

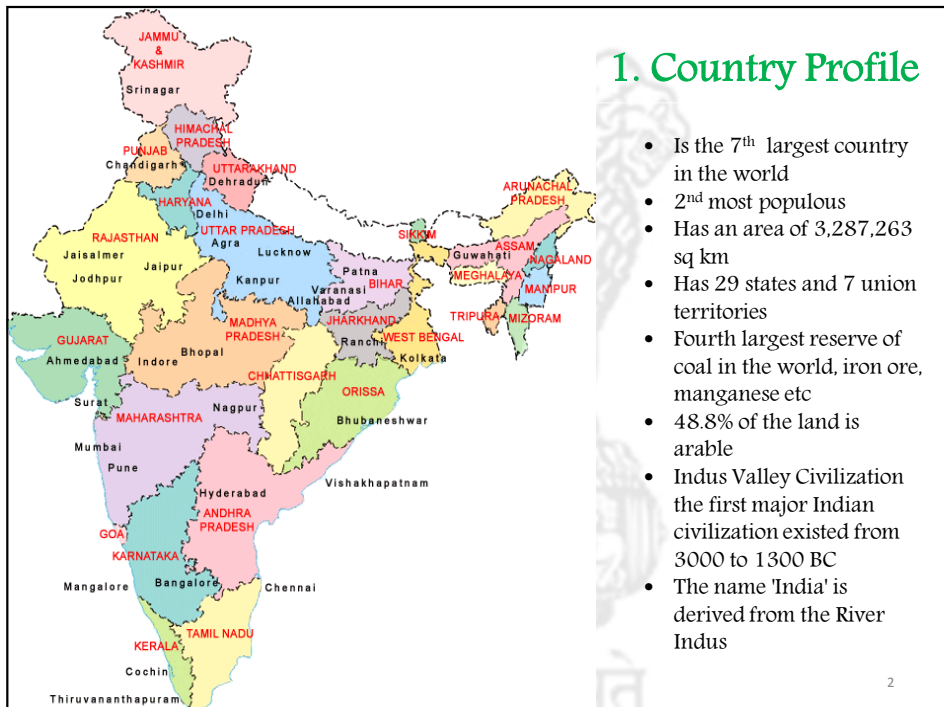
FY2014 Seminar for Gender Equality Officers and
Women Leaders in the Asia Pacific Region

Country Report

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India

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Gender in Context

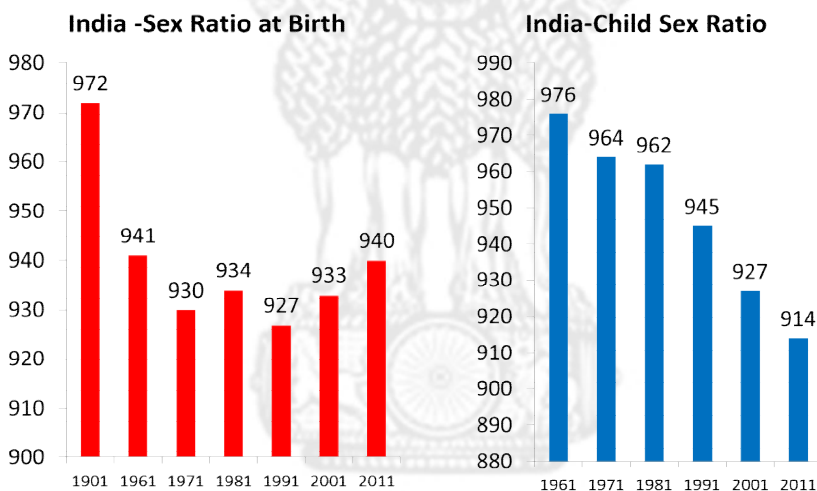
- India is a predominant patriarchal society with hegemonic norms around gender roles, socialization of men and women and rigid expectations from each gender.
- India has in recent years witnessed rapid economic growth with concomitant rise in urbanization and shifts in values and norms relating to marriage, relationship and women's status in particular.
- Yet we contradictory trends.

