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## Gender and Development: Theoretical Contributions, International Commitments, and Global Campaigns

### CHAPTER SUMMARY

This chapter considers the issues and struggles faced by women in the Global South in the context of development programs and policies over the past 50 years. Beyond the mobilization of feminist movements and women's groups to assert their rights, it reveals the sometimes-conflicting evolution of theoretical approaches, pulled between feminist demands and donor requirements, have shaped the field of "women, gender, and development." Social constructions of gender and intersectional systems of power block fair and equitable development, and we find that the sexual division of labour operates both within and outside the home. To achieve gender equality in development, the role of masculinities in development and in the cultures of developing countries must be understood and, in some instances, reconfigured, and the different levels of empowerment—individual, relational, socio-political, and economic—need to be identified and addressed. While transnational and global feminist alliances uniting grassroots groups and organizations provide some hope for improving the status and conditions of women, the contextual specificity of women in the Global South reminds us to pay particular attention to the voices of poor and marginalized women and to their gendered, class-structured experiences.

### VIDEO RESOURCES

*UN Women Executive Director, Phumzile Mlambo-Ngcuka on the International Day to End Violence against Women 2016.* UN Women, 2016.

<https://www.youtube.com/watch?v=SawF4MyuYeI>

Time 2:47

November 25 is the International Day for the Elimination of Violence against Women and girls. UN Women Executive Director Phumzile Mlambo-Ngcuka addresses the socioeconomic impact of violence, and urges us to mobilize funding so that we may ensure a bright future free of violence for all women and girls.

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***UNICEF: Girls around the world talk about their lives and Rights.*** UNICEF, 2010.

<https://www.youtube.com/watch?v=nIPjDTyxY0>

Time 3:15

Report on the status of women 15 years after the Beijing conference.

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***World Bank Praxis Discussion Series: Women and Development.*** World Bank, 2010.

<http://www.youtube.com/user/WorldBank#p/search/7/jH8KwSG4q2w>

Time 57:22

This panel-style program on the role of women in international development features four specialists: Elizabeth Reid, development consultant; Gillian Brown, AusAID; Andrew Rowell, CARE Australia; and Robert Dunn, Opportunity International Australia. Moderated by Olivia Rousset.

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***Jennifer Lonergan: Empowering Women in Developing Countries.*** TEDxMontrealWomen, 2015.

<https://www.youtube.com/watch?v=DbtfYNKYing>

Time 14:12

In the developing world, where the basics of food, education and health are at stake, the need to transform women's role is critical. When women are economically empowered, they are able to exert a powerful influence over their own lives, their families and their communities, and effect positive social change. Making this happen starts—and ends—with daring to care.

Jennifer Lonergan is the Founder and Executive Director of Artistri Sud, a Canadian charity supporting the empowerment of women in developing countries. She has worked with over 50 artisans and artisan groups in Latin America, Asia, and Africa. As a buyer for fair trade and ethical wholesale and retail markets in North America—in particular, for her own boutique, Artistri—and in partnership with international development organizations in the US and Canada, she has helped support artisans' efforts to generate revenue by capitalizing on their strengths to meet the needs of fast-paced marketplace.

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***Fatima B. Muhammad: Empowered Women Will Change Our World.*** TEDxEuston, 2015.

[https://www.youtube.com/watch?v=2wD\\_VW7hHDY](https://www.youtube.com/watch?v=2wD_VW7hHDY)

Time 15:54

Fatima B. Muhammad has a Master's Degree in Applied Population Research from Exeter University in United Kingdom has over 20 years working experience in maternal and child care (including neonatal health care) as a midwife and midwife educator with Kaduna state government. She also has over 11 years' experience working in the development field. She has served as the head of Family Planning division and the project Director for the Bill and Melinda Gates Foundation supported Maternal and

Neonatal Health care project in Gombe, Nigeria; she has managed the USAID supported contraceptive social marketing project (IRHIN) in Nigeria and Women Health Project (Promotion of Longer Term Methods) and is currently the Demand Side Advisor for DFID supported Maternal, Newborn and Child Health (MNCH2) being implemented in six states of Northern Nigeria.

