

# COLOURISM IN INDIA

## Social Inclusion and Exclusion

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### Syllabus Content

#### Syllabus reference:

the perception of this group by other groups within the country:

- influences on individuals' perceptions of others
- how attitudes of group members towards other groups influence their behaviour towards those groups, including stereotyping, prejudice and discrimination

### Syllabus Outcomes

- H1 evaluates and effectively applies social and cultural concepts
- H2 explains the development of personal & social identity
- H3 analyses relationships and interactions within and between social and cultural groups

### Related concepts

Prejudice, discrimination, stereotypes, life course, gender, identity

### Rationale

The following resource supports student understanding of the interaction between perceptions, stereotypes and prejudices in leading to discriminatory attitudes and behaviours towards women in India. Media perpetuation of colourist values reinforces certain beauty standards within Indian society which impact on how women are perceived and treated by men and other women in Indian society. It is one example, from many possible examples, which illustrate this area of the course and could be used in conjunction with the construction and portrayal of gender roles within Bollywood, the objectification and sexualisation of 'item girls', and the prevalence of domestic and gendered violence against women in India.



Image source: Unsplash by Sonika Agarwal @sonika\_agarwal

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### Colourism in India

Examine Ponds Advertisements for Fair and Lovely  
<https://www.youtube.com/watch?v=xgx6xrc0gBs>

*What do these products reveal about how women are perceived and stereotypes about beauty are constructed in India?*

Examine the following TedTalks and articles in order to complete the scaffold below:

- [https://www.youtube.com/watch?v=\\_L4-mOJWhIE](https://www.youtube.com/watch?v=_L4-mOJWhIE)
- <https://www.youtube.com/watch?v=6l6Vu2YxipY>
- <https://www.aljazeera.com/opinions/2018/9/10/colour-me-right-its-time-to-end-colourism-in-india/>
- <https://feminisminindia.com/2018/08/28/capitalism-colourism-india/>

### DESCRIBE

What is colourism? What is the scale of this type of **discrimination**?

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### CAUSE:

What are the causes of colourism in society?

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## COLOURISM IN INDIA

### NATURE

How does colourism lead to particular **perceptions & stereotypical attitudes** to women in India?  
Give examples of colourism in Indian society.

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### EFFECTS

What impact does this have on **discriminatory behaviour** (men & women) towards women in Indian Society

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### IMPLICATIONS/STRATEGIES

What **strategies** might be helpful in changing colourism in India?

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