

**DOCUMENTARY ON MEN OBJECTIFICATION OF DARK
COMPLEXION**

B.A (HONS)



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IN

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BY

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DISSERTATION APPROVAL
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Date: 5th December 2022

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Entitled

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be accepted in partial fulfillment of the requirements for the degree of

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RESEARCH COMPLETION CERTIFICATE

It is certified that **Ms. ANOSHAY KHAN & Ms. MARIAM ZIA** of B.A. Honors (session 2018-2022), Department of Media Studies have carried out this work entitled “**SHANAKHT**” which is a documentary, under my supervision.

It is assured that this thesis project is original and sufficient in terms of scope and quality of degree.



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We clarify that this project is the result of our own field work. Moreover, we declare that this project is developed on the basis of our own knowledge and personal efforts. It is assured that this work, as a whole or in part, is not presented elsewhere for assessment. The similarity of the index of the research report is 2%, If this statement is untrue, and we found guilty of plagiarism, the punitive actions against us should be taken as per Kinnaird Anti-Plagiarism Policy.

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ABSTRACT

This research will focus on how not only women but men also being objectifying for having dark skin tones. In this research we will discuss about the obsession of our society with fair complexion and how dark complexion being bullied for their entire life, not only women but men are also victim to this dilemma. Dark Complexion is something which every person in Pakistan fears of. This study will focus on how dark complexion comes in a way of relationships, career and mental health in a man's life. Society has set beauty standards by declaring light complexion the highest in the rank, the fairer you are, the prettier you will be considered. The role of media in promoting the fairness and creating the beauty standards are at its peak. Skin tone should be considered as the beauty symbol which media is promoting.

Keywords: Men's Dark Complexion, Male Colorism, Fairness, Mental Health, Fairness creams, Advertisements

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CHAPTER 1

INTRODUCTION

White complexion is believed to be criteria of beauty and happiness while dark skin is believed to be unlucky, ugly and dirty (Arif, 2004). According To Adam Smith, white complexion is considered as the symbol of beauty in any country where white complexion isn't common.

In Asian countries, people have set the standards of beauty by declaring white complexion as the beauty symbol while dark skin is considered to be ugly in this society. This phenomenon is carried out to be by decades and is further promoting (Shroff, Diedrichs, & Craddock, 2018). People who have white complexion are considered as they are truly blessed and lucky. They have the audacity to say that they attractive, beautiful and rich. In our society, where women can buy lots of fairness creams and makeup products to enhance their beauty, they can carry themselves in a better way as compared to the men. Men are also the victim of this dilemma. They face the same or maybe even worst problems in marriages or proposals. Women aren't the only victim of this. Men are also getting bullied over this.

People also decide the class of the men by their complexion. It is mostly considered that men with darker complexion must belong to a poor background because of the labors who work day and night under the burning sun which causes their complexion to be darker. People find darker complexion to a lower class. However, men with lighter complexion considered to be rich because rich people work inside their offices without a sun, so they think that men with lighter complexion belong to the elite class (Goon & Craven, 2003).

People believe that men with lighter complexion are friendly and humble while

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darker complexion people may be considered as rude or mean. They think of them as a criminal and that he must be involved in bad deeds (Grewal, 2017). In Pakistan, people judge men on their complexion rather than their personality. They don't realize that its natural and skin tone is what you bring in this world with you. You cannot make it fairer with help of remedies or cream.

Discrimination may give them complex and it destroys their self-esteem. Even they are told not to wear specific color as it may make them look darker (Assari & Caldwell). From a childhood, it is taught that the fair complexion is pretty, if a kid is born, they say it like wow the kid is so fair, that means they are saying that he is pretty. People stop their children from playing in sun not because of the fact that it may harm their skin but they are more concerned about their complexion. They say like don't play in the open it may burn their fair complexion. The seed of fairness is inserted in our head by our own families they tell you that fairness is the beauty whether it's a boy or a girl. This may affect a kid's mental health. If a boy isn't fair enough, then he must get bullied by people who may call him with various names like kaalo, kala etc. This breaks the confidence of the individual and that person starts doubting himself by thinking him as low or not better than anyone else. Such people suffer from mental trauma which may end up in various mental diseases for example depression, anxiety, low self-esteem etc. They tease them with that they may get rejected because of the complexion. They build a complex within a man and which destroy their confidence and lose confidence within themselves. They become insecure of their appearances and start doubting themselves. This may lead to inferiority complex. They taunt that their kids will also be of dark complexion which may make them look ugly.

