

Women need to break stereotypes, demand fair & equal treatment and strive for balance to realize full potential, says Facebook COO Sheryl Sandberg

NEW DELHI, July 2, 2014. Ms. Sheryl Sandberg, Chief Operating Officer (COO) of Facebook, today underlined the imperative of recognizing that for any economy to grow and prosper, it was essential that women realize their full potential.

Addressing an interactive session of **FICCI Ladies Organisation (FLO)** on '**Lean in: Women, Work and Will to Lead**', Ms. Sandberg said this could be achieved by ensuring equal and fair treatment of women at home and the workplace and attaining more balance at home.

Women, she emphasized, should never underestimate their potential and ability. They should enforce their will and must develop a sense of confidence in themselves.

Speaking about breaking stereotypes, Ms. Sandberg said that across the globe it was perceived that men are natural leaders and women were there only to help and assist them. Women who are at the helm of their affairs are either considered officious or too aggressive in their approach. This mindset needs to change and a woman should be respected and recognized for her ability.

On the issue of ensuring security and stability for women, Ms. Sandberg said that it was heartening to see that the new Indian government under the leadership of Prime Minister, Mr. Narendra Modi, was standing up to zero tolerance for crime. She urged the citizens to come forward and support their leader in this endeavor. None of the countries across the globe are absolutely safe for women. For women to thrive, it was necessary to provide a safe and secure environment, she added.

Ms. Sandberg said that all over the world, women have the added responsibility of managing the household. She suggested that men should start sharing responsibilities at home and work together with their spouses to ease the work pressure on women.

She said that women should have greater access to technology to make them more aware and technologically advanced. Women should be provided with a flexible work environment. The government and policymakers should enforce laws more stringently to safeguard the interests of women and give equal opportunity to them in terms of education and remuneration.

Ms. Neeta Boochra, President of FLO and **Ms. Archana Goradia, Senior Vice President, FICCI**, also shared their views on the subject.