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***Fawzia Koofi: When Women Are at the Table. TEDxPlaceDesNations, 2015.***

[https://www.youtube.com/watch?v=CHKsV2\\_LXF4](https://www.youtube.com/watch?v=CHKsV2_LXF4)

**Time 17:49**

Abandoned at birth to die in the sun, this Afghan woman has fought to survive, be educated, and be elected to parliament. She has been the target of several assassination attempts, but carries on her work to give her daughters and all women a voice in her country. “We live, we fight.”

## REVIEW QUESTIONS

1. What is the “women and development” approach?
2. What is the “gender mainstreaming” approach?
3. What is the significance of Security Council Resolution 1325 on women, peace, and security?
4. What is the “Because I am a Girl” Campaign about? Explain briefly, but clearly.
5. What is the argument about the crisis of masculinity? Explain shortly.
6. Explain briefly, but clearly the “Girl Effect” slogan.

## Answer Key

### Short Answer Questions

1. Proponents of the women and development (WAD) approach focused on women’s knowledge, work, goals, and responsibilities and called for women-only projects that would enhance women’s powers and sideline patriarchal forces. They called for recognition of women’s special role in the development process. While an important corrective to the uncritical assumption that gender power relations could be easily changed by development projects, WAD remained a minority approach to development. Yet its concern with women’s cultures, economic exploitation, and the need for alternatives to capitalist development in some cases led local grassroots organizations to develop women-only projects that were intended to keep women out of the worst effects of capitalist development.
2. According to the United Nations, gender mainstreaming is the integration of gender into the design, implementation, monitoring and evaluation of the policies and programs in all political, economic and societal spheres. The approach integrates checklists, gender impact assessments, awareness-raising, training manuals, expert meetings, and data collection.

3. Resolution 1325 on women, peace, and security recognized sexual and gender-based violence (SGBV) as a human rights issue and introduced gender perspectives in the peace and security work of the United Nations. Specifically, Resolution 1325 acknowledges that armed conflict has a unique impact on women and girls and that specific gender strategies are required to address the needs of women and girls during conflicts and in the post-conflict stages. The recommendations arising from Resolution 1325 include the prevention of SGBV; a gender perspective in peace negotiations, disarmament, demobilization, and reintegration (DDR) strategies, peacekeeping operations, and reporting; and increased participation of women in international institutions and training, and as UN humanitarian personnel and military observers.
4. It is a campaign involved extensive marketing employing banners, billboards, posters, and other advertising strategies that could be found in diverse locations from bus station walls to websites. The goal of the Because I am a Girl campaign is to directly improve the quality of life for at least 4 million girls by ensuring better access to school, enhanced skills, improved livelihoods, and greater protection.
5. The 1980 World Conference on Women in Copenhagen called for the inclusion of men into development work supporting women's equality and empowerment. In the 1990s, men and masculinities were increasingly identified as development issues focusing, for instance, on the role of men in the spread of HIV/AIDS, violence against women, and opposition to women's empowerment. Men were also encouraged to co-operate with gender mainstreaming efforts, although the focus remained on women. Since the turn of the century, increasing attention has been paid to the developmental problems of men and boys, particularly their underperformance in schools, high levels of youth unemployment, their involvement in crime, and their role in the spread of HIV/AIDS.
6. The "Girl Effect," a slogan coined by Nike in 2008, was used to promote the importance of play in childhood for girls but also girls' role and involvement in development. The marketing around the Girl Effect included a number of athletic women sporting pink Nike shoes as the symbol of Nike's commitment to promoting women's and girls' rights. A series of videos were also prepared by the Nike Foundation to raise awareness about issues affecting girls, but without a clear connection to the Nike brand. This Nike Foundation initiative on the Girl Effect, in collaboration with international agencies such as the United Nations Foundation, advocates for girls to be included in social programming as part of a strategy for ending poverty. The focus on targeting girls for development projects was met with some criticism from development experts as the campaign essentialized girls by stereotyping specific roles and activities for girls, and ignored the social relations that cause gender inequality in the first place, thereby putting the expectations on girls to stimulate gender equity-based development.