

**WOMEN IN THE CHANGING WORLD OF WORK: PLANET
50:50 by 2030**

BY

**DR. (MRS.) C. U. NJOKU
RECTOR
FEDERAL POLYTECHNIC NEKEDE
OWERRI, IMO STATE.**

Being a keynote paper presented during the 2017 International Women's Day Celebration organized by the Institute of Women, Gender and Development Studies, Federal University of Technology, Owerri, Imo State, on Thursday, 6th April, 2017.



Women in the changing world of work: planet 50:50 by 2030 By Njoku, C. U. is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/).

WOMEN IN THE CHANGING WORLD OF WORK: PLANET 50:50 by 2030

**By
Dr. (Mrs.) C. U. Njoku
Rector
Federal Polytechnic Nekede
Owerri, Imo State.**

INTRODUCTION

I thank the Director, Institute of Women, Gender and Development Studies and her formidable team for choosing this topic and also making it possible for me to be here. I say a big thank you for finding me worthy to be here. I also thank the former Director, Prof. Ihioma Asiabaka and the entire women of this great University for their support to this centre.

Let me tell you that the issue of requesting women to take their proper place in the changing world of work did not start today. It has long been discussed and talked about by even some men, yet only a negligible percentage has been bold to answer this call without minding the hurdles put by the men, nature, culture, religion or society. This year's International Women's day has taken up this topic as captioned above which literally means: **Women be bold for Change in 2017.**

Yes, we have heard it over and over again that, women are the weaker sex, that some animals are more equal than others without convincing reasons. Laws that affect women have been made without due considerations and without taking into consideration the effect of such statements on the development of the nation. Today, one can hear women say, that they have to take their rightful place and ensure that they achieve the **Planet 50:50 by 2030.**

The above statement is food for thought which must be dissected if we are to talk about **'Be bold for change in 2017'**. This is because programmes that

would promote socio-economic and political development of women have been ignored by different governments, individuals, etc. For instance, almost all documents on women and children that should have been passed into law are still on the waiting list.

In the light of the above, Njoku quoting Phil (2002) said that gender equality (Planet 50:50) **means that women should have the same right and entitlements as men to human, social economic and cultural development and an equal voice in civil and political life.** Again, Acholonu (2003) saw the gender question as: something that has to do with the assessment and evaluation of the nature scope of opportunities accorded men and women to develop their innate potentials and capabilities for effective participation in all spheres of human development. Unfortunately, this is not the case today as gender equality has not been recognized by some countries despite the Beijing Declaration and the cries from the United Nations. Such countries or government may not have thought that economic development and sustainability of the nation require the empowerment of women. All these have to do with the **17 initiatives** of the SDGs that could transform the world by 2030. One of the goals of Millennium Development Goals was to reduce gender equality and reduce child and maternal death which we did not achieve.

This seems to say that sustainable development through gender equality is a mirage. This is because adopting the principle of Sustainable Development requires a fundamental change in thinking. The population Report (1992) on sustainable development stated that sustainable development is an alternative to the 'development at any cost'. It follows that if **Planet 50:50** in all facets will be of benefit to all and not to part of the segment, then, the needs of the women will be met.

Evidence of notable cases/reports showing that there is lack of boldness.

Let the past guide us so that we can take a bold step into the future.

- In a survey by Njoku in 1999 on 5 of the tertiary institutions in Imo State. Which were established in the 60s, 70s and 80s. Report showed that of the 49 departments in all the institutions, women have held the positions of Heads of department in only 10 departments which represented only 20%.
- Alarming observation in the same study showed that since the inception of one of the institutions 19 years (as at 1999) only one woman has assumed the post of a Dean of a faculty/school.
- In terms of qualifications most of the women in the institutions were qualified. Rather the perceived reasons were shortage of female staff, lack of recognition by authority, lack of interest by women, among others.
- NUC (1998) Digest showed that only 5% of women belonged to the categories of Associate Professor and Professor, while 95% of the Professors were males (Agulana, 2006).
- In courses like Secretarial Administration and Business education, more males were recorded than females in the North. This is not divorced from religious/cultural factors influencing women (Njoku & Yahay-Makeri, 2007). While in the South, East and West it was not so.
- In Courses like engineering - physics, electronics, mechanical, civil, agricultural, etc., few girls are seen up till today, more than 85% are still male.

