

TATA TEA

GOLD

VOICE
of
49%

Jaago RE!

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Preface

'Jaago Re' means to awaken. To awaken from sloth, slumber and ignorance. So we can be the change that we wish to see.

Historically, all 'Jaago Re' campaigns have been about sensing the pulse of the nation and redirecting citizen energies towards burning issues that need urgent redressal.

In 2013, we unveiled a mammoth movement. Intended as always, to awaken the whole country. But this was a movement with a difference.

We decided to focus our energies on a significant segment of society that was not aware of the power they collectively wielded.

In the latest Power of 49 'Jaago Re' campaign we reached out to the women of the country who have been largely apolitical and blissfully unaware of the fact that their say, can make or break the government.

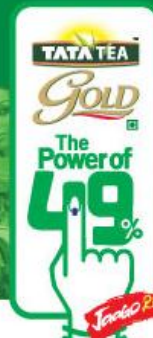
49% of India's voter base are women. The campaign aimed to awaken women to the power they had, to influence the political system to address issues faced by them. Simultaneously it was aimed at communicating to the political establishment that was a force they could no longer ignore.

We opened the minds of Indian women to the challenges a women's collective could overcome if they chose to come together.

Television, Internet, SMS and Digital - a multitude of media vehicles were effectively deployed concurrently. In response, an overwhelming number of women across the length and breadth of the country answered their inner calling and expressed issues they felt most impacted them. A handpicked panel of experts led by the editorial team of TV18 Broadcast Ltd. collated the responses to formulate a succinct and accurate portrayal of what India's 49% want for India's wellbeing.

We're proud to unveil a statement which is a reflection of the collective voice of this 49%. A manifesto which understands and echoes their needs and aspiration. A manifesto which in all ways, is one-of-its-kind.

Tata Tea, in association with the Tata group proudly presents 'The Women's Manifesto: The Voice of 49%'.

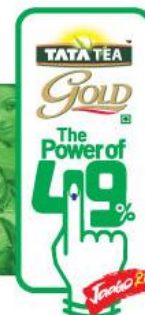


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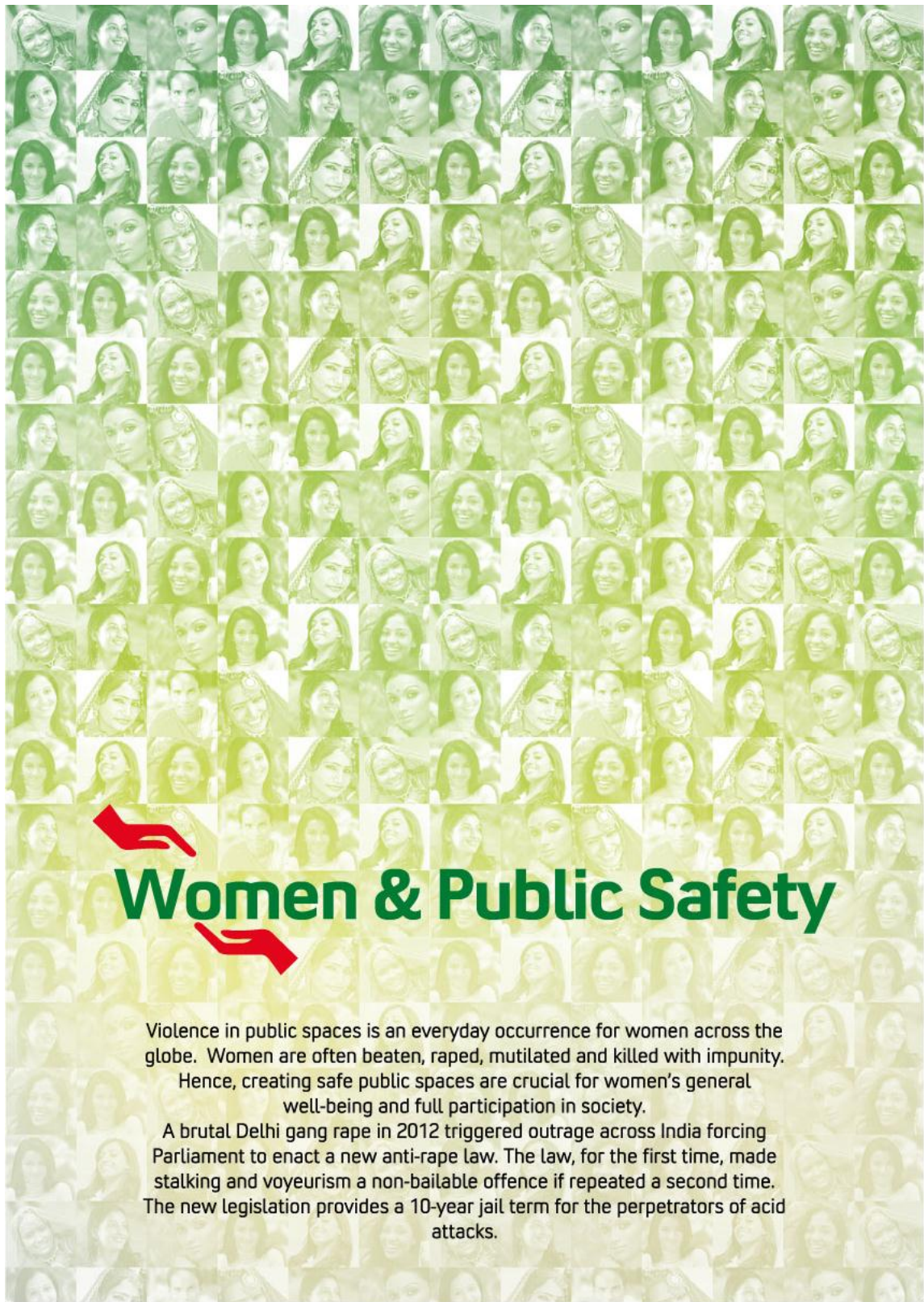
KEY HIGHLIGHTS OF THE VOICE OF 49 MANIFESTO

