand awareness. Moreover, the establishment of a dedicated DEI leadership team plays an important role in ensuring the success of the initiatives by making them strategically governed and professionally implemented.

TKM can also leverage government initiatives such as The e-Shram Portal, which is a government platform designed to register workforce from the unorganized sector for their social security benefits. Through the e-Shram Portal, TKM can hire unorganized sector women workers, thus accessing greater talent and reaching their goal faster. Moreover, the increased societal support for gender equality in contemporary times allows TKM to promote its reputation via its diversity pledge so that it seems like a progressive brand. This can increase customer loyalty and secure investors who prioritize moral practices.

TO WHAT EXTENT HAS TOYOTA KIRLOSKAR MOTOR IMPROVED GENDER INCLUSIVITY?

MANJARI SHUKLA

Despite these successes, several structural drawbacks persist. The implementation of these innumerable initiatives demands considerable financial investment—ranging from infrastructure upgrades to compliance with POSH regulations. These costs, although essential, could affect short-term profitability and divert resources from core production operations. Also, a major setback TKM faces is cultural inertia, which is the desire to avoid cultural change and is seen heavily in the subject of gender inclusivity. Deep-seated biases in a male-dominated culture make it extremely challenging to drive rapid cultural change.

While awareness campaigns can promote inclusivity, there is no guarantee they will effectively shift employee attitudes or eliminate unconscious bias. Also, the inability to measure the concrete effect of these initiatives further contributes to the ambiguity in the effectiveness of awareness campaigns. Due to this, TKM will have to continuously invest and work on this to instil long-term change.

To bring lasting change and more cost-effective projects, TKM can venture into public-private collaborations with social institutions to distribute the cost burden and increase reach among marginalized groups. Linking DEI initiatives to fundamental business objectives and incorporating them into the firm's operational processes—instead of isolating them as mere HR functions—will help achieve lasting sustainability.

But who knows they may even implement this in the coming years of this project. Perhaps TKB will find ways to overcome the threats too and turn its weaknesses into strengths. We can only wait and see how this journey transforms TKM and other companies within the industry towards a brighter future with gender-inclusive workspaces.

To what extent has Toyota Kirloskar Motor improved gender inclusivity?

THE PINK TAX EQUATION: QUANTIFYING THE COST OF GENDERED PRICING

BY HRIDHAAN JAIN

The Pink Tax is a gender-specific tax that increases the cost women pay for similar products and services, such as personal care items and clothing. This tax is not an official government-imposed tax but rather a result of firms using "feminine" colors and branding to charge justify charging women more. This negatively impacts women as women's average earnings are lower than men's, leading to increased spending on essentials. The image of Gillette vs Venus gives a clear-cut example of the pink tax.

Legislation Efforts:

Studies in many countries have led to changes in prices for women's products, with some stores voluntarily changing prices. Governments of The EU and Australia have enacted transparent pricing regulations to prevent secret gender-based charges, and any company who does not abide would be penalized. Canada, UK, and some U.S. states have eliminated sales tax on menstrual products, acknowledging such products as necessities and making them affordable, instead of treating these products as a way for companies to rake in money.

In addition, the idea that price differences exist due to additional demands by women diverts blame on consumers and does not ask the question about the structural distortions in price systems. The issue is most damaging to low-income women, who disproportionately pay higher prices for necessities. These women, who cannot purchase hygiene products like pads or tampons, suffer from extreme health issues. In response, several governments have introduced bills to ban or ask questions about gender pricing approaches. All that aside, opponents of these types of regulations worry that enforcing them will interfere with free-market policies.

With that being the case, evaluating the Pink Tax is balancing economic reasons for the tax against ethical issues—both requiring policy interventions and increased awareness so pricing mechanisms do not exacerbate gender inequality. If the pink tax continues, gender biasness and inequality will never truly be gone from society, rather it will also dimmish and use women as objects to benefit from.