Student Union Elections: From Records, interviews with SUG members and observations. Njoku, (1999).

- No female student has been elected the President of a Student Union in the 5 tertiary institutions in Imo State as at the time of the study. The alarming aspect of the whole thing is that Alvan Ikoku College of Education that is dominated by females never had a female student as President too.
- In some of the institutions, the post of the President is enshrined in the constitution as the exclusive preserve of men.

- Unfortunately, the only girl who indicated interest in the post of the President (2 years ago as at time) and won was rigged out but no help came.
- No female student had been elected as the Speaker of the SUG in any of the institutions and none campaigned.
- No female student had been elected as the Chief Judge of the Student Union.
- Since the National Association of Nigerian Students (NANS) came into being, it was only in 1994 that a female student became the President of NANS
- No female has become the Senate President of NANS nor campaigned to be voted for.
- No woman became a Chairman of Council or Mace Bearer.

Academic Staff Unions/ other Unions

- No woman has been the Chairman of the Academic Staff Union in any of the institutions.
- Women only held the posts of Vice Chairman and treasurers.
- No woman has held the posts of a Director of Sports.

GENERAL

In Offices

- Most female workers prefer to have male secretaries than females
- Female workers display highly unhealthy competitions among themselves which gives men opportunity to distance them.
- For successorship, females nominate males to succeed them unless where it is stated that such a position is left for women.

Election into Council of an Academic institution

- Most times women are more in the congregation, yet, more men are voted into Council from congregation.
- Men and Women are nearly equal in number in Senate/Academic Board, yet, men are voted into Council more than women.
- The number of women in Council in each case will just be one or two but 8 or more men in most cases that are appointed by Government.

Just as Guinier (1994) stated: I do not believe that democracy should rule by the powerful... instead the ideal of democracy promises fair discussion among self-defined equals about how to achieve our common aspiration. To her, both the weak and strong should be part of a government. If in the contrary, the potentials for instability exists then any significant group of people ends up as permanent losers. This is what is happening today in Nigeria and in most other countries and that is why we are talking about **'Be bold for Change 2017'**.

It was on this account that Guinier (1994) braced the challenges of providing the worth of her person as a woman. In Nigeria the likes of Dr. Mrs. Ngozi Okonjo-Iwuala, Late Prof Dora Akunyili, Prof Grace Alele-Williams and a few others have proved their worth in various sectors. Their contributions only need to be sustained by their successors if we are to join the rest of the countries by 2030. **'Bold for Change'** cannot take place without challenges. Inequality is also hindered by not only political, economic and cultural factors but by also domestic factors as well as the long standing prejudiced stand the men have taken. In a report on **Thisday Newspaper of Friday, February 22, by Eze 'on the challenges of women pilots', by first female pilot.** It was reported that women tend to stay in one place than the men and noted that if more women are trained as pilots, it will be better for Nigeria. **I tell you most men may not want to hear this.**

According to the report, women cannot easily go away from their homes because of their family attachment, and the fact that they may be able to resist the incentives that make the men leave Nigeria to work elsewhere. Any wonder why Hecht, Berbrich Healey and Cooper (1979) wrote that one of the six commandment propounded by men, supported by men and passed down from male generation to male generation was that **'all women should be warned that placing interest in career above an interest in men will destroy their womanliness'**. This happened

more than 100 decades ago, yet women are still hunted by this. In this regard, there has to be strategies that would enable women take up the job with keen interest and find satisfaction in the job. This is because satisfaction in actual sense leads to sustainable development, which cannot be achieved by men alone.

Today, women do not participate fully as the men in politics and the few who participated see themselves as second place citizens even in some other fields of human endeavors. WRAPA (2001) had it that some men never wanted the women to go into politics or have equal share with them. To them, the woman lack the political will/power, the fear of cultural loss or emancipation is one of the factors responsible for this.

