During March 2014, the United Nations Country Team in India partnered with the private sector, government, civil society, social media and arts community to promote gender equality. The events and outreach reached a total of 79,186,412 million people across India.
UN Women and the National Mission for the Empowerment of Women discussed the Sexual Harassment Act with the Private Sector.
3 March 2014, New Delhi

UN Women: Wipro and HCL received leadership awards at the 6th Annual Women’s Empowerment Principles Conference, led by UN Women and the UN Global Compact.
5-6 March 2014, New York

An Academic Congress on Gender which was organized by Lady Sri Ram College and UN Women attracted thousands of students.
5-7 March 2014, New Delhi

UNICEF’s Google Hangout on ‘Inspiring Change’ with UN Women reached over 30,000 people.
7 March 2014, New Delhi

UN Women interacted with employees of Jindal Steel Limited on how they could ensure gender equality at the workplace.
7 March 2014, New Delhi

UNDP’s consultation with women living with HIV ensured that their voices were reflected in the Committee on the Elimination of Discrimination against Women’s civil society report.
7 March 2014, New Delhi
UN and the Media: Statements on International Women’s Day by the UN Secretary-General Ban Ki-moon and the UN Women Executive Director, Phumzile Mlambo-Ngcuka, covered in all leading media outlets.
8 March 2014, New Delhi

UNFPA: Maharashtra Judicial Academy and the Bombay High Court released two books on sex selection and the Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act.
8 March 2014, Mumbai

UN Women and The European Union organized a conference to Inspire Change that attracted dozens of activists, corporate leaders and decision-makers.
10 March 2014, New Delhi

UN Women: ‘What’s good for women is good for India’, an op-ed about the Post-2015 agenda by Lakshmi Puri, UN Women’s Deputy Executive Director, appeared in the Hindustan Times.
10 March 2014

A UN Women study on policing and prosecution of violence against women in India was presented to representatives from the Government, criminal justice system and service providers.
10 – 11 March 2014, New Delhi
UNICEF partnered with the State Commission for the Protection of Child Rights.
13 – 14 March 2014, Orissa

UN Women and UNESCO supported ‘Nirbhaya: Breaking The Silence’, a play about sexual violence that reached millions of people in Delhi, Mumbai and Bangalore.
17 – 28 March 2014, Mumbai/ Delhi/ Bangalore

19 – 20 March 2014, New Delhi

UN Women, British Council, OXFAM, South African Airways and Ford Foundation organized a panel to discuss the way forward to address sexual violence and break the silence.
24 March 2014, New Delhi

UN Women and UN India dedicated special space on their websites to reflect International Women’s Day events using videos, web stories, resources and social media.
March 2014
Campaign Statistics at a Glance

Media Outreach
60 media impressions, including 10 print articles reaching an audience of 16,714,000. Articles appeared in *The Hindu, The Economic Times, Hindustan Times, Business Standard, Business Line and The Tribune.*

Website outreach – UN Women
44,133 website visits by 38,324 unique visitors resulted in 93,577 page views. 82% were new visitors.

Nirbhaya Play
47 media impressions about the Play, including 25 print impressions, reached out to 62 million people and increased awareness about sexual violence.

Social Media Outreach
UN Women reached more than 190,000 people. UN in India got 123 new Twitter followers & 57 new likes on Facebook. Twitter followers increased by 34% with 46 re-tweets. 77 “likes” of FB posts reached 1,516 people.

UN Digital Outreach
UN Website page got 6979 visits and 5570 unique visitors ([http://in.one.un.org/page/empowering-women-inspiring-change](http://in.one.un.org/page/empowering-women-inspiring-change)).
Lawyers, activists, government officials and civil society experts developed recommendations for a stronger implementation of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. These recommendations were conceived at a meeting organized by UN Women and the National Mission for the Empowerment of Women to clarify the manner in which the Act should be implemented.

