

MAJOR HIGHLIGHTS:

44 programmes, enterprises and departments across BRAC committed and accountable to achieve gender equality and women empowerment through mainstreaming initiatives

2,700 BRAC field offices throughout Bangladesh, committed to ensure a gender responsive workplace

50,000 of BRAC's staff members and 200,000 volunteers reached through capacity building initiatives on gender sensitivity in 2021

From 2021-2025, nearly **20 million** programmes participants will benefit from gender mainstreaming initiatives



ABOUT BRAC

BRAC is a global leader in developing cost-effective, evidence-based programmes, and has been ranked the #1 NGO in the world for the last five years consecutively by NGO Advisor, a Geneva-based independent media organisation. BRAC's vision is a world free from all forms of exploitation and discrimination where everyone has the opportunity to realise their potential. Founded in Bangladesh in 1972, BRAC acts as a catalyst, creating opportunities for people to transform their lives. BRAC uses an integrated model to change systems of inequity, through social development programmes, humanitarian response, social enterprises, socially responsible investments and a university. The organisation has an annual expenditure of more than USD 1.1 billion, with the majority self-financed in Bangladesh from its enterprises, and operates in conflict-prone and post-disaster settings in 11 countries across Asia and Africa.



PARTNERS:



Strategic Partnership Arrangement - Delivering real results together

BRAC
BRAC Centre
75 Mohakhali
Dhaka 1212, Bangladesh

T: 88 02 2222 81265
F: 88 02 2222 63542
E: info@brac.net
W: www.brac.net

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BRAC Communications/GJD/ 2022

GENDER JUSTICE AND DIVERSITY

The Gender Justice and Diversity programme aims to work towards an equitable society by mainstreaming gender perspectives across BRAC's programmes, departments and enterprises. Our approach aims to transform sociocultural gender norms which prevent women and girls from realising their full potential, through building capacity of our staff and stakeholders, and advocating for gender justice.

Seven out of ten



married women in Bangladesh experience some form of violence from their partners.

THE CHALLENGE:



In Bangladesh and many other parts of the world, women and girls do not enjoy the same status, power or access to and control over resources as their male counterparts. Structural barriers at multiple levels prevent women, and gender diverse individuals, from accessing equal opportunities and realising their full potential. Creating an equal world is not possible without first **dismantling dominant forms of gender based violence and discrimination.**

BRAC GENDER STRATEGY GOALS:

Goal 1: Gender norms, roles and practices changed for **GEWE across BRAC communities and beyond**

WHAT WE DO:



Build a gender-equal workplace and culture at BRAC: Establish and enforce policies and mechanisms to ensure equal opportunities and equitable outcomes for women and gender-diverse individuals, and promote increased participation of women in leadership roles

Promote Gender Equality and Women Empowerment (GEWE) in BRAC households and communities: Ensure gender perspectives are mainstreamed across design, planning and implementation of all programmes, enterprises and departments to persistently advance gender equality and women's socio-economic empowerment at the household and community levels

Advocate for equality and equitable governance at the national level: Bring crucial gender justice issues to the forefront through advocacy, networking and campaigning with key governmental and non-governmental stakeholders. Through this, we aim to influence laws, policies and measures on gender equality

Goal 2: An enabling environment for women and girls where they will live an equal and dignified life, **free from all types of violence and harmful practices**

Goal 3: Inclusive and gender-responsive disaster risk reduction and resilience building in **vulnerable geographies across the country**

HOW WE DO IT:

Gender mainstreaming across BRAC: Mainstream gender perspectives into BRAC's design, implementation, and monitoring and evaluation of programmes, departments and enterprises with a view to promote equality between women and men, and combat discrimination

Promoting gender responsive organisational system and cultures: Provide gender-sensitisation training to staff members; strengthen organisational policies, procedures and systems; facilitate implementation of BRAC's Gender Policy, Gender Strategy and Sexual Harassment Elimination Policy; promote leadership opportunities for gender-diverse individuals and women; and ensure gender sensitivity in field offices

Engaging men and boys in gender equity: Involve men through dialogue and couples' counselling on the role of men in parenting, household care work, prevention and protection against gender-based violence

Ensuring participation of women in non-traditional livelihood options: Advocate with development programmes and enterprises at BRAC to support women and girls to take up non-traditional professions such as light engineering, IT based training and artificial insemination etc

Goal 4: A just, equal and gender sensitive working environment in BRAC where **all staff have the opportunity to realise their full potential**

Ensuring women's access to and control over resources: Strengthening programme designs to capacitate women to be economically self-sufficient, with control over decisions affecting their life options.

Policy advocacy and coalition building: Advocacy with key stakeholders at the national level in collaboration with existing coalitions, such as Girls Not Brides, National Girl Child Advocacy Forum, and the Rape Law Reform Coalition. Through this we aim to influence systemic and policy changes, and strengthen the public prosecution system in Bangladesh to ensure justice for sexual and gender-based violence

Ar Na Pilot Project: A pilot project in Bangladesh that equips BRAC's field staff members to digitally report cases of gender-based violence in their working areas through a web app. A team of case managers connect survivors with required services (such as legal aid and social protection) through referral support