Iheonunekwu (2005) quoting Williams (1985) said that the understanding points were: Politics is dirty and that it is not game for women because it is hectic. One may be forced to ask at this stage: **'what is more hectic than the domestic chores or going through the 9 months journey of pregnancy?** It is, therefore, believed that gender roles according to Phil are set by convention and other social, economic, political and cultural forces and can be regenerated. But are the women doing this? Are they using all that is in their power to achieve equality? Are they doing this genuinely? or on showmanship? Are they reaching out to the different sectors? What would be done to achieve Planet 50:50 by 2030 in all spheres of life so that sustainable development would be achieved?

As Hecht, Berbrich. Healey and Cooper wrote (1979) in 1894, a woman Belva Lockwood applied for permission to practice law in Virginia. She was denied entry and her case went to the Supreme court. The Supreme Court issued this statement, **'it was for the Supreme Court of Appeal to construe the statute of Virginia in question and to determine whether the word "person" as therein used is confined to males**

and whether women are admitted to practice law in that common wealth that Common Wealth Leave denied'.

By the above statement, the United States Supreme Court determined that a female was not necessarily a "person", a woman lawyer thereby became a non-person. This of course, may be one of the reasons why the Nigerian woman resolved that any word that portrays double meaning in the constitution and not in favour of the women be changed to represent the word that will be acceptable by all in the Constitution of the Federal Republic.

To this end, it is clear to us that a lot has been said and written on Factors responsible for gender inequality and measures to the take. However, the fact still remains that how to go about hitting **Planet 50:50 by 2030** has not been properly articulated and the strategies not plotted too to dismantle the obstacles. It is therefore, the interest of this paper to put in place those critical strategies that women need to battle with before going into the circle proper.

THE RATIONALE

What is life without liberty? And what is liberty without equality of rights? These were the words of a woman activist who has been mentally and physically tortured by male dominated laws.

The United Nations Education, Scientific and Cultural Organization (UNESCO, 1995) stated that the main objectives for women education can only be the basic instrument for sustainable development. Hence, women should be allowed to participate fully in all affairs of the nation and so as to be at the centre of any development.

This, implies that women must be empowered politically, socially, economically and educationally to help fight their own fears and feelings of inadequacy or inferiority as well as in the effective discharge of their

responsibilities in the society. For this reason, liberation must march with equality of rights so that no group of people would feel cheated. This is to say that no meaningful development will take place when economic and political power rest in the hands of a particular group. Tax (1980) concluded by saying that there must be something wrong and that must be addressed.

From the foregoing it could be said that:

1. Women lack self-confidence.
2. Women avoid risk-taking
3. Women lack unity in pursuit of common goals
4. Women shy away from leadership positions.
5. Women succumb easily to intimidation
6. Credible women do not like to participate in politics.
7. Women lack motivation.

FACTS IF WE HAVE TO CHANGE

Women lack self confidence: It has been observed and reported that most women lack self-confidence to compete with their male counterpart or take up certain positions. This has been attributed by Njoku (2007) to lack of empowerment in all spheres of life. As a result of lack of self confidence, there is feeling of inadequacy which means that they have already accepted failure. For instance, when Olubi was intimidated by men when she was appointed the Chairman of UBA, Imorgie reported that despite all odds she dealt with the circumstances professionally and maturely because of her educational background and confidence. This suggests that educational empowerment and self confidence give an individual moral and intellectual boost, to take up a task.

Furthermore, credible women are shy/scared to take up certain positions in the society, because they are conscious of their personality and integrity. This is because some positions are hardly given on credibility

nor on merit but on **`man-know-man or on gender based stereotype** which will never give way for more women to be in certain positions. Credible women therefore, would not like to be sycophants or beg for what they know they are qualified for.