The Supreme Court in 1997 prescribed the Vishaka guidelines for employers at workplaces to ensure prevention of sexual harassment of women. Today India’s first piece of legislation address sexual harassment at workplace and was enacted 16 years after the Supreme Court first recognized workplace sexual harassment as a human rights violation.

UN Women initiated progress on the Sexual Harassment Act


WIPRO and HCL received WEPs award from UN Women

5-6 March, 2014, New York: CEOs of WIPRO and HCL received leadership awards by the UN Global Compact and UN Women for their work on gender equality.

The 6th Annual Women’s Empowerment Principles (WEPs) Event by UN Women showcased the initiative’s second WEPs Leadership Awards to salute CEOs. T.K Kurien of Wipro Limited and Anant Gupta of HCL Technologies from India were amongst the five CEOs who were honoured. They were honored with ‘7 Principles Award, 2014’ for championing the cause of gender equality and implementing policies to deliver powerful results aligned with the seven WEPs Principles. This includes Principle One, which urges companies to establish high-level corporate leadership to promote gender equality.

Wipro Limited based in India, and T.K. Kurien, Chief Executive Officer and Member of the Board, were recognized with the WEPs Cultural Change for Empowerment Award 2014 for their proactive commitment to gender equality through their business operations and developing innovative programs that respond to women’s multiple responsibilities and societal expectations.

HCL Technologies, India, and Anant Gupta, President and Chief Executive Officer, were recognized with the award for developing and implementing a comprehensive strategy that integrates the WEPs principles within the company’s internal operations, while externally
supporting and strengthening gender equality in its communities.

Ahead of International Women’s Day 2014, 250 leaders from business, Government, civil society, and academia joined UN Women and the UN Global Compact in highlighting the challenge, but also policies, models and lessons to realizing gender equality in the workforce.

“I applaud the companies and leaders that have signed onto the Women’s Empowerment Principles. By promoting women’s equality, we ensure progress for all,” said Phumzile Mlambo-Ngcuka, UN Women Executive Director. “When we empower women and girls through education and training, and support their full participation and leadership through equal opportunity, we advance equitable and inclusive economic growth and reduce poverty. It’s a win-win situation,” she said.

According to the International Labour Organisation (ILO), between 45 and 50 million new jobs are needed each year over the next decade just to keep up with the growth of the world's working age population and reduce the unemployment caused by the global financial crisis.

“Meeting the global jobs challenge with approaches that ensure fairness for women and men is central to the business, gender equality and post-2015 development agendas. Indeed, success is interdependent,” said Georg Kell, UN Global Compact Executive Director. “We’re very pleased that so many companies are embracing the WEPs and helping to expand opportunities for women in the global job market and eliminate gender job discrimination.”

Gender equality and women’s economic empowerment are essential drivers in expanding economies worldwide. When more women work, economies grow. As the private sector is the engine driving 90 percent of today’s jobs, addressing chronic gender equality must be a top priority for the business community as well as other stakeholders.

About the Women’s Empowerment Principles

The Women’s Empowerment Principles – Equality Means Business is a joint initiative of UN Women and the UN Global Compact. The Principles outline seven steps for business on how to empower women in the workplace, marketplace and community. The Principles highlight that empowering women to participate fully in economic life across all sectors and throughout all levels of economic activity is essential to build strong economies; establish more stable and just societies; achieve internationally agreed goals for development, sustainability, and human rights; improve quality of life for women, men, families and communities; and propel business operations and goals.

Read More: www.weprinciples.org

About the 2014 WEPs Leadership Awards

Read More: www.weprinciples.org/Site/WepsLeadershipAwards
UN Women supported the ‘Academic Congress on Gender’ by Lady Sri Ram College

5-7th March 2014, New Delhi: The Academic Congress on Gender, organised by Lady Sri Ram College, brought together thousands of students

The “Academic Congress on Gender” reached out to thousands of students across Delhi University who attended the events and workshops that involved discussions and analysis about Indian society and politics from a gender perspective.