Skin Tone also has an impact of job positions. As dark complexion people are

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perceiving as clerk, gatekeepers, labor etc. while light toned people are considered to be on higher authorities (Harrison & Thomas, 2009). People usually hire fair man on the duty because they seem to them more intelligent and more convincing however dark skin man are considered for lower-level jobs and are considered to be illiterate. They judge them with the appearance as the society has made a skin tone beauty category in which fair is pretty and darker is ugly. So, people usually hire light skin toned people as they see them as the symbol of beauty.

This stereotype isn't only watered by our own people but also the media. Media plays a significant role in promoting light complexions. Media promotes white complexion as well. Like mostly in television dramas, we see light toned girls as the leading lady and light tone man as the leading hero (Edwards, 2019).

In film industries, hero and heroines are shown fair while villain is shown to be darker (Shankar & Subish, 2007). Mostly in films, A hero is light toned while the villain is shown to be darker and when they say darker, they mean ugly. Darker is compared to be ugly and they show that a darker skin man is a criminal.

Attractiveness is measured by the skin tone and advertisements are promoting such trend. Advertising is also participating promoting such absurd traditions or standards. Fairness creams for men are launched and they show in the ad that a man will not be attractive if he isn't fair. (Mukherjee, 2020). Global industry analysts (GIA) have predicted that the universal market for skin lighteners will reach \$23 billion by 2020, driven by new markets in Asia, particularly India, Japan and China. According to the SIRONA biochem report, approximately \$13 billion spent on skin care products and cosmetics in Asia Pacific's. In India alone, it is estimated that \$432 million was spent in 2010 on skin

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lightening creams and skin care agents. A brand name Fair and handsome starred Shahrukh Khan in its ad in which he says that the girls only get attracted to fair boys not darker boys. They show a very sad face on the darker complexion while a fair complexion person seems to be happy in his life. They show that a man is not man enough if he isn't fair. Once in his interview Shahrukh said that his own daughter is not fair but she is the most beautiful girl in the world however he himself promotes fairness cream in the market for men because men are considered to be ugly if they are darker in shade.

According to study, 16.7% male and 30 % female use skin lighting products. (Peltzer, Penguin & James, 2006).

ONE LINER:

To let people know that men are also the victim of objectification of dark complexion.

BASIC IDEA:

The idea of this documentary is to evaluate that a man is also a victim of objectification of darker complexion and how it effect's his life choices, his self-esteem and self-confidence. We have shown that what a man has to go through if he is dark toned. How it affects the lifestyle and journey of a man. The main purpose of this documentary is to show that a man is judged by his complexion and complexion decides our class whether we belong to elite or lower. People easily assume that. The society has created beauty standard however a dark toned man is considered as ugly and derogatory remarks can be made to a person. This documentary shows that the beauty standards are created by people and society. How it affects the mental health of a man and cause diseases like depression anxiety etc. A lifestyle of a man is based on his complexion whether its career choice or

relationship.

SCOPE:

The topic is about man facing objectification in darker complexion will focus on how a lifestyle of a man and how our society is participating in objectification of darker complexion. The documentary focuses on how the complexion is used in the workplace, home, education center and in every aspect of life.

The documentary shows a life of a man and what he has to go through. How it affects the mental health of a man and may cause a lack of self-confidence. A man has to go through several phases to accept himself. How it impacts a life and mental health of a man. It is really important to aware people with such topic. The aim of the documentary is to make people feel how discrimination and colorism impacts one's mind. How it tarnishes one's self esteem and self-confidence. It is really important to accept the reality and that not a skin tone makes a person pretty or ugly.

NEED OF THE PROJECT:

This topic is sensitive as everyone talks about how a woman is gone through colorism however a man is also a victim of it. The need of this project to spread awareness regarding self-love and how doesn't a skin tone describe a man. "Fairness is true beauty", People have been practicing this since forever, they have created standard which results in man getting complex and doubting themselves. People doesn't realize that their remarks regarding skin tone can create a complex in man's mind which may lead to person to have a low self-esteem low self-confidence, and doubting of their own ability. We should accept the skin tone and should not create mental illness in people who have dark skin tone. This

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documentary shows that how we ourself participating in this. We don't need fair skin to be a successful business man. We should focus on skill rather than face. People hire only fair toned man on job which maybe a loss of an intelligent employ and destruction of a deserving candidates future. We should stop color biasness.