- 1** Politicians must lead by example by displaying zero tolerance for perpetrators of domestic abuse and dowry in political parties
- 2** Address the under representation of women in the parliament through increased representation in party ticket distribution as well as cabinet
- 3** Make gender sensitisation for boys a compulsory part of the school curriculum from Std. V to XII in order to counter eve-teasing
- 4** Increase percentage of women police personnel from current 5% to at least 33%
- 5** Build a combined 'front line army' of government workers, NGOs, local health and sanitation workers with accredited social health activists
- 6** Build 1 crore women toilets within a year with privacy and 24/7 access to water
- 7** Provide mandatory crèches, women-friendly maternity policies that include long-term leave-both rural and urban
- 8** Incentivise schooling for girls by providing financial saving schemes and free transportation
- 9** Install GPS on all buses, double the number of street lights and provide round the clock public transportation for women
- 10** Provide complete medical, legal and psychological support to victims of domestic violence by instituting special family counselling centers in government buildings and policy centres



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Women & Public Safety

Violence in public spaces is an everyday occurrence for women across the globe. Women are often beaten, raped, mutilated and killed with impunity.

Hence, creating safe public spaces are crucial for women's general well-being and full participation in society.

A brutal Delhi gang rape in 2012 triggered outrage across India forcing Parliament to enact a new anti-rape law. The law, for the first time, made stalking and voyeurism a non-bailable offence if repeated a second time. The new legislation provides a 10-year jail term for the perpetrators of acid attacks.

STATE OF THE NATION

- 1 woman is raped every 21 minutes in India
- 1 woman is kidnapped every 14 minutes in India
- Crime against women increased by 6.8% in 2012 over the previous year, and by 24.7% over 2008
- Kidnapping cases have reported an increase of 7.6% in 2012 over the previous year (35,565 cases)
- Incidents of Assault on Women with intent to outrage her modesty increased by 5.5% in 2012 over the previous year (42,968 cases)
- 225 cases of acid attacks on women have been reported from 2010 to 2012, as per the National Crime Records Bureau

RECOMMENDED ACTION-POINTS

INCREASE PERCENTAGE OF WOMEN POLICE PERSONNEL FROM CURRENT 5% TO AT LEAST 33%

In India, while all the postings and ranks in the police are common to both men and women, women are still under-represented in the police force. The proportion of actual 'women civil police' to the total 'civil police' in 2012 was 1:15.2. Increasing the number of women police officers from a mere 5% to at least 33% will help in dealing with the problems women encounter in reporting cases of rape, violence or harassment. Given the rise in crimes against women, the poor representation of women in the police should be urgently addressed.

