

A Woman in Sindh

By: FCG Qual Team

It is time that we change the media driven image in our minds

Real life interaction with these ladies, left us wondering if these women are down to ridden victims of society or very brave and mature women who have a very constructive thought process not just on personal level but for the whole society

Rural Sindhi Woman is the epitome of force

that binds the family together. She is calm, collected and strong for her family. She plays a dozen of roles for the society. A care taker for her children, an equal companion for her spouse. Her family is a source of happiness, protection and support for her.



Ask our experts at FCG:

- 1) How is the Rural Consumer behaving
- 2) What are the emotional touch points
- 3) What are the emerging trends?

Her duties start with taking care of her children's physical needs like feeding them, dressing them, making sure they are physically comfortable. Then her role is extended to the friend zone. Then she turns into their guide, teaching them the difference between right and wrong, good and bad, what's accepted in the society. Dealings of religion and the world both. She holds herself responsible for building their personalities on social as well as spiritual levels.

Small successes and occasions are celebrated among the family. Birthday's are celebrated in the house among close family members, food is ordered from outside. Birthday caps, balloons, pastries are brought for children, samosas and cake for elders. Children appreciate her efforts by gestures like giving gifts, cards and chocolates on mother's day and other similar occasions.

She also has to be obedient and submissive enough to give her husband sense of control that he wants. She strengthens her relationship with her spouse through sweet romantic gestures like giving small gifts and sharing moments of affection with him.

For her husband she has to be an equal companion. She has to be informed enough to hold intelligent conversations with her husband and help him in decision making. Public display of affection is not very acceptable even among married couple however they make up for it through the simple small gestures of love.

“In return husband cares for her as well and shows the care by looking after her needs like taking her out for a break from routine work or sometimes even helping her with household chores. All in all the relationship is based on mutual trust, understanding and support.”

“She provides to them what she has been deprived of as a child. She tries to keep the relationship friendly enough for the kids to discuss their days & activities with her.”

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