UNITED NATIONS INDIA

16 DAYS OF ACTIVISM
RAISE MONEY TO END VIOLENCE AGAINST WOMEN AND GIRLS
2017
UN Women Executive Director highlights urgent need to end violence against women
06 December 2016, Mumbai 05

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Media Coverage
The mission of the Executive Director was covered by 17 publications, reaching more than 25.7 million readers/visitors via traditional media and 276,000 followers on social media.

UN Women India @unwomenindia · Dec 6
We got it! #GatewayOfIndia is orange to mark the #16Days of Activism to end violence against women! #orangetheworld
IMC, IMC Ladies Wing, Rebecca Tavares and 7 others
Unveiling a new partnership, UN Women and the IMC Chamber of Commerce and Industry (IMC) on 6 December organized a high-level event to underline the critical link between women’s economic empowerment and ending violence against women, and the need for urgent and adequate investment in the twin themes.

UN Women Executive Director Phumzile Mlambo-Ngcuka on a visit to India was the Chief Guest at the conference titled “WeUNiTE: Investing in Planet 50-50”. Private sector leaders, UN officials, gender experts and activists explored how skill development, entrepreneurship and innovation could help achieve gender equality and women’s economic empowerment. Indian film actress Katrina Kaif was a special invitee at the conference, held as part of the global “16 Days of Activism Against Gender-Based Violence”, a campaign that aims to galvanize actions on ending violence against women around the world, from 25 November, the International Day for the Elimination of Violence against Women, until 10 December, Human Rights Day. During this year’s 16 Days, the UN Women-led UNiTE campaign’s “Orange the World” initiative is highlighting the urgent need to raise money to end violence against women and girls. The India visit is the culmination of UN Women Executive Director’s tour during the 16 Days of Activism, which took her to Liberia, Malaysia and Papua New Guinea in recent weeks.

Violence against women and girls affects one in three worldwide. A new study from ActionAid shows that in India, 73 per cent of have experienced some form of violence or harassment in the past month. Prevalent across the world in different forms, violence against women and girls also has
We must step up skilling efforts, make women educated, but also employable. At ICICI we have put in place measures such as adoption leave, work-from-home, using technology to ensure safety of women staff during travels. Maternity leave and focus on women’s safety are critical.

– Chanda Kochhar
Managing Director and CEO, ICICI Bank Ltd. India’s largest private sector bank

a long-term impact on economies. A recent study estimated that the cost of intimate-partner violence accounting in 2013 could be as high as 5.2 per cent of the global economy. Despite growing recognition that the pandemic of violence against women is a gross human rights violation and a serious obstacle to development, there continues to be a persistent funding gap, which impedes progress.

“Violence against women is a gross violation of rights for women and girls and a setback for society. There is also a clear and direct link between violence against women and their ability to participate effectively and productively in the economy, including lost workdays, lower income, increased public expenditure and lost opportunities for education, employment and political participation,” said UN Women Executive Director Phumzile Mlambo-Ngcuka at the event. “Under investment in both gender equality and ending violence against women comes at a high human and economic cost. To prevent and end violence against women requires all key institutions in society to work together, to provide services to victims and survivors of violence,” she added.

IMC is an apex Chamber of Trade, Commerce and Industry with a reach of over 250,000 business establishments in India. The partnership between IMC and UN Women will accelerate efforts towards women’s economic empowerment through skill building, promoting entrepreneurship and innovation and creating enabling environment for violence-free work and public spaces.

“If our GDP has to grow, it has to be in tandem with gender equality. The WeUNiTe partnership addresses gender equality and violence against women. Today, to coincide with the partnership in the evening, heritage sites will be lit up. This is a broad partnership with UN Women which focuses on social entrepreneurship and skill building, and we look forward to working together with UN Women,” said Deepak Premnarayen, President of IMC.
A key highlight of the event was an ‘Equality Dialogue’ between Ms. Mlambo-Ngcuka and Ms. Chanda Kochhar, Managing Director and CEO, ICICI Bank Ltd., India’s largest private sector bank. Industry leaders, gender experts and celebrity advocates outlined various dimensions of violence against women and girls, the interventions that are showing results, and also the game changer that economic empowerment of women can be to ending the pandemic of violence.

“There is global consensus on the need for financing for closing the gender gap. Many Asia-Pacific countries are doing costing of violence against women and the investment required. Human rights are unassailable—ending violence against women and investing is about smart economics but more important a basic question of human rights.”

— Yamini Mishra
Gender-Responsive Budgeting Specialist, Asia-Pacific Region, UN Women

“The SDGs are an ambitious agenda, a tough one to achieve. But I do believe we are all responsible for making it possible. If I do not act now and merely speak, I will be doing a disservice to women. I will be doing whatever I can in my capacity to create awareness about gender equality,” said Katrina Kaif.