INSTALL GPS ON ALL BUSES, DOUBLE THE NUMBER OF STREET LIGHTS AND PROVIDE ROUND THE CLOCK PUBLIC TRANSPORTATION FOR WOMEN

Efforts must be directed at providing GPS and lighting on all buses, more metros for cities and doubling the number of street lights. Easy accessible public toilets along with round-the-clock safe transportation facilities will make a huge difference for working women. The political parties must aim at improving the quality of coordinated services and responses to violence against women and also increase accessibility of the same. The government must also run women safety drives in conjunction with community workers. The political parties must promise a quarterly city report card on women's safety including more police accountability.



MAKE GENDER SENSITIZATION FOR BOYS A COMPULSORY PART OF THE SCHOOL CURRICULUM FROM STD. V TO XII IN ORDER TO COUNTER EVE-TEASING

Creating a gender-sensitive educational system should be another priority for the government. This will entail addressing sexual stereotyping, changing the outlook and perceptions of school teachers, providing a safe and secure environment for the girl child. Introduction of compulsory gender sensitisation of boys from Std V to XII will help counter eve-teasing. The government must also introduce provision of schools within easy reach, must provide a transport network and separate girl's toilets. These measures will go a long way in enhancing enrollment of girls. The political parties now need to move beyond just paying lip service to women's issues in their manifestos and work towards removing barriers at the individual, social/community and political levels.

PANELISTS/CONTRIBUTORS:

- Ruchira Gupta, Founder & President, Apne Aap Women Worldwide
- Sonali Khan, Head India & Regional Operations, Breakthrough
- Laxmi, Acid Attack Survivor, 'Stop Acid Attacks' Campaigner, Member 'Save Your Voice'





Women & Domestic Violence

The United Nations defines violence against women as "any act of gender-based violence that results in, or is likely to result in, physical, sexual or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life". Domestic violence is among the most rampant and the least reported forms of violence against women. In India, it was recognized as a human rights issue in the 1980's due to the increasing number of dowry deaths. According to the National Family Health Survey-III carried out in 29 states in 2005-2006, the prevalence of domestic violence was 37.2%. The Domestic Violence Act of 2005 is the first noteworthy endeavor to recognise domestic abuse as a punishable offence, to broaden its provisions to include those in live-in relationships and to provide for emergency relief for the victims, in addition to legal recourse.

STATE OF THE NATION

- A dowry death occurs every hour; A bride is burned every 90 minutes (NCRB; 2010)
- 8233 dowry deaths were reported in 2012 from various states in India (NCRB).
- The cases under the Dowry Prohibition Act increased by 36.5% in 2012 (6,619 cases) over the previous year
- Cruelty by husbands & relatives towards women increased by 7.5% in 2012 over the previous year
- 42.9% of domestic violence cases occurred in rural areas and 32.7% in urban regions

RECOMMENDED ACTION-POINTS

POLITICIANS MUST LEAD BY EXAMPLE BY DISPLAYING ZERO TOLERANCE FOR PERPETRATORS OF DOMESTIC ABUSE AND DOWRY IN POLITICAL PARTIES

According to World Health Organisation, on an average, violence by an intimate partner is the most common type of abuse, affecting 30% of women. Violence can result in physical, mental, sexual, reproductive health and other health problems. The issues of women like safety, equality and progress, need to be mainstreamed in the political agenda and government policies. The parties must display zero tolerance against the perpetrators and clearly chart-out their agenda for the significant 49% of the population. 2014 general election is an opportune time for the political parties, to lead by example, by denying candidature to abusers.

