



For 34 years, I am uttering the word gender from different perspectives. I Worked as a Consultant of Asian Development Bank, World Bank, DANIDA, Foreign Ministry of Netherlands, Worked as a National and International Trainer, Critical Reviewer of Commonwealth of Learning. I received Women Leadership Training from Commonwealth of Learning, Vancouver. My field of expertise are teaching, consultancy, professional speaking, public lecture, digital content creation, gender and inclusive education trainer, media trainer, podcasting and you tubing.

### **International Public Lecture and Workshop**

***Dr. Zobaida Akther Speaks to VOA about Women's Empowerment, July 23, 2008 at 20.00 BST***

***Beauty versus Women: Dialogue on Sociological and Cultural Impact: Camera Eye and Reinforced Patriarchy by Dr. Zobaida Akther (Senior Research Fellow at UMCCD, 18 September, 2013***

***Perception of Educated Women towards Delayed Marriage in Bangladesh and Malaysia, August 26, 2014***

***Workshop on Gender Awareness: An Introductory Workshop: Critical Review of Textbooks and Advertisement in Electronic Media of Bangladesh and Malaysia, 02.September, 2014***

**Paper presented as Commonwealth of Learning Fellow**

- Cambridge
- New Zealand
- London
- Kochi, India
- Malaysia
- Singapore
- Bali, Indonesia
- Delhi, India
- Kashmir, India
- Nigeria
- Bangkok
- Edinburgh

### Consultancy Field

I worked with The Embassy of Netherlands, GIZ, OXFAM GB, We can National Alliance, STEPS and ASF, as a National Consultants. I also worked with the Ministry of Education and the Ministry of Women and Children Affairs as a Gender Consultant several times. During my consultancy period, I have trained about 20,000 stakeholders on gender issues. I have conducted more than 50 workshops all over Bangladesh. I worked as an international trainer for the journalist on *Gender language in Media* for Asia-Pacific Institute for Broadcasting Development, Kuala Lumpur (AIBD). I have developed distance learning modules in English for Rupantar, largest NGO of the South region of Bangladesh. It was assigned by Commonwealth of Learning, Vancouver as a critical reviewer.

### Member of Professional Body

- Asian Association of Women Studies(AAWS)
- Member of the Advisory Board, International Journal of Instruction, July 2014 Vol.7, No.2, e-ISSN: 1308-1470 • www.e-iji.net p-ISSN: 1694-609X
- Member of Women for Women, Bangladesh
- Advisor of Bangladesh Nari Progoti Sangha(BNPS)

## Why I Claim Myself as a Gender Culture Enabler

As a Gender Culture Enabler-I am enabling and transforming the mindset of a people towards fair field in family, society, gender culture in workplace, media training through gender lens, gender neutral language and gesture. Culture and gender are my clues .We've begun to raise daughters more like sons-but few have the courage to raise our sons more like our daughters. As a gender expert, I spend nearly 34 years in speaking, teaching, research on gender issues. The topics covered the impact of gender on leadership, how to apply emotional intelligence in any crisis, gender biases in textbooks and curriculum, gender roles in media and advertisement, gender biases in language, gender roles in the family. Cultural expectations affected the communication skills of a girl,mostly they are not allowed to speak and argument in any discrimination, the boy or men are encouraged to speak as they are male. Ultimately girls and women are facing difficulty in speaking up for themselves, especially in group settings when conflict or disagreements occur. They tend to avoid them by going along with the majority. They are taught to accept where the majority agree though it is wrong. There are some exceptions.

## Importance of Gender-Neutral Language In Marketing

In marketing communication, the right words can inspire, motivate, and persuade people to take action, the wrong words can have the opposite effect. Gender-neutral language is one way to ensure the marketing communication as effective level.

To embrace change and rework the branding for more inclusive marketing strategies, a new trend has emerged in the world of marketing: gender-neutral language.