“I got threats when I filed the case against my attacker. I got a historical judgment in my case, he was given life imprisonment. I had become blind, handicapped, I didn’t want to be a burden on my – Yamini Mishra
Gender-Responsive Budgeting Specialist, Asia-Pacific Region, UN Women

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family. I became independent and empowered myself to move ahead in life. I finished my education and met NGOs working with acid attack survivors and I joined hands with them and fought for them,” said Haseena Hussain, National Federation of the Blind, Karnataka, and acid attack survivor.

Accompanying the event and sending a strong signal against gender-based violence, iconic Mumbai monuments such as the Gateway of India were illuminated in orange to mark the 16 Days of Activism to end violence against women, attended by UN Women Executive Director and other dignitaries. Chhatrapati Shivaji Terminus, the Western Railway building, and the University of Mumbai were also ‘oranged’ as part of the initiative. The Indian landmarks join a growing list of world monuments that are being “oranged” during the 16 Days fortnight, which include, in North America, New York City’s Gracie Mansion and City Hall and the BC Stadium in Vancouver, Canada; the Presidential Palaces in Ecuador, Chile and Colombia; the Minar-i-Pakistan monument in Pakistan, the UNESCO World Heritage Patan Durbar Square in Nepal, and Xi Hu Lake and temples in China; the Parliament of Uganda and the Gender Ministry in Liberia; the Church of the Nativity in Bethlehem and the archaeological site of Jerash in Jordan; and the European Parliament, European Commission buildings and over 30 landmark buildings in Istanbul.

“Women have started questioning the narrative—whether it is questioning the personal laws or why should women be discriminated. We need to look at a transformative society and be partners to ensure a gender equal world.”

– Ranjana Kumari
Director, Centre for Social Research
HEFORSHE CHAMPIONS AT BISHOP COTTON SCHOOL LAUNCH 16 DAYS OF ACTIVISM

UN Women’s Advocate for Gender Equality and Women’s Empowerment Aishwarya. R. Dhanush and a host of other dignitaries launched CottonsHeForShe at Bishop Cotton Boys’ School on 17 November. “Feminism is not a bad word, it means standing in solidarity with women,” Ms. Dhanush said. “The support of men and boys is critical - the men in my family have been pillars of strength for me, and I am raising my sons to be feminists!”

An incredible 6500 students from schools across Bengaluru took a HeForShe pledge on the grounds of the school on 18 November.
This was the first time an all boys’ school in India took up the cause of gender equality and advocated for women’s rights on such a large scale. Nearly 3000 students, parents, teachers, boys and girls, participated in a 16 Days cyclothon and walkathon to raise awareness of gender based violence. The students pledged their support to preventing violence by observing and evolving their own attitudes, values and behaviours towards women and girls, and ensuring that they did not personally engage in discrimination or violence. The Bishop of Bengaluru, a Member of the Legislative Assembly of the state of Karnataka, the Additional Director General of Police, school principals and teachers also participated in the cyclothon and walkathon.
UN Women, the Department of Peacekeeping Operations (DPKO) and Rapid Action Force (RAF) collaborated to conduct training for RAF officers including men and women on critical peacekeeping issues. The training was organized to equip the police officers with an understanding of the mission mandate, legal frameworks, international humanitarian law and human rights, protection of civilians, sexual and gender based violence, conflict related sexual violence and sexual exploitation and abuse.

The five day long training was the fourth in the series that UN Women has been conducting with RAF since 2014. With the conclusion of this training, a total of 38 RAF officers have been trained to share the knowledge and skills with potential RAF officers to be deployed on mission.
Across India UNICEF turned its offices orange for the first time, and launched an online safety campaign using the hashtag #StaySafeOnline.

UNICEF Representative Louis-Georges Arsenault shared a message with all staff writing:

“As UNICEF we are proud to support efforts to prevent violence against women and children, especially the girl child. In India 34 of married girls aged 15-19 have experienced physical, sexual or emotional violence by their husband or partner. Protecting every girl from all forms of violence can give them a #FairStart in life.

The recent UNICEF Innocenti – Young Lives Longitudinal Study and a child-led study by NineisMine in Maharashtra show that despite children’s efforts to exercise some agency in dealing with situations of violence, there is a culture of silence around violence that makes discussions around violence somewhat taboo. Data also shows that when children experience violence growing up, boys especially, they will often perpetuate violence against their partner/spouse – therefore we need to break the cycle of violence.”