PROVIDE COMPLETE MEDICAL, LEGAL AND PSYCHOLOGICAL SUPPORT TO VICTIMS OF DOMESTIC VIOLENCE BY INSTITUTING SPECIAL FAMILY COUNSELLING CENTERS IN GOVERNMENT BUILDINGS AND POLICY CENTRES

Domestic violence is based on the notion of patriarchy. The government enacted a new tougher anti-rape bill but failed to make marital rape a criminal offence. For policy makers, the greatest challenge is to break the silence around abuse. As per a WHO study on domestic violence, very few women reported seeking help from formal services like health and police, preferring instead to reach out to friends, neighbours and family members. The government must develop a comprehensive violence prevention programme and provide full medical, legal and psychological support system to victims of domestic violence. A highly recommendable



step forward would be, instituting special family counselling centres in government buildings and police centres. Special educative programmes for reproductive and sexual health and rights of girls and women should be promoted. Measures should be adopted for speedy trials of all domestic violence cases through fast-track courts.

PANELISTS/CONTRIBUTORS:

1. Rashmi Anand, Head, Woman of The Elements Trust, Survivor of domestic violence
2. Flavia Agnes, Women Rights Lawyer
3. Shabana Azmi, Actor, Activist, Former MP





Women's Health & Sanitation

India is one of the countries with a very high prevalence of anemia among women. More women die due to pregnancy-related causes in India than anywhere else in the world. According to the Sample Registration System (SRS) Report for 2007-2009, the Maternal Mortality Ratio (MMR) was 212 per 100,000 live births in India against 20 per 100,000 live births in the United States as per WHO. The health of girls and women is often affected by socio-economic factors, such as access to education, household wealth and place of residence. A 2011 UNICEF paper reported that in India, 47 percent of girls are married before 18, but only 11 people were convicted of perpetuating children marriage in 2010. Due to gender-based discrimination, women do not receive the health care to the extent required. Hence, there exists an urgent need to implement healthcare reforms in ways that ensures healthcare system to meet the needs of girls and women.

STATE OF THE NATION

- 36% of Indian women are chronically undernourished and 55% are anemic
- Median age of marriage among women (25-49 age group) is 16.8 years, while that of men is 22.7
- More than 600 million people or over 50 percent of Indian households defecate in the open
- Only 44% schools covered by the Right to Education Act have separate, functioning girls' toilets (CRY)
- India loses approximately 6.4% of the GDP in health costs & reduced tourism revenue due to inadequate sanitation and poor hygiene

RECOMMENDED ACTION-POINTS

BUILD A COMBINED 'FRONT LINE ARMY' OF GOVERNMENT WORKERS, NGOS, LOCAL HEALTH AND SANITATION WORKERS WITH ACCREDITED SOCIAL HEALTH ACTIVISTS

The government's capacity to plan and implement sanitation programmes at the state and district levels is not adequate. There are no dedicated sanitation frontline workers at grassroot level. As a result, sanitation and hygiene education is adhoc, receiving a lower priority than it should from Panchayats. The potential role of government frontline workers like Auxiliary Nurse Midwives (ANM), and Accredited Social Health Activists (ASHA) must be revived for improved and accessible healthcare systems. The government should incentivize and provide better training to volunteer sanitation workers or the Swachata Doots. Women healthcare and sanitation issues must figure on the priority list of all political parties. They must aim at addressing the shortage of doctors, para-medical staff and pharmacists chiefly at the primary health centres in villages and provide social security to women through various government sponsored schemes.

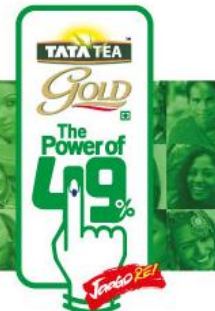
BUILD 1 CRORE WOMEN TOILETS WITHIN A YEAR WITH PRIVACY AND 24/7 ACCESS TO WATER

According to the World Health Organization and United Nations Children's Fund (UNICEF) estimate, over 50 per cent of Indian households defecate in the open. Construction of one crore low-cost and hygienic public toilets with security, proper maintenance and supervision, should be a top priority for the government as this will change the utilization of public conveniences in the country. Easy and round-the-clock accessible public toilets will make a huge difference particularly for the convenience of working women. Building inexpensive public toilets with a 24/7 water facility and privacy will improve the general living conditions of numerous women and girls. Local bodies should also compel all road building and civic projects to allocate space for this purpose.



