

## **“India’s Got Color” campaign(UNESCO House New )Delhi)**



UNESCO hosted the launch of the “India’s Got Colour” campaign in New Delhi, followed by a panel discussion on the issue of colour bias, on 14 October 2019, from 5 pm to 6 pm. The Campaign was kick-started with a 2-minute music video produced by Nandita Das Initiatives with the support of JSW Group. This objective of video was to bring out the deep-rooted colour bias and the need to embrace all skin tones, celebrating the diversity that exists in India. The main objective of the campaign is to spark a conversation around colourism in India.

The launch event included a panel discussion between Nandita Das, Eric Falt, Director and UNESCO Representative, and Kavitha Emmanuel, Founder and Director of Women of Worth, who started the Dark is Beautiful campaign in 2009. To celebrate their 10th anniversary, the campaign was reinvented and got a more inclusive name, ‘India’s Got Colour’. The panelists discussed how skin colour influences our definitions of beauty, self-confidence, and impacts our everyday actions and life choices.