CLARITY OF THE PROJECT:

Having dark skin is natural. You cannot change one's complexion as it isn't possible. A man is born with its color, it's like changing our DNA (Deoxyribonucleic acid). A researcher of Boston University declared in 2016 that fairness creams doesn't work as per they say. They cause patches and inflammation in skin which results in patches however it doesn't lighten up the skin tones as they promise. It is scientifically proven that fairness cream doesn't work on our skin and skin tone is something which needs to be embraced not to be embarrassed about. Not giving derogatory remarks and not considering dark tones ugly will help the people with dark complexion cop up with their anxiety and wills destroy their self-confidence.

CHAPTER II

LITERATURE REVIEW

According to (Mukherjee, 2020), It is shown in the advertisements that a man can be attractive only if he has lighter skin tone. The commercial shows how a light toned is considered as handsome and is successful. Advertisers use such tactics to attract the audience and spread that fairer skin helps in becoming successful and cool. advertisements of fairness creams design ad like to show fairness is the key to success in places like office, educational sectors or even in families or friends. Direct market strategies are being used for the promotion of beauty salons they directly send mobile coupons, discounts on their cell phones this motivates the client and ratio of visiting salon increases.

The study by (Shroff, Diedrichs, & Craddock, 2018) shows that in many Asian countries fair complexion people gets more advantages in many phases of life which include jobs, status, education, and marriages. Fairness is a significant and has a big role in Asia's beauty standards. In the culture, it is practiced that a light skinned man belongs to a high class and holds a power while dark skinned people are assumed to be a lower class because of the color they carry and assumed to be labor who works in sun. It is considered as a sign of class, standards and wealth. It may affect dark skinned self-confidence. It is considered as a sign of class, standards and wealth.

According to (Devaraj, Quigley, & Patel, 2018) it is shown that it is observed that men with dark complexion are more likely to have less income than the light toned man. There is also a difference of half and half as well. Height and skin tone do impact on the salaries between two genders. Men may face more criticism if they are darker in tone and have less height. That impacts their salary and jobs as well.

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According to (Assari & Caldwell) it is observed that in many African countries black men are more discriminated than women. It is shown that stress and discrimination effects male more as they face more racial comments. Female may control their emotions but male have higher tendency to affect their mental health more than women. The study shows that men are main victim of racial discrimination. That affects their psychological state as well which can work as a silent killer for them.

According to (Milner, George, & Allison, 2016) it is shown that male with darker complexion are more aggressive and are more inclined towards crime. They are perceived as criminals and are considered as dangerous individuals. If they are large in size and have dark skin tone they are risked to be considered as criminal. They are more at risk for police to suspect them because of the stereotypical appearances.

As to (Edwards, 2019) stated in films, the leading characters include heroine and hero who are fair complexioned while they show villain as the dark complexion man. In entire world, every society or country consider white complexion as a symbol of beauty. Black male is considered for villain or criminal roles in the movies mostly.

According (Grewal, 2017) psychologist as well it said that people with dark complexion are considered as negative and more dangerous. Whenever anything bad or evil happens people automatically assume someone dark toned person as a culprit. Anything bad is attached with dark. That what called a black is bad effect.

According to (Young, 2020) people with light skin tone are encouraged to have higher education unlike the people with dark complexion. It is considered as lighter people are more likely to achieve higher education. It is also seen that color decide the social class as lighter are presumed as higher class and darker as lower class. Most of the dark people

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feel embarrassed because of their complexion.

CHAPTER III

SIGNIFICANCE

Objectification of darker complexion means that degrading the dark complexion. Asian countries face this so much as in these countries fairness is considered as the symbol of beauty however they think that dark tone is ugly or disgusting (Shroff, Diedrichs, & Craddock, 2018) . This discrimination is made openly whether it's face to face or social media or any medium of communication. Not only women but men are also a victim to this dilemma. Men are facing this as well. This discrimination starts from a young age parents tell their children that fair skin is pretty and dark skin isn't. Not only that there are derogatory terms that are used to call a dark toned person to make them feel awful. The motive of this documentary is to spread awareness that how these remarks affect the victim which may make them suicidal or shy or lack of confidence in them. Our motive to tell everyone that beauty isn't about skin tone, skin tone doesn't define a person whether its pretty or not. Our motto is to normalize the dark skin tone and stop making it stigma.