The main event comprised of talks by renowned guest speakers, including Dr Rebecca Reichmann Tavares of UN Women and Ms Kiran Mehra Kerpelman from the UN. Panel discussions, workshops, documentary screenings and a ‘Gender Mela’ brought alive passionate debates between students and eminent feminist on gender equality. Exhibitions by Jagori, UN Women, and Hindi women writers were also very popular.

UNICEF’s Google Hangout on ‘Inspiring Change’

7 March 2014, New Delhi: Google Hangout with UNICEF and UN Women reached over 30,000 people

During the Google Hangout, participants from civil society, government and the UN discussed the situation of women and girls in India and the key priorities of their organizations. They outlined the steps taken by the Government and other actors to promote schemes and programmes on gender equality and women’s empowerment.

Read More:
http://unicf.in/WomensDayHangout

Panelists included:
• Moderator: Dora Giusti, Child Protection Specialist, UNICEF India
• Rashmi Singh, Executive Director, National Mission for the Empowerment of Women, Ministry of Women and Child Development
• Shreyasi Jha, M&E Specialist, UN Women India
• Joachim Theis, Chief, Child Protection, UNICEF India
• Anuradha Nair, Policy, Programme and Evaluation Specialist, Mumbai
• Kajal Sonkamle, Swati Otle and Rohini Boyiwar, adolescent girls participating in Deepshikha programme
• Ravi Verma, Director of the International Center for Research on Women, ICRW
• Prabhleen Tuteja, Safe Delhi Campaign, Jagori
UN Women interacted with Jindal Stainless Limited

7th March, 2014, New Delhi: UN Women’s interaction with the employees of Jindal Stainless Limited

UN Women interacted with 50 staff members of Jindal Stainless Limited on ways to promote gender equality within their organization. Michelle Weldon from UN Women held an interactive discussion with staff to deal with gender imbalance, end violence against women and educate girls. After the event, the organization committed to increasing the number of women board members in the company. Also, JSL agreed to participate in a brainstorming session on increasing the number of WEP signatories.

Jindal Stainless Limited is committed to the UN Women Empowerment Principles and has signed a statement to this effect.
Statements by UN Secretary-General and UN Women Executive Director

7 March, 2014, New Delhi: United Nations Secretary-General Ban Ki-moon and UN Women Executive Director Phumzile Mlambo-Ngcuka made strong statements on International Women’s Day 2014

The statements highlighted the importance of achieving equality for women and girls. Both statements acknowledged that progress has been slow and uneven but that important gains have been made as well. The UN Women Executive Director said: “As we celebrate International Women’s Day, we remember and celebrate the women, who led by women in trade unions on this day more than a century ago, called for better working conditions, peace and bread. Their call is still valid today.” In his statement, the UN Secretary-General called for greater harmony and cooperation. He said, “Together, let us work for women’s rights, empowerment and gender equality as we strive to eliminate poverty and promote sustainable development. Equality for women is progress for all!”

UN Women Executive Director Phumzile Mlambo-Ngcuka

UNFPA released books on Sex Selection

8 March 2014, Mumbai: UNFPA, Maharashtra Judicial Academy and the Bombay High Court launched books on Sex Selection

UNFPA works with the Maharashtra Judicial Academy and the Bombay High Court to build capacities of judicial officers on sex selection and the PCPNDT Act (Pre-Conception and Pre-Natal Diagnostic Techniques Act).

As part of this partnership, UNFPA released two books, including one on the analysis of case laws on the PCPNDT Act. The second book contained a training module and handbook on sex selection and PCPNDT Act.

On the same day, a panel discussion on ‘Laws and Son Preference’ was organized with the Chief Justice of the Bombay High Court as the Chairperson.