### The advantages of using gender-neutral language in marketing

- prevent our brand from unintentionally excluding anyone who doesn't identify as male or female. This includes transgender, gender non-conforming, gender-fluid, who make up a sizable consumer segment.
- When everyone is included, our brand becomes more diverse and inclusive, which can be a major selling point for today's socially conscious consumers.

- By communicating that your brand is respectful of all gender identities. sends a powerful message that your brand is progressive, forward-thinking, and values diversity.

### **In the workplace**

Respect is always the starting point in the workplace. Whether you're addressing an email to a colleague or giving a presentation to a group, it's important to be mindful of the way you speak. Gender-neutral language should be used as much as possible to avoid alienating or offending anyone:

### **In marketing**

Marketing is one of the most creative industries out there and, as such, it has a lot of power to shape the way we see gender roles in society. For many years, women have been portrayed as homemakers while men have been shown as the breadwinners. However, today's world is changing the rules and gender stereotypes are no longer as clear-cut as they used to be. This is how today we see cleaning products advertisements that feature men doing the laundry or cleaning the bathroom, as well as women in ads for power tools.

When it comes to gender sensitivity in marketing, the main goal is to make sure your brand is not excluding anyone based on their gender identity.

### **The Media**

The media is a powerful tool that can be used for good or for bad. Unfortunately, there's a lot of negativity surrounding gender-neutral language in the media, especially from right-wing and conservative outlets. What we need right now is more positive media coverage about gender-neutral language.

### **My Niche**

My thought process continuously pushes me towards language because of its importance in the society. It seems to me language can hurt people, degrade people and respect people and value people. There are many laws formulated for women rights but still we are talking about equity or fairness. Stereotyping mind-set is infused in our thought process, which we need to overcome. Gender-neutral language can minimize many problems and maximize opportunity for all. I believe that language is sharper than weapon which we should use carefully to ensure justice.

## My Niche Audience

The young generation and middle age populations are my target audience as well as stakeholder because they are the light house of the future. Gender diversity and gender culture inherited by the societal concept is hampering the private and public life both. So young generations should come out from the misconception about gender equity at home, society, media and workplace and the middle age people can minimize generation gap.

## Geographic-Bangladesh

### Demographic

- Age:25-55
- Gender: Male, Female
- Religion: Secular
- Class: middle class and upper class

Occupation: Students Entrepreneur, Academicians, NGOs, Media Journalist, Script writer, director, Advertising Firm

### Psychographic

- Experienced Audience
- Uninformed audience
- Opportunistic Audience

### Behavioral

- Belief systems-belief system is agnostic
- Values-pre-mind-set
- Goals-undecided
- Attitudes-positive to learn and conceive new things

## What Services I Provide to help People

- I am a Passionate Coach on Diversity and Gender Inclusion.my goal is making better relationships within family, society and workplace
- I am a gender, social media and youth engagement optimizer trainer, I believe women of today tend to prefer together to create success-dealing with problems or situations based on practical approaches and solutions
- I am ready to give gender training for the media journalist, producers, writers and directors, for the advertising firm.

- Gender and Inclusive education training/workshop for the stakeholders of education sector
- Voice toning, pitching and modulation training for professional speakers
- Training to become a story teller and digital content development
- Conducting training/workshop for the GOs and NGOs on gender issues

### Why Market will Hire Me

I should be hired because of my relevant skills, experience and passion for this industry. My research says I can add value to its growth. My positive attitude, work ethics my mission and vision making me a committed and valuable asset as a trainer, coach and mentor. As a consultant I have developed three policy papers. Most of my research articles were published Internationally. I am a recognized Public Speaker by University of Malaya. I board on international stage several times as a paper presenter. Finally, my Ph.D. thesis is on gender issues which certified me as a gender expert. Ministry of Education and Ministry of Women and Children Affairs recognized me as a gender expert along with Asian development Bank, World Bank an DANIDA. I am a passionate to speak on gender issues-I believes without gender equity and equality, no development is possible. There is no alternative to training. People will hire because of ability to train people and my long experience will speak on behalf of me. I believe dialogue is always towards agreement.

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