



50 Women 1 Question

International Women's Day is special, a day to celebrate and empower women across the globe. This year, at Ipsos India, the UU (qualitative) team embarked on a special project. They asked 50 women in Ipsos from diverse backgrounds just one question: **'What is one piece of advice you'd want give your younger self?'**. Their responses, though unique, echoed similar sentiments.

"What is one piece of advice you'd want to give your younger self?"

We watched as their expectant faces morphed, and they began journeying through their lives to respond.

What's interesting is that despite their unique stories, the advice they shared was along similar lines; it made us realize that no matter how alone we feel, there are others out there who have been in our shoes. There are some important lessons that emerged from this small activity.

#Take Care of YOURself

Women in India are often so caught up in their caregiving roles that they forget to look after themselves. They reminded us to **take care of ourselves**, whether that be our physical or mental health or our financial health & learning to be financially literate, saving and investing.

They reminded us to **be kind to ourselves**. In a world that often imposes harsh standards, pressures us, and creates unattainable ideals, they remind us of the importance of self-love and acceptance.

#Embrace Opportunities

Many of us are conditioned to stay quiet, to keep our heads down low and do what we want within the lines of a box. They reminded us to **be patient**, to **take calculated risks**, and to **push boundaries**, even when we're staring in the face of disapproval and challenges.

They reminded us to say **yes to life** fearlessly, to **embrace opportunities** with open arms, to step **out of our comfort zones** and experience life in all its glorious hues. We have all found ourselves questioning our abilities, wondering if we really have it in us to do something. Imposter syndrome is real, and even more so amongst us women. It means that we sometimes need to take the plunge, even when everything inside us is screaming no.

#Dont worry about Failing

Mistakes are only human, and sometimes, it may feel like the world is ending and nothing will be the same again, but it's not true. They reminded us that **the choices we make in our youth don't define us** for the rest of our lives.

#Be Proud of being a woman

They reminded us to be proud of being a woman and loving ourselves for who we are, every experience lived, and without regret. Above all, they reminded us to **live in the present**; to seize the moment, to savour the highs and the lows, and understand that these are the ingredients of a life well-lived.

As we wrap up this Women's Day, let's celebrate the resilience, the strength and the journey that makes each of us uniquely us. Here's to you ladies – Happy Women's Day!

View the video here: [50 Women, 1 Question across Ipsos India \(youtube.com\)](https://www.youtube.com/watch?v=50Women1Question)

~Written by Aisha Shaikh