People doesn't know how the victim feels like they feel insecure and slow self-esteem, and such bullying may lead them to depression, anxiety, body insecurities, lack of self-confidence may even cause a mental disorder. We should stop how men are being treated for their complexion (Assari & Caldwell).

The documentary shows that how we participate in making the dark tone person feeling low of himself and how they are treated in every phase of life which includes workplace, education sector, friends or even families. How it haunts a person from inside and how media is participating in spreading fairness obsession. With the help of advertising, fairness cream brands are spreading the dilemma that only a light skin tone can be pretty and happy however dark skin cannot be happy.

CHAPTER IV

AUDIO/VISUAL BOARD

Scenes	Audio	Visual	Duration
1	BGM slow music instrumental	- Zoom shot of a man with black and white frame -Voice over - Saying dialogue -	14 seconds
2	BGM slow music instrumental	-Title appears with current effect.	7 seconds
3	BGM (voice over) کیا انسان کی پہچان اس کا رنگ ہے؟ صرف پاکستان میں ہی نہیں بلکہ دنیا کے کئی ممالک ہیں جہاں لوگوں کے رنگ کا مذاک اڑایا جاتا ہے۔ عائشہ فینکس کی تحقیق کے مطابق مسردوں کے رنگ کا مذاک عام ہے۔ اشتہارات اور فلموں میں بھی گورے رنگ کو ترجیح دی جاتی ہے۔ آپ نے بہت سی خواتین کو کالے رنگت کی وجہ سے مسردی کا شکار ہوتے دیکھا ہوگا لیکن بہت کم لوگوں جانتے ہیں کہ اگر مسردوں کا رنگ گورا نہیں ہے تو ان کو بھی بے شمار	-Dark toned watch man closeup. - Tree leaves moving with the wind. -A dark man riding a bike on road. - Hand passing a piece of paper via table. -Boys riding bike with a cooler. - Fairness creams bunch -dark toned girl washing her face. - A man running aways from sunlight.	1 minute and 2 seconds

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	<p>مسائل کا سامنا بھی ہو سکتا ہے۔ اگر کوئی ان کی رنگت کا مذاق اڑائے اور اسے مسترد کر دے تو مسرد ایک ہی طرح کے ذہنی تناؤ اور خود اعتمادی کی کمی کا موازنہ کرتے ہیں۔ مسردوں کو بھی رنگ کے ہوالے سے احساس کمتری کا شکار بنایا جاتا ہے۔ مسرد کے کالے رنگ کو بدقسمتی اور بد صورتی کی علامت مانا جاتا ہے جس کی وجہ سے ذاتی اور پیشہ ورانہ دونوں میں مشکلات کا سامنا پیش آتا ہے</p>	<p>- Rubbing hands shot with anxiety. - A boy rubbing his hand with anxiety. - Foot shot of a boy running from sunlight - A man doing labor. -Man handing over his CV and gets rejected.</p>	
4	<p>Interview: Mubeen Ghauri (Student)</p>	<p>-Footages of the interview - Various montages</p>	2 minutes and 27 seconds
5	<p>BGM Voice over</p> <p>رنگ کا مذاق اڑانے کی وجہ سے مسردوں میں احساس کمتری پیدا ہوتی ہے، جس سے نا صرف ان کی ذہنی حالت پر دباؤ پڑھتا ہے بلکہ اس کے ساتھ ساتھ وہ لوگ اپنی خود اعتمادی کو بھی کھو بیٹھتے ہیں۔</p>	<p>-A boy crying</p>	13 seconds
6	<p>Interview: Dr. Komal Riaz Sheikh (Clinical Psychologist)</p>	<p>-Interview shots</p>	1 minute and 35 seconds
7	<p>Voice over</p> <p>صرف بڑے ہی نہیں بچے بھی اس ناگوار عمل کا شکار ہوتے ہیں اور</p>	<p>-Footage of boy's sad face</p>	7 seconds