– Louis-Georges Arsenault
UNICEF

In Delhi the UNICEF team posted messages on ending violence on a special orange wall in the Delhi office reception area.
UNICEF offices in Lucknow, Jharkhand and Mumbai ‘oranged’ their offices and pledged to take the message of the 16 Days campaign to their families, friends and communities.
Men and boys of the world the time is now, to arise above the yolk of violence and appreciate the virtues of equality and equity,

Avoid any form of violence against mothers and girls, and let them enjoy their basic human rights,

Protect and guarantee safety for women and girls, for they are the only mothers and sisters in this globe,

Promote constructive dialogue, and together we shun all forms of violence,

Promote cohesive gender power relations, and let your dream of peace and harmony be a reality.

Encourage bold leadership at every level, and let’s end impunity for violence against mothers and girls,

Men and boys behold and take responsibility; for women too have equal share of this beautiful world,

Swallow your pride and transform your attitudes, and for once make women and girls happy and dignified.

Unlock all archaic power relations, and let women attain healthy and fulfilling lives,

Appreciate and reward women handsomely, to attest that men and boys are caring, loving and respecting,

Educate women and girls on their rights; for the time is now to safeguard them from the claws of perpetrators,
Encourage bold leadership at every level, and let’s end impunity for violence against mothers and girls

All nations arise and promulgate principles of equal representation; for the time is now to involve women in decision making positions,

Enforce national laws and international conventions, and together we shall eliminate all forms of violence against women and girls,

Prohibit all degrading practices on women, and together we shall protect the rights and safety of women and girls,

Ratify Domestic Violence and Sexual offence Bill across the globe, for the time is ripe to crack the whip on perpetrators,

Safeguard the rights of victims of violence, for the nations have a role to protect all,

Encourage bold leadership at every level, and let’s end impunity for violence against women and girls.

Elimination of violence against women, a convention worth being ratified and implemented by all nations

Elimination of all forms of exploitation, abuse and harassment on women, strategic measures for preventing potential violence against women and girls

Elimination of discriminatory practices by employers against women, a labour prerogative in taming gender insensitive employers,

Elimination of gender discrimination in hiring women, a measure for enhancing equal representation of all sexes in world of work,

Encourage bold leadership at every level, and let’s end impunity for violence against women and girls.

All countries arise and offer education to women and girls, for knowledge is power,

Do not bury your heads in the sand, because sustainable development requires women’s participation,

Promote gender sensitive development policies and programmes, and let’s improve women’s access to livelihoods and economic resources,

Engage women in development processes, for they too have a role in national development,

Empower and improve women’ and girls’ welfare, for they too need a chance to realize their full potential,

Encourage bold leadership at every level, and let’s end impunity for violence against women and girls.

Behold men and boys, for the world has changed and the space for “Macho Man” is no more,

Learn to appreciate, care and protect women, for God created all human beings equal,

Promote dialogue and communication with women, for the time is now to reduce potential threats for violence,

Encourage bold leadership at every level, and let’s end impunity for violence against women and girls.
EMBASSIES GO ORANGE TO MARK 16 DAYS

HIGH COMMISSION OF CANADA, NEW DELHI

2 December

Staff of the Canadian High Commission in New Delhi and the Consulate General in Bengaluru commemorated 16 Days of activism to end gender-based violence.
CZECH REPUBLIC IN INDIA

- 2 December

The Embassy of the Czech Republic, New Delhi, turned orange on 2 December to support #orangetheworld.

UK IN INDIA

- 8 December

British High Commissioner to India Dominic Asquith and staff at the British High Commission in New Delhi wore orange to show their support for the 16 Days of activism to end gender-based violence.
MEDIA COVERAGE OF THE EXECUTIVE DIRECTOR’S MISSION

MISSION OF THE EXECUTIVE DIRECTOR TO MUMBAI

6 December 2016

The mission of the Executive Director was covered by 17 publications, reaching more than 25.7 million readers/visitors via traditional media and 276,000 followers on social media.

Not enough leaders with zero tolerance for violence against women: Phumzile Mlambo-Ngcuka of UN Women (Daily News & Analysis)

Fountainhead of Change: Katrina Kaif (Verve)

Women should speak up about marital rape: Katrina Kaif (Indian Express)

After Kangana Ranaut, Katrina Kaif speaks about gender inequality, crimes against women (International Business Times)

Indian society fails to recognise marital rape as crime: Katrina Kaif (The Financial Express)

Stereotypes, resource crunch among the biggest obstacles to fighting women’s abuse (The Hindu Business Line)

UN Women partners with Indian corporates to tackle violence (The Hindu Business Line)

India’s good women rights’ laws need better execution: UN (Hindustan Times)

Women Should Speak Up About Marital Rape: Katrina Kaif at the ‘We Unite’ Conference (Outlook)

Katrina Kaif: India Got Female Head Of State Before UK, US. Still, We Have Gender Inequality (India Today)

TOTAL MEDIA IMPRESSIONS

Print: 11,078,638
Online: 14,623,000

SOCIAL MEDIA

16,000 followers reached; 554 post engagements
58 tweets, 1,500 retweets, engaged with 2,000 followers
Katrina Kaif presses for gender equality at UN Women event! (Zee News)