While the Pink Tax is widely criticized as gender-priced discrimination, others argue that the price differences stem from legitimate market forces. Producers often claim that women's products involve extra production costs, such as specific ingredients, fragrances, packaging, or product testing. Here, companies claim they are simply responding to market demand instead of discriminating. However, this line of argument is under strain, since studies show that the majority of products branded as gendered are essentially the same in manufacturing, with their differences at best just being aesthetics or branding. It is hence argued that these differences exist only to provide a cover for higher prices, as companies exploit social convention and purchasing habits shaped over decades of gendered marketing.

GILLETTE 10.59

VENUS PLATINUM 15.39

Graph analysis of Pink tax

The pink tax can be shown through a standard diagram of an indirect tax. The x-axis represents the quantity of goods that get pink tax imposed on them, for instance, razors. The y-axis would hence represent the price of razors. The supply curve, S1, represents the initial supply of razors in the market that the producers are willing to supply at various price levels. The intersection of demand curve, D1, and supply curve, S1, shows initial equilibrium given by point "a", at price P1,and quantity Q1.
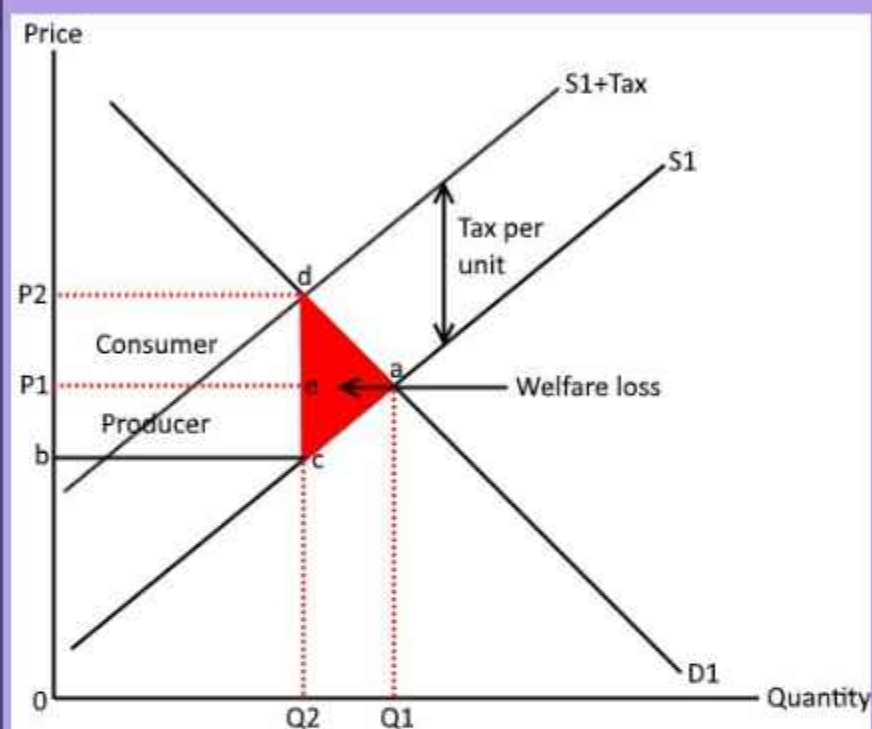
As producers implement the pink tax, the supply curve shifts leftward from S1 to S1+tax. As a result, the price for the consumers of razors increases from P1 to P2 and in the quantity demanded and quantity supplied decreases from Q1 to Q2. Consequently, there is a contraction along the demand curve, from point "a" to point "d" – illustrating the decreased quantity demanded. There is also a contraction in the supply as point "a" moves to point "c" showcasing a decreased quantity supplied.

This reflects the increased cost imposed by the pink tax on consumers. The vertical difference between S1 and S1+tax is the amount of the pink tax being passed on to the consumer in the form of higher prices. The red triangle on the graph is the welfare loss; a measure of economic inefficiency due to discriminatory pricing. This illustration serves to better show that the Pink Tax distorts the market and lessens societal welfare.

