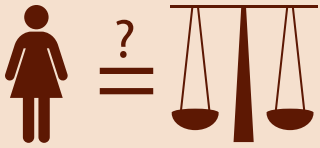


When

Began in 2009 to address the toxic belief that a person's worth is measured by the colour of their skin.



Who



Women & Men

Why

People with darker complexions face a strong colour bias in comparison to their lighter-skinned counterparts at work, home and school, and by friends, potential marriage partners and even strangers.



Vision



- to bring attention to skin colour bias and its toxic effects on our society
- to challenge people to think positively about every skin tone and esteem all people based on their innate value
- to inspire change in traditional attitudes, perceptions and definitions of beauty.

Propoganda



Brands that promote fairness products ride on people's insecurities, delivering the false notion that fairness is success and beauty.

Dark Is Beautiful exists to address and confront this social problem.

Hope

Our efforts are directed towards:

- exposing the issue of skin colour bias
- educating people on deconstructing media
- engaging with those who have suffered discrimination to help them experience healing

Goals

- Develop media literacy modules for schools, colleges, teachers and parents
- Foster awareness on the need for responsible advertising
- Organize interactive programs and contests on the theme "beauty beyond colour"
- Create platforms for creative expression on the issue, for people to experience healing through artistic expressions
- Expand the campaign to reach people from all segments of society, rural and urban, literate and illiterate, by translating our messages into vernacular languages

Successes

- A national conversation started as a result of our petition on change.org/darkisbeautiful
- Overwhelming response through social media, TV and print has created awareness and momentum for the campaign
- National and international recognition through celebrity endorsements