Women have refused to use their numerical strength in all facets of life (Tax, 1980). Rather, they prefer to a great extent to be dancing along with the men and believe more in what they can offer them. It follows that the women lack unity and at the same time, do not motivate or encourage fellow women. The Student Union Election in our institutions is a typical example of this. Similarly, the period of presidential and governorship elections stands out to justify the above. Furthermore, women as well as girls do not see any reason why they should nominate a female to succeed them where there is an option. For instance, in one of the interviews, about 90% of the women/students interviewed, went in favour of the males.

Just as the document on women in Governance (2006) highlighted that participation of women in political contest is minimal when measured against their potential voting strength.

The above statement underscores what is happening these days as women are seen in the vanguard of campaign both in tertiary institutions and in the political scene and many of them voted but only a negligible number contested. This could be attributed to fear, intimidation, lack of role models, cultural, social and economic factors, among others.

The manipulation of electoral processes and alteration of electoral results as well as intimidation and threats are all responsible for gender inequality in our educational institutions, offices and worse, at the government level. This statement is in agreement with Hetch (1973) and Guiner (1994) as women were always railroaded in areas they felt were exclusive preserve of

men. It was prominent in the area of employment, voting and admissions into educational institutions from the 18th century to the early or mid 20th century. The women and girls today in most cases are still handicapped as no Non-Governmental Organizations come to their aids. **If Patricia Etteh was a man she would have stayed on or would not have been easily railroaded.**

For instance, a female student who won the election was rigged out, she was told by other girls to forget about it so that the boys would not harm her. She was also asked by female and male staff whether she has come to contest election or studies. This was not far from what most of us suffer today. **'Be bold for change'**. This is discouraging and shows that risk is not part of life. Ironically, the female students who voted the boys, suffer most in the hands of the boys. This is because they face cases of rape, sexual assault, acid baths, etc. Yet they go on and on campaigning and voting massively for them.

The makeup of our national constitution is not far from the constitutions seen in schools or in most town Union Associations. In Some institutions, the post of the President is solely reserved for the male students irrespective of their capabilities. As women are crying for the amendment of the Nation's constitution, so also the female students are doing but nothing seems to be done in most cases. Yet, in the following year, the male staff are voted into Chairmanship of ASUU, ASUP NASU and SSANIP, among others. A typical example is the battle for the National Chairmen of Political Parties. All the prominent people canvassed for and projected from all quarters were men by Fellow men and Women. **'Who then would blame the men if planet 50:50 becomes unrealistic?** Even when Mrs Sarah Jubril contested for the Post of Presidency during one of the Primaries, how many votes of the women did she get? What is wrong with us is in us.

The days of Margaret Ekpo, Mrs. Ransome Kuti, and others were different because they had genuine objectives and were not selfish. They were determined to liberate the women folks from the shackles of 'slavery' or inequality and believed in fairness, equity and justice. Njoku (2007) today, said things are different as some women only want to be seen as being in power and not to fight for economic, social and political welfare of other women and children as expected. All these of course will create a gap. Some women have given these as their reasons for not supporting woman into any elective posts.

Men in their own way play tricks to edge women out. For instance, in 1971 when President Nixon had the opportunity to nominate 2 members for the US Supreme Court, he choose 2 men. He did suggest the name of a woman who was not qualified and held back the name of the one that was qualified that was submitted to him by the National Women Political Caucus. The strategy is hitherto been used by men all over the world and has to be broken. This is far from the fact that they go for meetings with the women and thereafter have a late night meeting without the women. Yet when they come up with decision different from the previous one, women are talked into accepting it easily and they do. **'Be bold'**.

To say women lack leadership skills is far from truth. According to Maxwell (1998) leadership develops daily not in a day. To judge a person on what one feels is as good as been bias. This was underscored by the report of Oku (2003), which stated that school administrator is not a function of sex but more of possessing the right kind of attitude and leadership style. The potentials in a person should be harnessed instead of being suppressed as a result of beliefs held by people.

Women politicians are looked upon as not quite stable because of the slippery, mockery, dirty and violent nature of the political terrain. This is not quite true. The economic empowerment may be a factor to some extent.