HOW GENDER-BASED SOCIAL EXPECTATIONS AFFECT MEN'S AND WOMEN'S PERFECTIONISM AND MENTAL HEALTH
SONAKSI DHAL BISOI

This experiment aims to investigate the influence of gender-specific societal expectations on levels of perceived perfectionism and psychological stress among adolescents. The significance comes from growing awareness of mental health issues associated with internalised gender norms, especially in the early years of identity formation.

The study's foundation is the Social Identity Theory (Tajfel C Turner, 1979), which holds that people get some oftheir sense of self and identity from the social groups they are a part of. Gender, a core component of social identity, shapes expectations and behaviours through societal conditioning. According to this theory, groupclassification is related to emotional consequences when people feel under pressure to fit into stereotypes, like internalised stress and perfectionism.

By analysing how teenagers internalise cultural norms related to their gender identity and how theseinternalisations relate to stress and perfectionism, this study draws on Social Identity Theory. My original article'scontent is mirrored in the stimuli, which include texts that highlight the stereotypical expectations placed on menand women.

Variables:
Independent Variable (IV): Type of text participants read: Condition A: A text that emphasises societal expectations based on gender (experimental group). Condition B: A gender-neutral text (control group).
Dependent Variable (DV): A modified version of the Multidimensional Perfectionism Scale and a brief Likert-based psychological stress scale are used to measure the DV, or self-reported level of perfectionism and psychological stress.

Hypotheses
Research Hypothesis (One-tailed): Compared to readers of a neutral text, participants exposed to gender-based societal expectations will report noticeably higher levels of psychological stress and perceived perfectionism.

Null Hypothesis: Participants exposed to gender-based expectations and those exposed to neutral content will not significantly differ in their reported levels of psychological stress and perfectionism.

Exploration
Research Design
Independent Measures Design (As it prevents order effects and enables us to separate the impact of various text types on distinct participant groups)
Method of Sampling and Target Population
Students in the local school community between the ages of 16 and 18 will be the target of a convenience sampling technique. Because of their accessibility and the fact that adolescence is a crucial time for identity development and vulnerability to social pressures, this group was selected.
Participants Characteristics

Male and female students who speak English well and have normal or corrected-to- normal vision will be amongthe participants. The chosen audience minimises confounding variables and guarantees consistent textualcontent comprehension.

HOW GENDER-BASED SOCIAL EXPECTATIONS AFFECT MEN'S AND WOMEN'S PERFECTIONISM AND MENTAL HEALTH

SONAKSI DHAL BISOI

Controlled Variables
- The time of day when testing is conducted .
- Room Conditions (noise , light)
- Reading time (5 minutes) .
- Identical testing instructions and environment for both groups.

These control ensure the DV is influenced primarily by IV .

Materials
- Two prepared texts, one neutral (control) and the other on societal expectations.
- The Psychological Stress Scale and the Modified
- Multidimensional Perfectionism Scale (MPS).
- forms for informed consent and debriefing.
- Google Forms or response sheets on paper.

Group Assignment
To minimise bias, a straightforward randomisation tool will be used to assign participants at random to eitherCondition A (experimental) or Condition B (control).

Methodology
- Participants should be informed about confidentiality and voluntary participation before giving their informed consent.
- Assign participants at random to either Condition A or Condition B.
- Give the assigned text five minutes to read.
- ·Give out the stress and perfectionism questionnaires as soon as you've finished reading them.

Collect responses
Explain the actual purpose of the study to participants and take care of any emotional issues they may beexperiencing.

Ethical Considerations
- Informed consent from all participants.
- Right to withdraw at any time.
- Full debriefing post-study.
- Anonymity and data confidentiality ensured.
- Sensitive emotional material disclosed in advance.