Women Should Speak up About Marital Rape: Katrina Kaif (News18)

You need to know what Katrina Kaif said about marital rape (Vogue India)

Society fails to recognize marital rape as crime: Katrina Kaif (Times of India)

Katrina Kaif Urges Women To Raise Their Voice Against Violence And Not Suffer Silently (ScoopWhoop)

Paint the town orange (Mid-Day)

भारत में लैंगिक असमानता को कैंडलीगा ने बताया अजीब और US को दिया ये जवाब......! (InKhabar)

Katrina Kaif Speaks Up About Marital Rape (Missmalini.com, 8th Dec, English)

IMC - UN Women Event (Zee 24 Taas, 8th Dec, Marathi)

IMC - UN Women Event (Zetc., 8th Dec, Hindi)

IMC - UN Women Event (Mi Marathi, 7th Dec, Marathi)

IMC - UN Women Event (Jai Maharashtra, 7th Dec, Marathi)

IMC - UN Women Event (Zoom, 7th Dec, Hindi)

IMC - UN Women Event (News 18 India, 7th Dec, Hindi)

IMC - UN Women Event (News 24, 7th Dec, Hindi)

IMC - UN Women Event (CNN News 18, 7th Dec, English)

IMC - UN Women Event (E 24, 7th Dec, Hindi)

IMC - UN Women Event (Saam Marathi, 7th Dec, Marathi)

IMC - UN Women Event (DD Sahyadri, 7th Dec, Marathi)
The link between women’s economic empowerment and ending violence against women, and the need for urgent and adequate investment in the twin themes is abundantly clear. This year, UN Women and our partners across the globe like - IMC here in India - are marking the 16 Days of Activism Against Gender-Based Violence (25 November – 10 December) under the theme of ‘Orange the World: Raise Money to End Violence against Women and Girls’. Several public events will try to galvanise global attention and action to end the pandemic of violence against women.


“Change has to start at home. It has to impact young people by working with both mothers and fathers, girls and boys, women and men. We may not have answers to all the whys right away but we are resolute about working on them.”

We are asking corporates and employers to read the signs, to see when a woman comes to work with bruises, and to ensure there is someone at the workplace whom they can go and talk to. We are urging corporates to have sexual harassment policies at the workplace, because in some cases, we have known women tend to continue to work in offices and stay for many years with an abuser who actually holds the key for their progress.”
There is an almost unconscious bias among those who make decisions about how women are paid, etc. You have to turn the attitude around. And that is why working with the private sector is critical, because you want to have a critical mass of CEOs who will go out of their way to check – if women in the company are paid equally. If not, why... and what do we need to do in order to make it right?

– Interview to Verve magazine
India's good women rights' laws need better execution:

"India has a robust judiciary and there are good laws that can protect rights of women and improve gender equality, but it needs to be implemented better," said United Nations and women's rights official Phumzile Mlambo-Ngcuka on Tuesday. She urged understanding with the Indian Merchants Chamber (IMC) to accelerate implementation of women's rights. While speaking at an event on gender equality in India, the UNDP Arvind Panwar said that while the existing laws are implemented properly, they are not always implemented. Mlambo-Ngcuka said that the "reduction of sexual harassment at workplace (Prevention, Prohibition and Redressal) act, 2013 is a step in the right direction".

Katrina Kaif: India got female head of state before UK, US. Still, we have gender inequality

Katrina Kaif lamented that India still has gender inequality even after having a woman head of state way before UK while US never even had one.

Speaking at the Webinar conference, which marks UN Women's partnership with the IMC Chamber of Commerce and Industry, Katrina said that women should not silently face loneliness and must speak up about issues like marital rape and other crimes committed against them.

The actor said that sometimes even educated women succumb to the pressure of societal norms and remain silent on issues which should be raised.

"I know of educated women who remain silent in the face of victimization because they are afraid to confront societal norms and have fingers pointed in their direction. Specially when the majority of our society fails to recognize marital rape as a crime," Katrina said.
SOCIAL MEDIA ENGAGEMENT

8 December

Facebook posts on and around 6 December reached nearly 16,000 people, resulted in 30 new page likes and 554 post engagements. The main post on the event (below) reached 20,000 people, with more than 350 people clicking on the post and nearly 250 people commenting on, or sharing the post.

On Twitter, UN Women India engaged with nearly 2,000 of its 260,000 followers, including donors, women’s activists, youth groups, the private sector and development organizations. 58 tweets were posted exclusively on and during the event, resulting in more than 1500 new followers, nearly 1500 retweets.
Thank you!

UN Women would like to thank all UN colleagues, partners, embassies and students who participated in this campaign. Let’s ‘Step It Up’ for gender equality and women’s empowerment!

#Planet5050