The Panelists included:

1. Justice Roshan Dalvi
2. Justice Gautam Patel
3. Mr. J.K. Banthia and
4. Ms. Ena Singh
The European Union and UN Women paid tribute to inspiring Indian women at the jointly organized ‘Inspiring Change: Equality for All’ conference in Delhi today, with the launch of a new EU film and a new UN Women report.

‘Women who Inspire’, a new film produced by the European Union, comprises of a series of interviews of outstanding individual Indian women who are inspiring change – from the Mango orchard owner who helps local women set up small businesses, a visually impaired mountaineer to a pioneering women’s rights activist.

Speaking of the film, H.E. Dr. João Cravinho, Ambassador of the European Union to India and for Bhutan, said: “It is remarkable what has been achieved by inspiring women in India. This EU film pays tribute to them and applauds their efforts in promoting equality in their communities and further afield”.

“Like these inspiring Indian women, the European Union has a strong focus on gender equality and women’s empowerment. The EU recognizes that gender equality and women’s empowerment are essential for sustainable development; and the achievement of these twin goals is a top priority on the EU development agenda in India”.

The new UN Women report, ‘Hearts and Minds: Women of India Speak’, is based on interviews with hundreds of elected women representatives from Andhra Pradesh, Karnataka, Madhya Pradesh, Odisha and Rajasthan. The report captures the voices of these grassroots women who remain completely marginalized despite India’s phenomenal economic growth. While their lives have improved with greater visibility, education and employment opportunities, the women report they still do not have proper access to water, sanitation, housing, roads and electricity. They cite low literacy and the lack of financial independence as the major hurdles they face on a daily basis.

Dr. Rebecca Reichmann Tavares, Representative, UN Women Multi Country Office for India, Bhutan, Maldives & Sri Lanka, said: “The report ensures that the voices of those who remain socially and economically marginalized are meaningfully reflected in India’s policies and the emerging global Post-2015 development agenda. The Gender Equality Goal, developed by UN Women, calls for increased participation of women in decision-making. In the context of the upcoming elections, this is a pertinent issue as despite the advances made through the panchayats, women account for only 10 percent of seats in the national Parliament.”

Both the EU and UN Women have a long-standing commitment to promoting Gender Equality and Women’s Empowerment in India. In India, UN Women works with elected women representatives and other women in villages across five states to encourage their participation in local decision-making through panchayats and gram sabhas. Both the New EU film and latest UN report were released to coincide with this year’s International Women’s Day in India – which has as its overall theme of ‘Inspiring Change’.
Op-Ed by Lakshmi Puri in Hindustan Times

Opinion Editorial in The Hindustan Times: Post-2015 by Lakshmi Puri, Deputy Executive Director, UN Women

‘As the world’s leading democracy, an emerging global economic power and influential value setter for the world, India leads by example to champion the cause of women not only for the sake of justice but equally for the vitality of all that India’s leadership aspires to - poverty eradication, prosperity and the well-being of its citizens,’ said Lakshmi Puri, Deputy Executive Director of UN Women in her op-ed. Ms. Puri discussed the importance of India as a champion for gender equality in the next decade.

UN Women’s study on violence against women in India

10-11 March, 2014, New Delhi: UN Women’s study on the policing and prosecution of violence against women in India brought to light startling findings

The findings of this research were presented at a validation meeting organized by UN Women in the presence of representatives from the Government, the Criminal Justice System and other service providers. The overall objective of the study is to strengthen states’ obligation and due diligence to end violence against women.

This multi-country study on policing and prosecution of violence against women in India, Nepal and Bangladesh. The study focuses on attrition of rape and sexual assault cases within the criminal justice system. As part of this study, Lawyers Collective Women's Rights Initiative under guidance from international researchers conducted a desk review, quantitative retrospective analysis of 119 case records under Section 376 IPC from Sessions Court in Mumbai, as well as qualitative research in Delhi and Mumbai.