Analysis
Participants
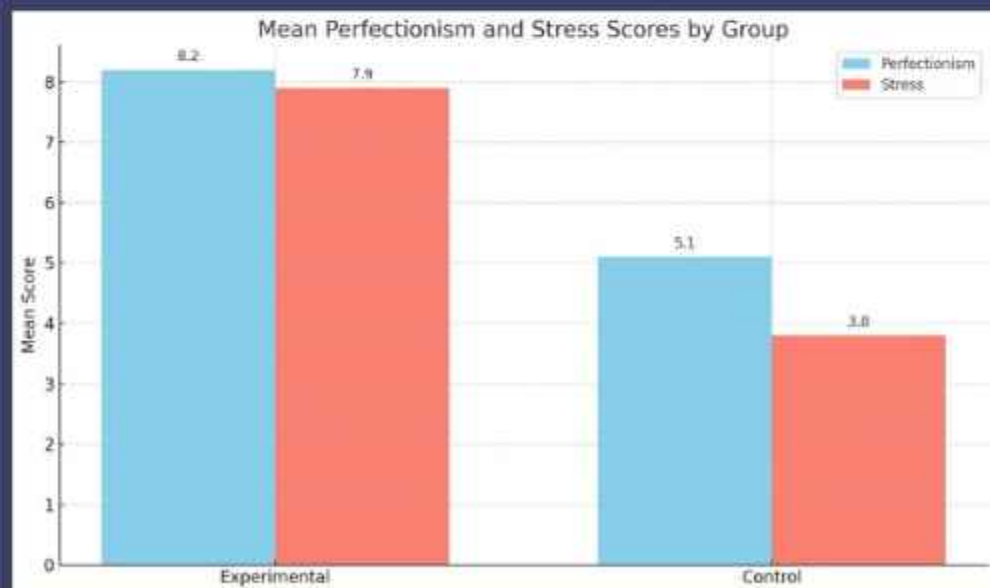Total: 20 participants (10 in each condition)
Group A: Experimental group (read gender-based expectations text)
Group B: Control group (read neutral text)

Measurement tool
Perfectionism score: Scale of 1-10 (higher = more perfectionistic tendencies)
Stress Score: Scale of 1-10 (higher = more perceived stress)

Mean Perfectionism and Stress Scores by Group

Descriptive Statistics:
Perfectionism
- Experimental Group (A):
o Mean = 8.2
o SD   0.63
- Control Group (B):
o Mean = 5.1
o SD   0.57

Stress
Experimental Group (A):
o Mean = 7.9
o SD   0.57
- Control Group (B):
o Mean = 3.8
o SD   0.63

CC
CONSUMER CHRONICLE

- Both perfectionism and stress scores were higher among participants in the experimental group (thosewho read the text about gender-based expectations).
- On both measures, the control group (neutral text) reported much lower scores.
- This supports the hypothesis, which states that stress and perceived perfectionism are elevated bysocietal expectations.

Evaluation Strength
This study strengthened by its practical applicability, particularly given that it examines a contemporary socialissue: gender-based expectations and mental health. Reliable data was ensured using validated Likert scales andthe independent measures design, which prevented bias from order effects. Informed consent, debriefing, andconfidentiality were all upheld, and ethical issues were skillfully handled.

Limitations
A small, convenience-based sample limits the generalizability of the findings. Self-reported data may introduce bias, as participants could underreport or exaggerate emotional states. Furthermore, the long-term psychological effects of societal expectations might not be fullyreflected by the use of brief texts.

Improvements
To obtain deeper insights, future research could employ a mixed-methods approach, employ physiological stress indicators, and include a more diverse sample. Studies involving non-binary people or identities that overlap(e.g., gender and culture) would increase comprehension as well.