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4. Vidya Balan, Actor



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Education & Employment

The principle of gender equality is enshrined in the Indian Constitution. Free and compulsory education up to the age of 14 is the responsibility of the State. But, gender disparities in education are glaring at all levels. There are several barriers to girls' education and employment, ranging from supply-side constraints to negative social norms. Strategies have been formulated and implemented by the state governments, international agencies and civil society at large to create a gender sensitive country. Policies and programmes must ensure that women's perspectives are in the mainstream of all developmental processes, as catalysts, participants and recipients.

STATE OF THE NATION

- As per the 2011 census, female literacy is 64.64% as against 80.89% for men
- Women make 19% of the Indian workforce but constitute 32% of the informal economy, particularly agriculture
- Worker Population Ratio for males in 2011-12 was nearly 54% and 22% for females
- 57% of women work in community, social and personal services
- Only 1 to 3% of executive positions in corporates are occupied by women
- Dropout rates increase alarmingly in class III to V - it's 50% for boys, 58% for girls (NSSO)

RECOMMENDED ACTION-POINTS

PROVIDE MANDATORY CRÈCHES, WOMEN-FRIENDLY MATERNITY POLICIES THAT INCLUDE LONG-TERM LEAVE- BOTH RURAL AND URBAN

Working parents around the world require appropriate childcare for their children while they work. Access to safe childcare is needed due to changing family structures and more women joining the workforce either by choice or necessity. The government should also introduce more women friendly maternity policies that include long-term leave – both rural and urban. Such flexible policy initiatives will promote predominance of women in jobs, organisations, industry sectors and raise their participation in the work force.

INCENTIVISE SCHOOLING FOR GIRLS BY PROVIDING FINANCIAL SAVING SCHEMES AND FREE TRANSPORTATION

Educated girls grow into educated women, who have healthier babies and are more likely to educate their children. When a girl in the developing world receives seven years of education, she marries four years later and has fewer children. Engaging men, boys, girls, and women in the education system can transform gender roles and increase gender equality. When women earn, they reinvest 90 percent of it in their families. Hence, the government must incentivise schooling by introducing financial saving schemes for girls like depositing certain amount of money for every day/week the girl attends school which will also encourage parents to send their daughters to school. Incentives such as free textbooks, stationery, notebooks, scholarships, insurance and uniforms will also improve their enrolment and retention in schools. Safety is a



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big concern for parents, hence other incentives could be providing bicycles, or arranging bus transportation for every girl to go to school.

ADDRESS THE UNDER REPRESENTATION OF WOMEN IN THE PARLIAMENT THROUGH INCREASED REPRESENTATION IN PARTY TICKET DISTRIBUTION AS WELL AS CABINET

Representation of women among members of Parliament and state legislatures has been hovering around 11%. In the 2009 Lok Sabha elections, 556 or 6.9% out of a total of 8,070 candidates were women and they created a history of sorts by grabbing 59 seats in the 15th Lok Sabha, at a success rate of 10.61%. The men fared far below with a success rate of only 6.44% which was 484 seats out of 7514 total candidates. The worst performance of the fair sex was in 1977 when only 19 women made it to the Lok Sabha i.e - 3.5% of the house strength. For 543 Lok Sabha constituencies, the number of elected women in the 15th Lok Sabha was 61. Women's disproportionate absence from the political process means that the concerns of 49 percent of the population are not sufficiently attended to or acted upon. Hence, it's imperative that political parties begin with addressing women's underrepresentation in party posts for the incorporation of their perspectives in the political system and decision making structures.

Parties should also conduct voter education campaigns on the importance of women representation in politics. Recent years have witnessed an increasing demand for political representation of women. The Parliament failed to deliver on the pending Women's Reservation Bill which seeks to reserve one-third of all seats for women in the Lok Sabha and the state legislative assemblies. The 2014 Elections provide an opportunity to the political parties to spell out their clear vision and to promise to usher in real change that the women of India want to witness.

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- a. Kiran Bedi, Former IPS officer
- b. Virendra Sam Singh, Founder of Pardada-Pardadi Educational Trust
- c. Sairee Chahal, Founder of SHEROES, and Fleximoms
- d. Naina Lal Kidwai, Country Head of HSBC India

