

“ATTAINING NORDIC NIRVANA”- EMULATING PRACTICES OF NORDIC COUNTRIES WITH REFERENCE TO GENDER EQUALITY

G. VIJAYALAKSHMI

Research Scholar, P.B. Siddhartha College of Arts & Sciences, Vijayawada, Andhra Pradesh, India

ABSTRACT

The study aimed to explore and follow the Nordic practices of achieving gender equality and their models to develop “women-friendly” states in the Indian context. Violence against women is a result of gender inequality that confirms low status / objectification of women in the society. Humans might be proud of their most modern, fast and furious technology and innovation. But, when gender equality was considered, no country in the world had achieved it completely. But, the way that the Nordic countries were consistently standing out on the top as gender balanced countries, is a point that demands attention. The study examined the World Economic Forum’s (WEF) annual Global Gender Gap report 2016 and analyzed the Nordic nations’ regulations on the media that disregard equal rights to women in Sweden, Finland, Denmark, Norway, and Iceland. The study compared the Indian media that emphasizes dominant stereotypes and definitions of beauty, sexuality, femininity with the media in the Nordic nations. The paper suggested the measures to have control over visual media practices that disrespect women’s rights and gender equality.

KEYWORDS: Gender Equality, Nordic Practices, Sexism, Violence against Women