BREAKING THE GLASS CEILING: THE PSYCHOLOGICAL BARRIERS TO WOMEN'S LEADERSHIP

BY AYANA GUPTA

We've made great strides in the battle for gender equality, but the boardroom remains a different story. Women are absent from senior leadership, hindered by not just strict, old-school norms but also psychological barriers that we need to address to get to the root of the issue.

Imposter Syndrome

Research by Fisman and O'Neill titled "Gender differences in beliefs on the returns to effort" reveals that successful women often attribute their successes to luck rather than competence, despite their skills and talents. This can be described as *imposter syndrome*—self-doubt of intellect, skills, or accomplishments among high-achieving individuals—and thus making women hesitant to aim for leadership roles, regardless of their legitimate professional expertise.

Stereotype Threat & The Likeability Dilemma

When men are assertive, it's seen as confidence, but with women—due to a dated-schema (mental framework used to categorize information, to categorize/understand new information) that associates women with gentleness and kindness—it's often seen as aggression—as they defy the schema, and thus the stereotype. However, being soft-spoken makes a woman emotional, not being taken seriously by male peers. This requirement to be both competent and "likeable" makes for a tightrope act and leaves many women doubting their ability. It is a constant battle: proving one's worth, while navigating stereotypes that continue to shape how women leaders are perceived.

The Origins

These psychological obstacles to women's leadership aren't new, they're derived from early childhood experiences influenced by subtle but powerful social situations. Girls are encouraged to be "helpful" or "well-behaved" from an early age, while boys are urged to be "assertive" and "leaders". Toys and media designed for girls usually reinforce caregiving and beauty norms, while boys' content reinforces ambition and problem-solving. These early experiences quietly build a belief system in which leadership is incompatible with femininity. As girls grow up, such internalized messages feed into imposter syndrome, stereotype threat, and the likeability dilemma, eroding confidence and ambition. Structural reforms such as quotas and inclusive hiring are required, but alone, they cannot overcome the personal and cultural rewiring needed for real equity.

CONSUMER CHRONICLE

BREAKING THE GLASS CEILING: THE PSYCHOLOGICAL BARRIERS TO WOMEN'S LEADERSHIP

BY AYANA GUPTA

To succeed in overcoming the psychological barriers, removing the imposition of societal stereotypes on young girls is a must. Encouraging girls to exercise leadership and assertiveness, instead of following traditional expectations of agreeability and conformity, will be helpful to combat the perception that leadership is merely a masculine sphere. The real change, in the end, must come about through a cultural shift that places women in leadership roles and makes them acknowledge their own value. This includes creating cultures where women are encouraged, not trapped in long-lasting stereotypes. This vision requires active participation from all—including schools, families, and professional organisations—which may seem like an impossible task. However, large companies and institutions have their diverse resources and immense magnitude that they can leverage to make continuous attempts to encourage women. They can introduce unconscious bias training and welcome female leaders at all levels to drive this initiative further.

Nevertheless, breaking the glass ceiling is a gradual process, as such deeply ingrained sociocultural prejudice must be overcome. This will requiring sustained effort, collaboration, and a cultural shift that redefines leadership as including women in equal numbers. Thus, we must all come together and provide future generations with a more progressive and open environment to pursue their dreams, without such generational issues.

CONSUMER CHRONICLE

HOW MEN HISTORICALLY CONTROLLED THE FASHION INDUSTRY

BY KIARA MISTRY

Throughout most of history, the fashion world, although predominantly catering to women, has been controlled by men who dictate the fashion of women's clothing. Over time, however, pioneering women have pushed these limits.

Male control on fashion can be traced back to Charles Frederick Worth—the universally accepted father of modern fashion—during the early years of haute couture in the 19th century. In the 20th century, many renowned male designers such as Christian Dior, male business associates of Coco Chanel, Yves Saint Laurent and other male designers dictated not only women's fashion but also the social norms of feminity and beauty. Men controlled the fashion world, heading powerful fashion houses such as Vogue, Harper's Bazaar, and Elle, with men as the authors and women as readers.

