A plan for outreach and publicity

• The primary goals of this project is to foster community outreach and positive publicity about Indian culture, specifically those that traditionally related to women.
• Outreach to Indian organizations on Stony Brook University campus, such as Hindu Student Council, Sikh Student Association, and South Asian Student Alliance.
Inside the house, on the forehead, is the ‘red dot’.

Questions:

• How are Indian-American women similar-to and different from women in India?
• Why do you think these similarities and differences exist?
• How does the Indian culture impact the lives of Indian-American women in the United States?

Stakeholders/Audience

This website would be useful for:
• Indian women planning to come to the United States, so that they know what to expect.
• Indian-American women already in the United States, as a way for them to see how much they adhere to customs and traditions.
• Business owners and retailers, who must communicate effectively with Indian-American women for business purposes.
• Educators, who must be mindful of educational language, and customary barriers amongst students.

Plan to evaluate the project

• Interactive quiz questions: I have included a few quiz questions. Based on facts about the progress of women’s rights in India, as well as results from the current study. The purpose of these quiz questions is to keep readers engaged as they browse the website and to reinforce the findings of the research study.

Comparison to previous research

One section of the survey of literature will deal with studies on the differences between Indian women and Indian-American women, a few of which are highlighted below:
• M.K. Ahluwalia (2002) discusses that the degree of acculturation for Indian-American women arises from parental pressure, while my study looks at Family, Religious Values, and Freedom to examine the effect of Indian and American ideals on women.
• D. Banerjee-Stevens (2009) takes an in-depth look at family connections, which is one of my key themes. While the analysis of the family dynamic is insightful, Banerjee Stevens provides little information about the role of religion and the instances of freedom available to South Asian women.
• M. Jo Ann Farver et al. (2002) used questionnaires, similar to the survey questions that I used to gather data, which made their study useful as a means to compare the responses of the participants.

For more detailed description, please view the QR code.

Why is this Research Study Important?

The project is important because women’s rights and lives are continuously present in the news media and in our society, as women seek equal opportunities outside and inside the workplace. Indian women, in particular, having come from a male-dominated society, have a unique perspective on women’s rights. Being in the United States presents them with many new opportunities, but at the same time, family customs based on male-dominated Indian ideals, may still limit access to these opportunities.