In order to increase women's political participation in 2007 general elections, the Federal Ministry of Women Affairs engaged INEC to achieve equal participation and this led to the establishment of 6 zonal Women Political Empowerment offices to support prospective women politicians, NGOs in mobilizing women to participate in politics.

The idea of given up easily as a result of intimidation, name calling, threats, etc, shows lack of determination, persistence and lack of self-confidence. The latter can weaken a person, leave the person undecided and deny the person a golden opportunity. This of course is what most women/girls are suffering today. **Be bold for change.**

Credible women feel shy to contribute their own in gender equality especially as it relates to politics. In educational institution for instance, women academics find it difficult to engage in academic politics. Rather, the non-academic female staff push on as much as their legs could carry but are hindered by their academic levels of qualification sometimes. This group of women are hardly encouraged or recommended for further studies to close the gap.

Motivation is not forthcoming from women groups or Non-governmental agencies and as such women continue to remain at the bottom ladder while the men find their ways to the top. This is also applicable to students, it was observed and reported that even female lecturers appoint males as their Course Representatives or leader of any group. Maybe the girls are seen as weaker sex or that they lack leadership skills. Lack of motivation could be felt from statements like "**you are too ambitious; don't forget that you are a woman; you bother yourself too much,**

Go home and work for your husband'. All these as reported by Agulana (2006) could discourage aspiring female academics and administrators. According to her, as they reoccur and especially if they are not recognized, often have a detrimental cumulative effect such that the achievement, motivation, level of aspiration, interest, self-concepts and participation of women are dampened.

BE BOLD FOR CHANGE 2017

What does it mean to be bold for change?

- Having the courage to change perceptions and knowledge to change ideas
- Share dreams of changing communities, energy drives.
- Passion, working safely, respectfully and seeing the differences you make everyday.

Are we ready for change?

Are you capable?

Are you ready to work through thick and thin?

Do we really understand Gender parity, Gender bias, Gender mainstream, Gender explicit, Gender implicit, etc.

Yayi Bayam Diof became the first woman to fish in her small rural fishing village in Senegal despite initially being told by the men in her community that the fish would not take bait from a menstruating woman.

Clinton Hillary advocated for change. Lift as you climb and celebrate feminine leadership traits in women. We hold ourselves back. With inspiring words from the likes of Michelle Obama, I believe that women can accomplish a lot without fears.

THEN LET US BE BOLD FOR CHANGE IN 2017 BY:

- Developing self confidence starts with knowing yourself, being courageous, having the ability to take chance and make use of every opportunity that comes one's way. It follows that women must not

sit and wait to be given power. They have to grab and to do that they have to be:

1. Intellectually-sound	6. Socially-fit
2. Emotionally-stable	7. Physically-convinced
3. Spiritually-matured/rich	8. Economically-Independent
4. Politically-vibrant/active	9. sexually convinced
5. culturally-emancipated/librated	

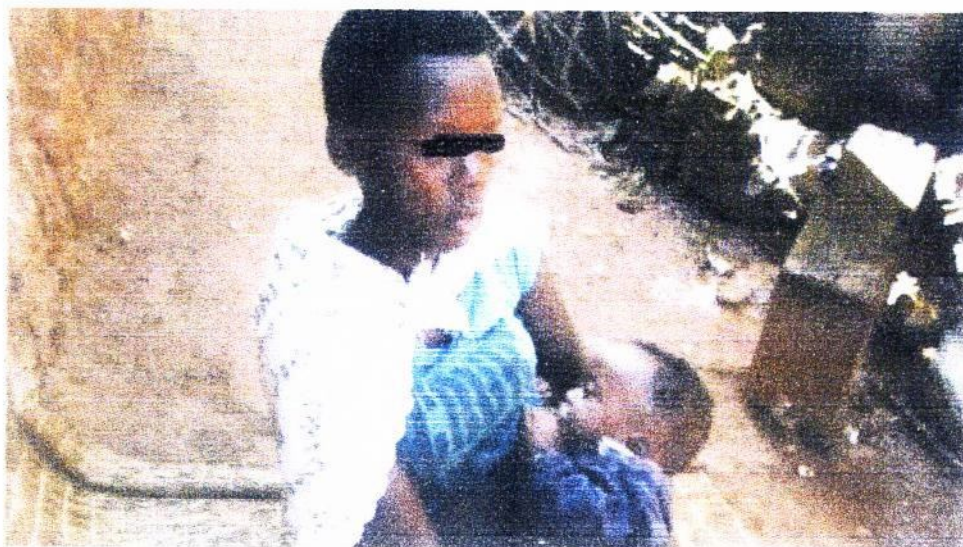
Indicating empowerment in the different areas (Njoku, 2016)