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	لوگ انہیں طرح طرح کے ناموں سے بلاتے ہیں۔		
8	Interview: Muhammad Zeeshan (Student)	-Interview shots - Various montages	26 seconds
9	Voice Over سانولا رنگ انسان کی شناخت نہیں۔ سانولا رنگ ہونا کوئی عنایت بات نہیں ہے، یہ اس بات کی وضاحت نہیں کرتا کہ کون خوبصورت ہے، کون برتر ہے، لیکن صرف انسان کی قوت ارادی اور مہارت اسے ایک دوسرے سے مختلف بناتی ہے۔	- A man doing labor - Man's closeup shot - Man walking - Boys shoulder shot	19 seconds
10	BGM	-Documentary title	10 seconds
11	BGM	-Credits	20 seconds

CHAPTER V

SCRIPT

میری شناخت میرا رنگ نہیں۔

شناخت؟ کیا انسان کی پہچان اس کا رنگ ہے؟ صرف پاکستان میں ہی نہیں بلکہ دنیا کے کئی ممالک ہیں جہاں لوگوں کے رنگ کا مذاک اڑایا جاتا ہے۔ عائشہ فینکس کی تحقیق کے مطابق مسردوں کے رنگ کا مذاک عام ہے۔ اشتہارات اور فلموں میں بھی گورے رنگ کو ترجیح دی جاتی ہے۔

آپ نے بہت سی خواتین کو کالے رنگت کی وجہ سے مستردی کا شکار ہوتے دیکھا ہوگا لیکن بہت کم لوگوں جانتے ہیں کہ اگر مسردوں کا رنگ گورا نہیں ہے تو ان کو بھی بے شمار مسائل کا سامنا کرنا پڑتا ہے۔ اگر کوئی ان کی رنگت کا مذاق اڑائے اور اسے مسترد کر دے تو مسرد ایک ہی طرح کے ذہنی تناؤ اور خود اعتمادی کی کمی کا موازنہ کرتے ہیں۔ مسردوں کو بھی رنگ کے حوالے سے احساس کمتری کا شکار بنایا جاتا ہے۔ مسرد کے کالے رنگ کو بد قسمتی اور بد صورتی کی علامت مانا جاتا ہے جس کی وجہ سے ذاتی اور پیشہ وراںہ دونوں میں مشکلات کا سامنا پیش آتا ہے۔

رنگ کا مذاق اڑانے کی وجہ سے مسردوں میں احساس کمتری پیدا ہوتی ہے، جس سے نا صرف ان کی ذہنی حالت پر دباؤ پڑھتا ہے، بلکہ اس کے ساتھ ساتھ وہ لوگ اپنی خود اعتمادی کو بھی کھو بیٹھتے ہیں۔

صرف بڑے ہی نہیں بچے بھی اس ناگوار عمل کا شکار ہوتے ہیں اور لوگ انہیں طرح طرح کے ناموں سے بلا تے ہیں۔

سانو لارنگ انسان کی شناخت نہیں۔ سانو لارنگ ہونا کوئی غلط بات نہیں۔ یہ اس بات کی وضاحت نہیں کرتا کہ کون خوبصورت ہے، کون بدتر ہے لیکن صرف انسان کی قوت ارادی اور مہارت اسے ایک دوسرے سے مختلف بناتی ہے۔

CHAPTER VI

TECHNICAL METHODOLOGY

APPROACH

Approach of this documentary is to spread awareness that how it effects men's mind and his choices. Our motive is to spread awareness regarding the topic. The motive is to show how discrimination leads to the low self-esteem and self-confidence of the victim.

This documentary shows the suffering of such men and that how it shouldn't be done and it should be stop to save one life. Our approach is to help such men cop up with their low esteem and confidence. Our approach is to ban promotion of fairness in society and acceptance of every person. Color shouldn't judge one's character and ability.

GENRE

The topic is addressed through a Documentary.

TARGET AUDIENCE

The audience we are targeting are all the people as the primary focus will be men and the secondary will be the general masses.

Demography

Our main target audience is general masses as they all participate in such cases. Our target audiences are children and adult both. The age group will be 10 to 60. Our motive is to spread awareness that self-acceptance is important and skin complexion doesn't make one ugly or pretty. We will tell through our documentary that it doesn't matter whether you are dark or light complexioned what matters the most is how skilled and how much good

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human being you are.

Physiography

Our topic is quite sensitive and anyone can relate to it, so our target would be everyone because discrimination can be done by anyone intention or unintentional so awareness regarding skin ton doesn't make one pretty or ugly needs to be spread and how derogatory remarks affect the victim mentally and this needs to be stop. We should make other people feel free not making them depress by making such remarks.