Interviews, focus group discussions and one-to-one interviews were conducted with officials within the Criminal Justice system.
UNICEF and others addressed child marriage in Odisha

13-14 March, 2014, Odisha: UNICEF organized the first consultation on child marriage in Odisha

The first Child Marriage Consultation in Odisha was a partnership between UNICEF and the State Commission for the Protection of Child Rights. The participants at the consultation reviewed the Prohibition of Child Marriage Act 2006, and shared experiences from other states. They also reviewed the work of the Ministry of Women & Child Development, as well as the national strategy on Child Marriage. The partners pledged to raise awareness, share lessons learnt, commit to action and identify a draft road map to address child marriage.

UN breaks the silence with Nirbhaya- The Play

17 – 28 March 2014, Mumbai, New Delhi, Bangalore: The Nirbhaya Play, supported by the UN, broke the silence about sexual violence and reached millions of people Mumbai and Bangalore.

More than 1500 people saw Nirbhaya, an award winning play play during its Indian tour that was supported by UN Women and UNESCO. NIRBHAYA bares witness to the extraordinary capacity of the human spirit for survival, redemption and change. With an extraordinary cast and creative team from India, the Play is a blistering evocation of the terrible night in December 2012 when a girl was gang-raped in New Delhi. Tearing away the shame that keeps the survivors silent, NIRBHAYA is a voyage into a tapestry of personal testimonies that speak for a nation and the world.

Many more people were reached through extensive media coverage in leading media outlets and through the #BreakTheSilence social media campaign. 47 media impressions about the Play, including 25 print impressions, reached out to 62 millions people about the Play and raised awareness about sexual violence in India. 6 media impressions were published in the Times of India alone; 2 in The Hindustan Times; 5 articles in The Hindu; 3 articles in the Business Standard.

Lise Grande, UN Resident Coordinator spoke at the New Delhi screening on 22 March. The play was screened in Mumbai from 17-20 March; Delhi from 22-24 March, and Bangalore from 26-28 March. Four ads were placed in the newspapers and at least 20 media impressions recorded in Delhi.

Assembly, Riverside Studios and Poorna Jagannathan have produced the play. It also premiered at the prestigious Edinburgh Fringe Festival, the largest arts festival in the world, in August 2013.
National Consultation organized by WHO and Ministry of Health and Family Welfare

19-20 March 2014, New Delhi: WHO and the Ministry of Health and Family Welfare organized a National Consultation to strengthen the Health Sector’s Response to gender-based violence

WHO and the Ministry of Health & Family Welfare organized a National Consultation on the role that the health sector can play in responding to violence against women. The specific objective of the consultation as to create awareness amongst health professionals about sexual violence, and develop an understanding of the national protocols and guidelines developed by the Ministry to ensure that survivors receive a comprehensive response.

Health care providers also understood their legal and ethical responsibilities towards sexual assault victims.

Violence against women in its various forms, is endemic in all communities and countries around the world, irrespective of the age, religion and national boundaries.

According to the United Nations Declaration on the Elimination of Violence against Women (1993), violence against women includes ‘any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or private life.’

After Care panel discussion: The Nirbhaya Play

24 March, New Delhi: The Nirbhaya Group organized a panel discussion at the Convention Hall Auditorium, Jawaharlal Nehru University

The discussion was a part of the aftercare program that followed the launch of the Nirbhaya Play in India. Supported by British Council, UN Women, OXFAM, South African Airways and Ford Foundation, Nirbhaya-Breaking the Silence, is an award-winning play that premiered this March for the first time in India.

The discussion focused on encouraging the masses to break their silence and help uproot the very causes that lead to sexual violence, which affects the lives of women.

During the discussion, activists emphasized that sensitizing the masses is important to free society of stereotypical mindsets that lead to sexual violence. An environment free of gender bias would help children to grow up as adults who respect women.