<ul style="list-style-type: none"> • Economic empowerment • Physiological empowerment • Psychological empowerment • Spiritual empowerment • Intellectual empowerment • Emotional empowerment • Social empowerment 	<ul style="list-style-type: none"> • Community empowerment • Cultural empowerment • Individual empowerment • Production empowerment • Marketing empowerment • Health empowerment • Political empowerment
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Then those feelings of inadequacy are gone because the woman now has faith in her ability, is assertive, focused and has authentic confidence in her own power. The participation of females in the second Olympic Games in 1990 which took place in Paris France, proved that Olympic games were not only the games for the males and since then they have been in almost all games.

- The road to success is lined with many tempting spaces. In other words, women should not fail to crush fear who is an enemy. What is more of greater risk than child birth? yet, every woman wants to have a baby. Fear goes with intimidation, if a person says "**you cannot win, others in the past tried and did not win**". **Say I must win, I am unique and I must be the change agent.** Thomas Edison once said, many of life's failures are people who did not realize how close they were to success when they gave up. Remember, not everyone would endorse your action, the few who

- Women should know their rights and fight for them anytime and anywhere they find themselves. Similarly, they should help others who do not know their rights to fight for them instead of given up easily. Educate those who do not know their legal rights and the need to drive anything to logical conclusion. For example, how can a boy who impregnated a girl be asked to stay back in school and continue his education while the girl is sent home?





A case should be made that the boy be asked to leave the school and return to school when the girl is ready to come back and continue with her schooling.

Again, in a school where election results are turned against a female student, women should show interest by ensuring that justice prevails.

- When new laws about women are been drafted, keep a sharp eye on it and ensure that there is fairness, equity and justice. Do not leave it for the few women in the Houses of Assembly. For the men who support women, they should be encouraged by women.
- Women in all sphere of life should assign responsibilities to students and children irrespective of their sex. Once we develop in the young ones the feeling of accepting responsibilities at this stage, whether masculine or feminine, then they would start very

early in life to adjust to those domestic chores that prevent women from achieving gender equality in some professions or offices.

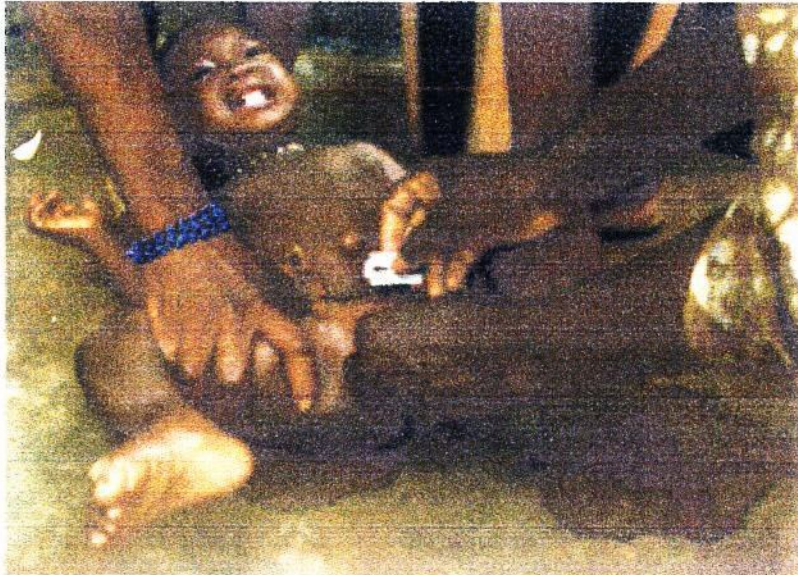
- Women should understand that coming together to fight their course is the beginning. Keeping together as one body and soul is progress and working together is success to gender equality. Women should not allow themselves to be used by men against each other. Women should do away with unhealthy competition amongst themselves, e.g. shaving of widow's hair, subjecting a widow to any torture, etc. No matter the way it is looked at, women are the losers. Hence credible women should accept responsibilities to enable women have role models and bridge the existing gap at the top echelon. Some of them do not want anything to tarnish their reputation, because seeking equality is like a Herculean task which may turn out to be political. To them, politics is dirty and they cannot afford to be so. As is said, unless you enter a beehive you can't take the part of the honey you want.
- Support women in leadership positions and include gender equality at work. Women should promote the course of other women instead of running themselves down, recommend fellow women into strategic positions and explore professions that are exclusive of men and ask girls to venture. Let it run for a long time that it becomes difficult for men to break.
- Compile data of women and use it as campaign strategy (lobbying, sensitization and advocacy) in the states or when you pay visits to governors and their wives. This would help to give a clear picture of women in the state. This stimulates action for the development and