While women eventually succeeded in haute couture, men still occupied top positions, and women twice as hard to achieve respect. Fashion designers such as Jeanne Lanvin, and Elsa Schiaparelli, hence, forged niches for women fashion designers. However, women still were oppressed in the fashion industry.

In the late 20th and early 21st centuries, there was a major transition towards women's leadership in fashion. There were cultural changes that brought more women to fashion schools and women designers such as Miuccia Prada, and Donatella Versace became fashion icons. Women also started assuming executive roles, shattering the conventional hierarchy and opening up fashion to everyone.

HOW MEN HISTORICALLY CONTROLLED THE FASHION INDUSTRY

BY KIARA MISTRY

While the growing number of women in fashion represents unequivocal advancement, the transition has advantages as well as drawbacks. Positively speaking, increasing number of women as designers have made fashion storytelling more diverse, with a more nuanced reflection of women's lives, bodies, and races. Female leaders have developed more diverse fashion, pushed sustainability, and altered perceptions of beauty to a certain extent. Additionally, larger numbers of women in the managerial ranks have facilitated the development of mentorship and empowerment programs in the industry for women who aspire to step in the industry.

However, while more women now lead in fashion, the industry still faces major drawbacks. It continues to promote narrow beauty standards that harm body image and self-esteem, often valuing appearance over authenticity, which negatively impacts the mental health of numerous individuals. Consumers of fashion often claim that some companies still mint money from projecting insecurities as a medium to sell their products. Fast fashion also drives overconsumption and relies on exploitative labour, especially affecting women in low-wage countries. Additionally, cultural appropriation remains an issue, with designs often borrowed without respect or context. An example being the recent controversy of the "Scandinavian scarf", where a traditional "dupatta" was rebranded by Scandinavian fashion influencers, sparking backlash over cultural appropriation. So, despite progress, the fashion world still mirrors deeper systemic problems that need addressing.

HOW WOMEN PLAYED A ROLE IN ANTI-COLONIAL MOVEMENTS

BY MANJARI SHUKLA

Stories of great men who fought for their countries gain mass exposure amongst citizens, but stories of great women who sacrificed for their country hardly reach us. Behind each movement was a fearless woman—often overlooked—who took big strides in the pursuit of independence. Therefore, to shed light on their bravery, this article will discuss how women played a part in anti-colonial movements.

Pre-19th Century

In the 17th century, Portuguese sought to take Angola to capture people as slaves, but Queen Nzinga resisted violence and sought peace through civil means. However, when these efforts went in vain due to the colonizers' avarice, Queen Nzinga proved herself a formidable leader as she orchestrated strategic alliances with neighbouring groups and to oppose the Portuguese army. Undoubtedly, she was successful in not only protecting her citizens but also in setting a remarkable example of diplomacy and leadership.

19th – 20th Century

Rani Lakshmi Bai

As colonial rule began gaining greater strength and became more entrenched, women took more active roles in formal anti-colonial struggles. In India, numerous women during the "British Raj" in India fearlessly entered the battlefield.

When her husband, was killed by British soldiers, Queen Velu Nachiya of Modern-day Tamil Nadu was the first queen to wage war against the British colonial power in India. The valiant queen was "trained in war match weapons usage, martial arts like Valari, Silambam, horse riding, and archery," and hence is proudly called Veeramangai (brave woman) by Tamils. Aruna Asaf Ali also became one of the key leaders of the Quit India Movement in 1942, when she hoisted the Indian National Congress flag at the Gowalia Tank Maidan, which was a symbol of resistance against British rule.

These women serve as a paradigm of bravery for generations to come.

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Mid 20th Century

Nguyen Thi Dinh was a prominent participant in the Viet Minh resistance to the French colonial empire movements and went on to become a well-known commander in the Viet Cong during the Vietnam War. In addition, Vietnamese women frequently served as spies and logistical coordinators in the fight for independence.

