

Guide on Gender Inclusive Communication

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Context: On 28th November, 2023, the Minister for Women and Child Development will introduce the “Guide on Gender-Inclusive Communication”.

About Gender Inclusive Communication:

- Gender-inclusive communication is a form of communication that recognizes and respects all genders, using language that does not reinforce gender stereotypes or leave out people based on their gender identity.
- The goal is to establish an environment that is welcoming and respectful to individuals of all gender identities.

Key Features of Gender Inclusive Communication:

- This emphasises the importance of being aware of stereotypes and avoiding language or expressions that promote them, such as using phrases that associate certain behaviours with specific genders.
- To promote inclusivity, it is recommended to use inclusive terms such as “everyone” or “people” instead of gender-specific terms like “guys” or “ladies” when addressing groups.
- This recognizes and acknowledges the existence of various gender identities beyond the traditional male and female categories, such as non-binary and transgender identities.
- In line with the government’s commitment to empower ‘Nari Shakti,’ the MWCD is actively engaged in initiatives to foster gender equality and empowerment.

- This guide marks an important milestone in our journey, showcasing our unwavering dedication to creating a society where women not only become equal partners in the nation's progress but also actively contribute to the overarching vision of 'Women-led Development' as envisioned by the Prime Minister.

Who is responsible for preparing the “Guide on Gender-Inclusive Communication”?

- It prepared by the Ministry of Women and Child Development (MWCD), National Gender and Child Centre (NGCC), Lal Bahadur Shastri National Academy of Administration (LBSNAA), with the generous support of the Bill & Melinda Gates Foundation (BMGF) and UN Women.
- The objective is to enhance the power of women and promote equality and empowerment between genders and empowering “Nari Shakti”
- These guidelines will play a significant role in fostering a society where women are not only equal partners in the country's progress but also in line with the Prime Minister's vision of 'Women led Development'.

Lal Bahadur Shastri National Academy of Administration:

- The hardworking efforts of Lal Bahadur Shastri National Academy of Administration, Mussoorie, have been instrumental in ensuring that gender-inclusive communication becomes an essential aspect of everyday administrative outreach to citizens.
- The Academy's training of civil servants is centred around establishing a fair and equal administrative framework.
- LBSNAA strives to integrate the ideas from the guide into practical administrative practices, symbolising the shared commitment of MWCD to creating a gender-inclusive and empowered nation, in line with its vision for a more equitable and just society.

Source: [PIB](#)