early in life to adjust to those domestic chores that prevent women from achieving gender equality in some professions or offices.

- Women should understand that coming together to fight their course is the beginning. Keeping together as one body and soul is progress and working together is success to gender equality. Women should not allow themselves to be used by men against each other. Women should do away with unhealthy competition amongst themselves, e.g. shaving of widow's hair, subjecting a widow to any torture, etc. No matter the way it is looked at, women are the losers. Hence credible women should accept responsibilities to enable women have role models and bridge the existing gap at the top echelon. Some of them do not want anything to tarnish their reputation, because seeking equality is like a Herculean task which may turn out to be political. To them, politics is dirty and they cannot afford to be so. As is said, unless you enter a beehive you can't take the part of the honey you want.
- Support women in leadership positions and include gender equality at work. Women should promote the course of other women instead of running themselves down, recommend fellow women into strategic positions and explore professions that are exclusive of men and ask girls to venture. Let it run for a long time that it becomes difficult for men to break.
- Compile data of women and use it as campaign strategy (lobbying, sensitization and advocacy) in the states or when you pay visits to governors and their wives. This would help to give a clear picture of women in the state. This stimulates action for the development and

incorporation of women into different positions instead of not presenting facts.

- Once the women and girls are empowered, they would not be into forced marriages, having too many children, succumbing to genital mutilation, rape, etc.



One can feel the pain of this child.

It is unimaginable.



A case of rape.

Gender implicit issues should be challenged by women as the women are the most affected. This is commonly observed during employment in banks and where government want to wriggle out of any law that would not favour women. For example, where the word person is used, it should stand for man or woman and the pronoun 'he' should be avoided since it creates doubt in the minds of the people.

As the girls grow up, they must be exposed to broader range of careers, all careers prepared for job in digital work force and encouragement to make choices that would lead beyond the traditional services. Women and girls must be part of the technological development for us to be global workers and have equality in the work place. There is need for us to be versatile in different areas and there has to be flexibility in the work place. This must start early - from the home, primary school, etc. Let them dream big.

Women organizations and NGO's should form a unified front that would be used in campaigns or issues that affect women. This should be in collaboration with the Ministry of Women Affairs. The women so selected should be those who are really committed from the onset as regards to any course concerning women. Not those who are interested in what they would gain. This means that opinions of those who reside in the community where she works, lives, etc. should be sought to actually determine her level of commitment. This same body should be the ears and eyes of Government when women are to be elected into different positions at any level. Their resistance can go a long way to stop any act of injustice.

Women should act more and boast less. They should learn how to keep their strategies secret, learn how to tap ideas/tricks from men, compete less, quarrel less and at the same time, quick in countering unfavourable

male strategies. Nigerian men are not different from the rest of the other men. The only thing is that their women never used empowerment as domineering or negatively. Rather they use it to coolly and calmly dislodge the men. This is because women need to be diplomatic if they want to handle domineering men. Women have to be as gentle as dove but as wise as serpent if they want to get off the hook from their necks.