For centuries, women have been fighting for a brighter future, and their contributions—whether in anti-colonial movements—have been instrumental in securing independence and reshaping societies. By remembering their contributions, we honour their sacrifices and ensure that women's voices are never side-lined in history—or the future.

The success of women's contribution to anti-colonial struggle has been one of immense debate among historians. Some are of the opinion that the contribution was more symbolic rather than real, more to cause national unity than to influence political success. They cite the limited number of women in formal leadership roles. But feminist historians disagree, citing that woman played a crucial role in the success of these movements. Their organizing boycotts, smuggling commodities, commanding armies, and agitating for nationalism were significant work, albeit sometimes anonymous. Women's guerrilla warfare and struggles against torture in some areas of Vietnam and Algeria are proofs of women's active, not passive, participation. Evaluating the effectiveness of such participation is difficult as well because of source biasness. A dominant portion of the colonial records, tend to downplay women's contributions.   strongly believe, and it is so, because of patriarchy, that women were not documented in in history books, not

Nguyen Thi Dinh

so much because their contribution was small. Oral testimony gives a broader account but are typically excluded as being 'unreliable.' Such historiographical tension would suggest that what women's activities were seen to be doing in effect is no less the creation of the writing of history than of the event itself.

Women's contributions to anti-colonial movements have significantly shaped societies and secured independence for centuries. Remembering their contributions honours their sacrifices and ensures their voices are never overlooked in history or the future.

TOP 10 WOMEN
Shaping the World

BY TAKSHH DUA

Ursula von der Leyen
Politics & Policy

Abigail Johnson
Finance

Christine Lagarde
Politics & Policy

Julie Sweet
Business

Giorgia Meloni
Politics & Policy

Melinda French Gates
Philanthropy

Claudia Sheinbaum
Politics & Policy

MacKenzie Scott
Philanthropy

Mary Barra
Business

Jane Fraser
Finance

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DID YOU KNOW ?

BY VAMIKA MALHOTRA

Due to hyperinflation, some stores in Venezuela allowed people to barter using pizza gift cards instead of cash.

With over 80% of transactions done digitally, Sweden is on track to be one of the first countries to go fully cashless.

In 2008, Iceland's three biggest banks failed within days, making it one of the fastest economic collapses in history
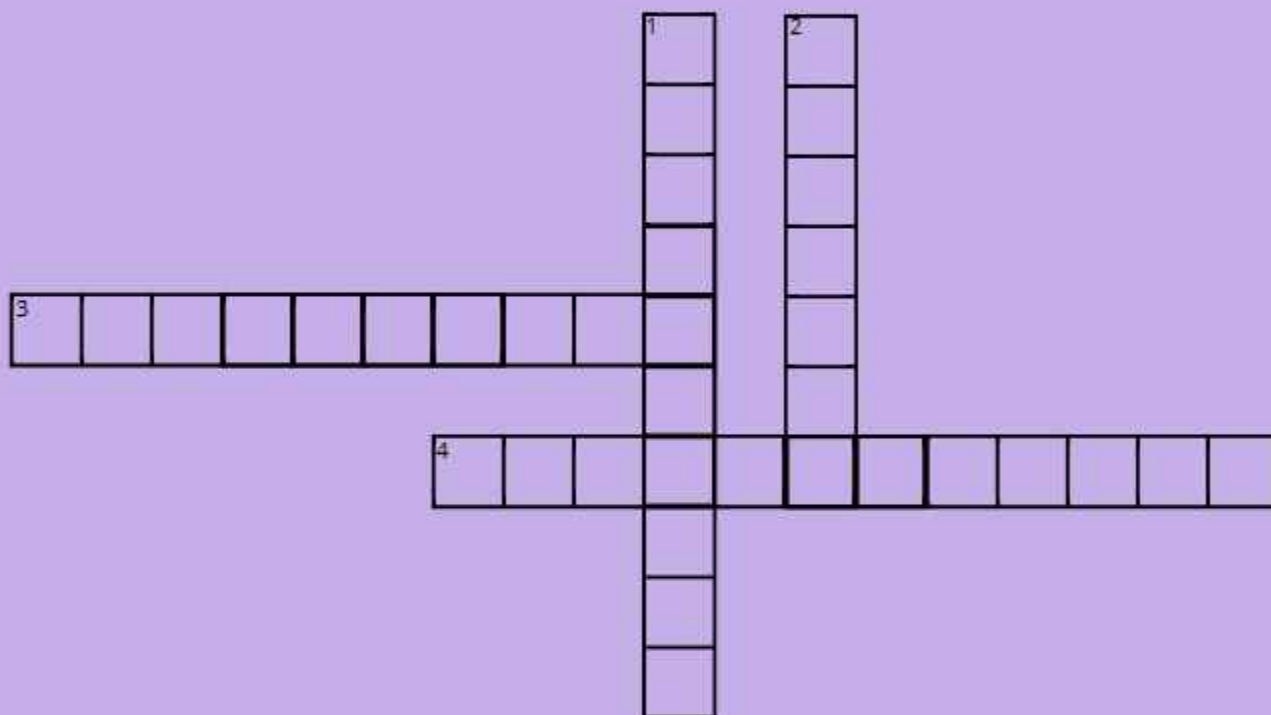
Countries like Zimbabwe, Cambodia, and Panama use the U.S. dollar alongside their own currency to stabilize their economies