PRE PRODUCTION

In pre production, we made an action plan. Where we collected all the data and decided upon locations, script, voiceover and budget

CLUSTERING

This section states the collection of data and process of doing research. It will deal with all technical methodology of the documentary. The main perspective of this documentary is to let people know about this disorder which is totally unknown to the majority of the people.

The documentary is 7 minutes and 13 seconds long in length. Our main focus is to make our film relatable to the man who are facing such discrimination and fighting it or maybe it is butchering them inside. Not only women but men are also facing such discrimination and how it impacts them. This documentary focus on to motivate them and show our society that dark complexion doesn't make a man less than anyone else. The center idea of documentary will revolve around a dark complexion man, who will shares

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his experience of discrimination in every phase of his life. Our main focus is-the participation of society in this treatment and how they water the discrimination in every step.

The objectives of this study is to:

- To show not only women but men are also the victim in this discrimination.
- Spread the awareness that discrimination may cause a mental illness to the victim.
- Discrimination result in stress, low self-esteem and lack of confidence in victims.
- Spread awareness that fairness isn't the symbol of beauty and dark complexion doesn't make one ugly

PRODUCTION

Production of the documentary includes its victims, voiceover, directions and location finalized and the execution process of the documentary.

Camera Angles

Camera angles will be according to the demand of scene. Slow motions are used while master shots and many closeup shots synchronized with the suitable music and location are also used.

Montages and interviews are added in the documentary.

The equipments used in this documentary are mentioned below:

Camera: Nikon 5500D

Mic

Ring Light

Editing and Treatment

The editing process had different elements. Soft music with heart touching interviews and aesthetic shots are featured and edited according to the scene. The shots of reenactments are added. We focused on our interviewer build up and makeup as well. The locations are according to the script and feature perfect blend of interviews and clips. Posters, Flex and CD covers are designed for the documentary as well. The software which we used is Adobe Premiere Pro CC 2015.4.

POST PRODUCTION

Post production includes the poster and CD's, marketing of the documentary through social media platforms. Editing of the documentary is done. Sound effects are added and any visuals if needed are added. A proper output is made and a proper name and poster designing is designed. The campaign includes flex, posters, CD's, Teasers and promos for the documentary.

CHAPTER VI

BUDGET

The budget chart is mentioned below, it features approximate values which were used in the production of the documentary and the costing of entire process, the cost is consist of 37,000 Rupees-/.

Service/Product	Description	Cost
Pre-Production Equipment and Facilities		
Writer	Anoshay Khan	-
Producer	Mariam Zia	
Director	Anoshay Khan	-
Transport		4000
Rigger	Mariam Zia	-
Sound Manager	Mariam Zia	-
Lightening Technical Director	Anoshay Khan	2000
Camera Person	Anoshay Khan	-
Miscellaneous	-	2000
Research	Anoshay Khan & Mariam Zia	-
Production Equipment and Services		

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Camera	Rented	7000
Tripod	Rented	2000
Transport		3000
Meal		4000
Post-Production Equipment and Services		
Marketing	CD's and Posters	6000
Editor	Anoshay Khan & Mariam Zia	
Total		37,000

CHAPTER VII

CONCLUSION

Colorism is not an issue of Pakistan but is an issue in entire world. People believe that women are the soft target of such allegations or bullying.

The Documentary focuses on how not only women but men are also the victim of colorism. They are also being target. In their personal life and professional life as well. They have to face such consequences. The Documentary aims to spread awareness in people regarding the objectifying man about their color. The Documentary shows the experience of such people who have faced bullying and still are facing. How they were demotivated and how it broke them inside.

In research conducted by Aisha Pheonix and Nadia Craddock (2022), it was confirmed that dark toned people face negativity around them. 6 people confirmed how they were bullied in every aspect of life whether in personal or professional.

The documentary showed how bullying men cause a mental trauma and stress to the victim and how they find the courage.

CHAPTER VIII

RECOMMENDATIONS

- It is recommended that the documentaries should be aired in universities and many more learning institutes to stop colorism
- The advertisements of the fairness creams should be banned and black should not be considered as impure or ugly.
- Dark toned hero should be casted in films and dramas to spread awareness that color doesn't make one good or bad.
- Kidren should be taught about people and how color doesn't define the good or bad.
- Advertisements for job with fair skin requirement should be punished.

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