Women should know how to liberate themselves because they cannot live outside their culture. Play your role as a wife, mother and role model, manage their time effectively and display the qualities needed to do any work in a work place while the girls should accord dignity to womanhood. Build your integrity and be a people person. You cannot get up one morning and say vote for me. You have to work on your person. Always use that distinct persuasive style in you that makes a woman different from a man.

Conclusion

Gender inequality has been the focus area of many seminars and conferences organized at both the local, state and national levels. Yet, its success is still at a snail speed that most people are in doubt whether gender equality will be achieved by 2030. It implies that for women to achieve planet 50:50 in all aspects of life that will help sustain development, they have to have full access to education, equal rights and participation in all government activities.

At the same time, the women should form a formidable force, be ready to take risk, stop shying away from what is real and adopt the principle of sustainable development which requires a fundamental change in thinking which involves more radical and critical strategies and not focusing on the factors only. Hence, we have to be change agents of government policies

that are inimical to women programmes, attitude, value practice, ideas, norms, etc.

Finally, let the critical strategies as listed be adopted at a graduated rate to avoid stepping on the toes of the '**already threatened loved ones**'.

References

- Acholonu, R. (2003) Gender in the ivory tower: Nigerian Perspective**, WOREC Journal of Gender Studies 1 (2) 1 - 15.
- Agulanna. G. G. (2006) Barrier to academic leadership for Nigerian female lecturers** WOREC Journal of Gender studies 1 (3)222-231.
- Guinier I. (1994) The tyranny of the majority. Fairness in representative Democracy.** New York, United States of America. The Free Press a division of Macmillan.
- Hecht, M.B., Berbrich, J.D., Healey, S.A. & Cooper. C. M. (1973) The women, Yes!** Prints and Published by Robert E. Krieger Publishing Company. Inc. 645 New York Avenue, Hunting, New York 11743.
- Iheonunekwu, S. (2005). Barriers to women participation in technology and technological education in Nigeria: The Role of Distant Education.** International Journal of FAWE, Nigeria. 1(2). 57 - 64
- Maxwell, J.C. (1998) The 21 irrefutable laws of leadership.** Nashville, Tennessee, Thomas Nelson Inc.
- Njoku, C. U. & Yahaya-Makeri, G. (2007). Promoting gender equality in business education programmes.** An Emerging Challenges to Business Education Professionals. Paper Presented at the 19th Annual National Conference of Association of Business Educators of Nigeria on the Theme: Business Education and National Education Reforms in Nigeria from 16th – 20th October, 2007, at the Faculty of Law Auditorium @ CAS, Water Work Road , Ebonyi State University, Abakaliki, Ebony State.
- Njoku, C. U. (1999). Women participation in Nigerian educational administration in tertiary institutions in Imo State.** International Journal of Education Development (NJOVTE) 2(1) 109 - 117

Njoku C. U. (2007). Developing confidence, self esteem and leadership qualities in women for good governance. A Paper Presented in a Workshop organized by the Imo State Ministry of Women Affairs and Social Development in conjunction with JENCEL CONSULT CONSULTS OWERRI on Women in Governance and Leadership. March 1. 2007 at FSP Hall Wetheral Road Owerri.

Njoku, C.u. (2002). National accountability to gender equality and equity. A Lead paper presented at the 2002 International Women's day Celebration at the grasshopper International Stadium, Owerri.. 8th March.

Oku, O.O. (2003) Women as administrative heads in secondary schools in Imo State. WOREC, Journal of Gender Studies

Population Reports (1992) What is sustainable development? In The environment and population growth: Decade for Action. 4-6

Tax M. 1980. The rising of the woman. NY. USA. Monthly Review Press.

<https://www.internationalwomensday.com>



Women in the changing world of work: planet 50:50 by 2030 By Njoku, C. U. is licensed under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](https://creativecommons.org/licenses/by-nc-nd/4.0/).