

How To Overcome  
Negative Emotions  
Associated With

# **Discrimination Based On Skin Colour**



**TAMARA MENTAL HEALTH SERVICES**




**Colourism, more commonly known as skin colour discrimination,** is a form of prejudice or discrimination where people within the same ethnic group are treated differently based on the social meanings attached to skin colour.

# Have You Been A Victim Of Skin Colour Bias?

Here are some tips to help you:

- > **Challenge** the negative thoughts that make you feel low. This will also help you identify the unconscious biases you may have.
- > **Build** your skill set by identifying and growing your talents
- > **Identify** role models who have been successful despite having experienced bias and see if they inspire you
- > **Find** people who know you and appreciate you for the skin color you are in.
- > **Talk** to someone about the overwhelming emotions you are experiencing as a result of such discrimination.



If you need additional help and support, talk to one of our counsellors at:

**TAMARA  
MENTAL HEALTH SERVICES\***

Write: [counsellinghelpline@gmail.com](mailto:counsellinghelpline@gmail.com)

Call: **+91 73973 98989**


\* A WOW-Anushya Initiative.

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Find a community and a voice against this social stigma through following the Dark is Beautiful Campaign.



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 [darkisbeautiful.in](http://darkisbeautiful.in)