Triggered by the inciting incident of the December 16th gang rape in Delhi, five Indian women break their own silence through the play, inspiring the masses to do the same and challenge the core belief prevalent in so many societies that sexual violence is the fault of the victim.

Internationally acclaimed playwright and director Yael Farber has woven the victim’s story within these personal testimonies to create a piece of theatre that is poetic yet so powerful.
Social media and website outreach (4 - 31 March): #BreakTheSilence and #InspiringChange social media campaigns:

Overall through social media campaigns, UN Women and UN reached more than 190,000 people.

**Facebook:** 599 new likes during this period along with a total reach of 1,37,251. At the page level, the total number of people who have liked the page is 18,025 out of which we had 599 new likes during the month. The total number of people sharing stories from our page was 1373. Through the page, we reached 1,37,251 people by engaging 5253 people.
UN Online Outreach

Analysis from social media outreach on UN India Facebook and Twitter accounts:

Empowering Women: Inspiring Change and First 1,000 Days campaigns

Twitter: In March, twitter has had 123 new followers; a 34% increase over last month with over 46 retweets. As a result of the retweets by some of the influencers, we reached agencies such the British Council of India, UN agencies, US consulate, people like Andrew Buncombe (journalist), Tinku Ray (journalist), Martin Zwilling (blogger, published on Forbes, Huffington Post, etc).

Facebook: During March, there have been 57 new likes on Facebook with a reach of 1,516 people, 77 likes of posts

Facebook updates and Tweets for UN India Joint Advocacy and Communications campaign:

While #India has achieved a lot in terms of women’s advancement, there is still a long way to go- @rebeccaunwomen- bit.ly/1cPPcyg

While a lot has been done in India for women’s empowerment, there are still several challenges. What are these challenges to women’s advancement in India? Listen in to Dr. Rebecca Reichmann Tavares, Representative, UN Women Multi Country Office for India, Bhutan, Maldives & Sri Lanka- http://bit.ly/1oLcNjx

What are the challenges to women’s advancement in #India? Listen in to @rebeccaunwomen- bit.ly/1oLcNjx
UN Online Outreach

#NIRBHAYAThePlay, supported by UN Women India, premiers for the first time in India in March. It opened to packed audiences in London! It has received several coveted awards! And it has received rave reviews from the media! Get details here: http://bit.ly/1fl5hRY

"Inspiring Change: Equality for All" (12 photos)
A tribute to the inspiring Indian women! To mark International Women's Day, the EU in India and UN Women India organized a conference "Inspiring Change: Equality for All" yesterday in which a new EU film "Women who Inspire" and a new UN Women report "Hearts and Minds: Women of India Speak" were launched. Some pics from the event: http://bit.ly/1bUEERL — in New Delhi.

Shakhesel Ahmad Quamashi: A must Watch Shaw II
Great Initiative taken by Mr. Milind Deora, M.P. South Mumbai.

Big day tomorrow!
Please join us for a Google Hangout celebrating Women’s Day at 3 PM IST. Click on this link to join the hangout at 3:
http://unicaawomen2014hangout

More on Panelists & what they will be talking about here:
http://unicaa/Mar7-Panels
Share with friends. — with Gopika Mohan.

United Nations India @UNindia - 20h
Marriage shouldn’t stop women from pursuing their dreams, says Ila Pyari Bodra, Elected Women's Representative. bit.ly/1J52FAY

United Nations India @UNindia - 21h
The attitude of society towards women needs to change, says Surajit Kar Purkayasta, Commissioner of Police, Kolkata-bit.ly/1g4qjV

United Nations India @UNindia - Mar 18
Hearts & Minds: Read new report by @unwomenindia on women's struggles against patriarchy in India bit.ly/1q8yaYb

United Nations India @UNindia - Mar 15
@NirbhayaThePlay brings a blistering evocation of the night of 16 Dec 2012 & the ripples of change it set in motion- bit.ly/1fr9fRY
## Reach

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