Unlike mass producers, Ferrari intentionally limits car production to keep demand and exclusivity high, making each car even more valuable.

CROSSWORD

BY GOPI DEEKSHA CHANDER

THEME: **WOMEN CHANGEMAKERS**

HINTS

DOWN:

1. Author of 'we should all be feminists'
2. Defied the taliban to fight for women education

ACROSS:

1. 2021 Nobel peace price winner advocating for press freedom
2. First female vice president of the US

SPOT THE BIAS!

BY SARVAGYA JAGATRAM

IN THE FOLLOWING BUSINESS SCENARIO THERE ARE SUBTLE GENDER BIASES,

CIRCLE THEM!

Challenge no.1

The manager of a tech startup is considering two employees for a leadership position.
- Ron Shakher, who has been with the company for 3 years is a skilled software engineer with a strong track record.
- Emilia Arora, who has been with the company for 5 years has similar skills but has also led multiple successful projects.

The manager says:

"While Emilia is excellent at assisting the team and extremely detail-oriented, Ron is driven and has the potential to be a leader. Since Ron can lead and Emilia will make sure everything goes without any difficulties, let's elevate him."

👉 **Hint**: Assumptions about leadership and gender roles

Challenge no.2

A company is hiring for a senior financial analyst role. The hiring manager interviews Dwayne and Emma, both with equal qualifications.
- After Dwayne's interview, the manager says: "He is confident and assertive, exactly what we need in finance."
- After Emma's interview, the manager says: "She is qualified, but she seemed a bit aggressive in her opinions."

👉 **Hint:** Different standards for confidence in men vs. women

UNSCRAMBLE THE WORDS

ALL OF THESE WORDS ARE RELATED TO GENDER EQUALITY IN BUSINESS, UNSCRAMBLE THEM AND FILL IN THE BLANKS!

1. YASRLA SIBA

2. RNGDEE AIBS

3. SCMIIIRDINNTOA

4. UQENULA YPA

5. EXISSM

6. STETYPREOGNI

7. IMTLIDE STORPTPUEOIIN

8. ASLGS LECIING

9. LAMEEF ERSLADEIHP

10. EVSRIIYTD NI HET KLWPOCERA

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editor-in-chief

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"I WANT EVERY GIRL TO KNOW THAT HER VOICE CAN CHANGE THE WORLD"-MALALA YOUSAFZAI