



**WOMEN OF
WORTH**

ANNUAL REPORT 2025 - 26

www.womenofworth.in

BEYOND AWARENESS

**Creating Safer Communities.
Restoring Human Dignity.**

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A MESSAGE FROM OUR FOUNDER

DR. KAVITHA EMMANUEL



For over 25 years, Women of Worth has believed in Justice and equality and that it begins with a transformation of mindsets.

Whether we are challenging colour-based discrimination through the Dark Is Beautiful Campaign or creating safer spaces for children through the Fearless Project, or empowering girls and boys through our Emerge project, we are ultimately addressing the restoration of the dignity and worth of every human being we encounter.

Across the world, discrimination based on appearance, gender, and identity continues to shape opportunities and life outcomes. UNESCO's recent Global Outlook on Racism and Discrimination, analysing over 600,000 reported cases globally, reminds us that

discrimination is not merely a matter of individual prejudice but is sustained through social attitudes, cultural norms, and a billion-dollar industry.

Colourism is one such deeply rooted mindset, affecting outcomes in health, education, employment, marriage, and self-worth, particularly for women and girls. At WOW, we believe transforming these mindsets is essential to building a more just, safe, and equitable society.

Similarly, our work on child safety has taught us that policies and committees, while essential, are only effective when accompanied by a culture where children are believed, respected, and empowered, and where every adult understands their responsibility to protect them. A truly safe school or community is built not only through systems, but through a collective shift in attitudes.

This is why our work in 2025 invested deeply in education, creating learning pathways that challenge harmful beliefs early, equip adults to become safer allies, and empower young people to recognize their own dignity and voice.

We are encouraged by the progress made this year, but we recognise that changing culture is a long-term journey. We invite donors, schools, institutions, and like-minded partners to walk alongside us as we build a future where every child grows up fearless, and every individual is valued beyond the colour of their skin.

The transformation we seek is not simply a change in policies or practices, it is a change in the stories society tells about beauty, worth, and protection.

DIRECTOR'S MESSAGE



INVESTING IN LEARNING THAT LASTS

Transformation is measured not only by the number of people trained, but by lasting shifts in attitudes, actions and belief systems.

In 2025, we intentionally invested our resources in creating high-quality learning pathways that can create lasting mindset transformation. Through collaborative efforts with educators, safeguarding practitioners, curriculum experts, schools, and our internal teams, we developed evidence-informed modules that address the deeper beliefs and attitudes that perpetuates colourism, unsafe environments, and inequality.



We remain committed to measuring meaningful outcomes because we believe true transformation is not only about the number of people trained, but about mindset shifts in attitudes, , in actions and ultimately belief systems.

**JOY CHRISTINA
RAJARATHNAM**

CREATING LASTING CHANGE

OUR WORK IN 2025

DARK IS BEAUTIFUL CAMPAIGN



BUILDING INDIA'S FIRST SCHOOL-BASED ANTI-COLOURISM LEARNING FRAMEWORK

In 2025, the Dark Is Beautiful Campaign took a significant strategic step towards developing a structured educational pathway for adolescents. Moving beyond awareness-based conversations, this initiative marks the beginning of WOW's journey towards creating a curriculum-led approach to addressing colourism among young people.

This year focused on research, conceptual design, and curriculum mapping, drawing from over 15 years of the Dark Is Beautiful movement's experience challenging colour-based discrimination and promoting dignity, self-worth, and inclusive representations of beauty.

Curriculum Development

The curriculum development process has focused on ensuring that the programme:

- Is rooted in WOW's extensive field experience and evidence gathered over 15 years.
- Responds to the realities of Indian schools, including time limitations, curriculum expectations, and varying levels of student engagement.
- Creates pathways for scalable implementation through teacher-friendly resources and facilitator support.
- Builds measurable approaches to assess shifts in attitudes, perceptions, and behaviours around colour and identity.

Key milestones in 2025:

- Mapping the overall vision, learning objectives, and age-appropriate progression for adolescent learners.
- Designing preliminary session structures, key themes, and participatory learning activities.
- Exploring different classroom delivery formats suitable for diverse school contexts.
- Developing initial ideas for assessments, reflection exercises, capstone projects, and facilitator training models.
- Creating a comprehensive curriculum options framework to support strategic decision-making around future implementation.

Project Contributors

The curriculum is being developed collaboratively by the WOW Curriculum Working Group:

- Shalomie Tewes, Associate Director, Women of Worth
- Lydia Durairaj, Educational Consultant

Looking Ahead

Colourism cannot be dismantled through awareness campaigns alone. Creating long-term change requires intentional education, safe spaces for critical conversations, and repeated opportunities for young people to challenge harmful beauty standards and embrace the dignity of every individual. The foundational work positions WOW to pioneer one of India's first dedicated school-based anti-colourism learning frameworks.

THE FEARLESS PROJECT



HELPING EVERY CHILD GO TO SCHOOL FEARLESS

Fearless Project continues its commitment to building safer, more responsive school environments where children can learn, grow, and thrive without fear. Recognising that child safety requires both informed children and responsible systems around them, the project adopted a whole-school approach, engaging students, teachers, non-teaching staff, school leadership, and safeguarding committees.

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In 2025, we focussed on the development of age-appropriate safety education modules, professional training pathways, and institutional safeguarding frameworks.

Key milestones in 2025

Curriculum and Resource Development

A significant milestone in 2025 was the development of seven specialised modules designed to support schools in creating child protection systems. The modules developed included:

1. **Three age-specific safety education modules for students**, ensuring that conversations around body safety, boundaries, abuse prevention, and help-seeking are developmentally appropriate.
2. **Awareness modules for teachers, school management, and non-teaching staff** including administrative staff, support staff, helpers, and other frontline personnel.
3. **A Training of Trainers (ToT) module** to equip teachers to deliver age-appropriate safety education to students.
4. **A Child Protection Policy drafting and implementation module** to support schools in building formal safeguarding mechanisms.
5. **A Safe Committee training module** to prepare designated teams responsible for responding to child safety concerns.

These resources are available to schools to move beyond one-time awareness sessions towards a more comprehensive culture of safety and accountability.

Looking Ahead

Building on the momentum of 2025, the next phase of the Fearless Project will focus on expanding its reach to government schools, strengthening teacher-led delivery of safety education, and supporting institutions to embed long-term safeguarding systems.

ABOUT WOMEN OF WORTH

25 YEARS OF RESTORING DIGNITY. BUILDING SAFER COMMUNITIES.

Vision

To see women and girls reach their fullest potential by creating pathways to safe and equal spaces where they can flourish.

Mission

We exist to advocate and transform communities, including boys and men, for justice, equality, and change.

Our projects focus on these core values:

- **Emerge:** Girls and women live out their full potential
- **Empower:** Girls and women recognize their innate value, worth, and significance.
- **Enable:** Girls and women have access to safety, growth, and equality in society.
- **Equip:** Girls and women pursue the skills they need to be the best they can be

GIVE

Donate

Your support can change lives. Help us empower women and girls through education, awareness, and opportunity.

Every contribution brings us closer to creating safer, stronger communities.

To make a difference, please visit www.womenofworth.in/give or scan the QR and donate today!

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Visit www.womenofworth.in/give for more giving options. All donations are eligible for tax deductions under section 80G of the Income Tax Act.

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