For eg Khap Panchyat

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Country Profile contd

India is home to 1210 million people; of which women are approx 587 million



Source: www.censusindia.gov.in/

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2. Gender Equality Policy

- Creating a suitable environment for women through positive economic and social policies .
- The *de-facto* enjoyment by women of all human rights and fundamental freedom in all spheres – political, economic, social, cultural and civil
- Equal access to participation and decision making
- Equal access for women to health care, education, career and vocational guidance, employment, social security and public office etc.
- Strengthening legal systems –elimination of all forms of discrimination and violence against women and girl child
- Changing societal attitudes and community practices
- Mainstreaming a gender perspective in the development process
- Building and strengthening partnerships within civil society

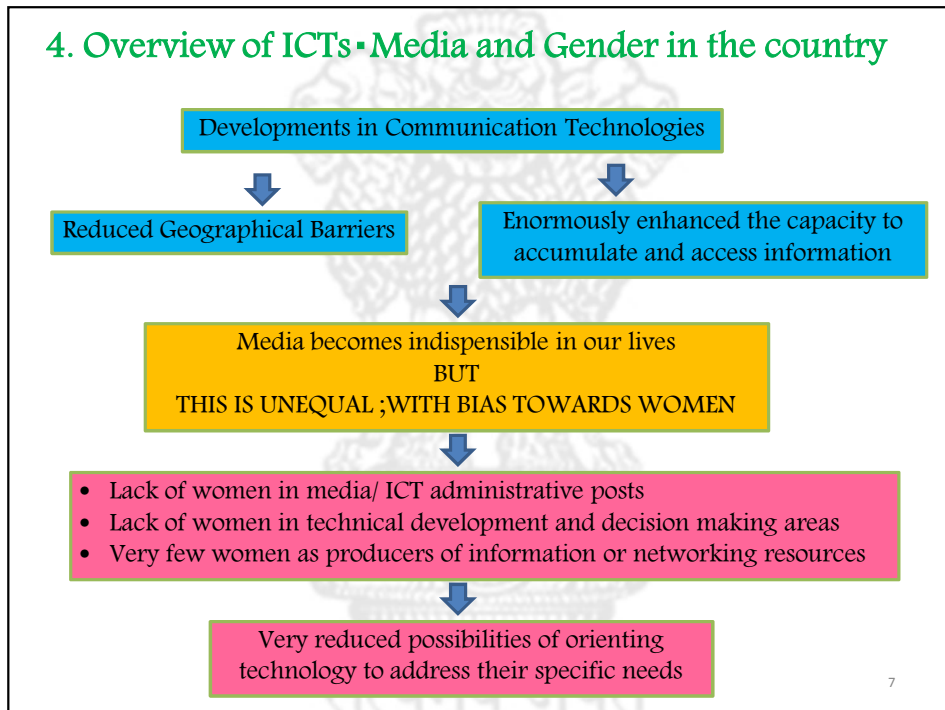
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3. Current Situation of Gender Equality in the county

- India is home to more than 1.2 billion people (women make up almost a half (48.4%))
- Life expectancy for women is 62.7 yr as compared to 61yr in men
- Literacy Rate for women is 65.5% while for men it is 82.1%
- The Gross Enrolment Rate for Sec and Higher Sec School is 41.4%
- In 2009-10 Universities had 41.4% students as girls
- Women make up 25-30% of the workforce in the rural and 15-18% in the urban settings.
- Representation of women in *Village Panchayats* is 37%
- India ranked 111th with 62 women parliamentarians sitting in the Lok Sabha, a small 11.4 per cent of the total 545 MPs**

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4. Overview of ICTs • Media and Gender in the country



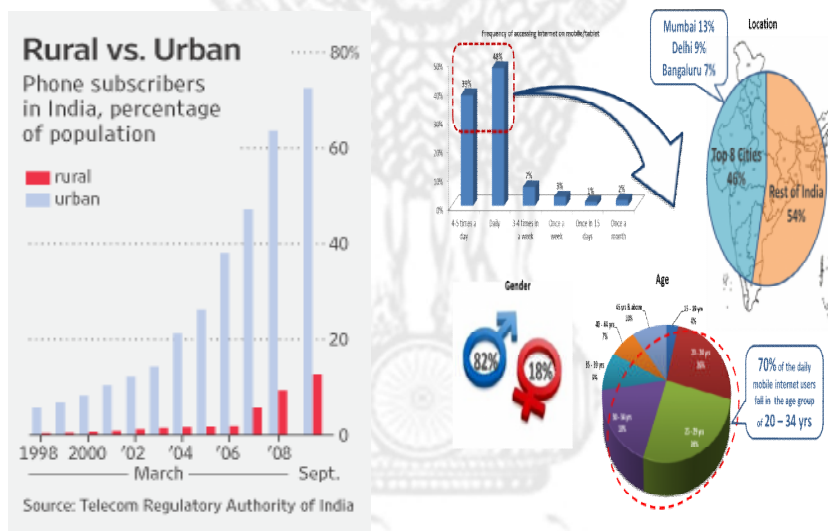
Overview contd

- ICT industry has contributed to India's economic growth
ICT sector's contribution to India's GDP grew from 3.4 % in 2000–01 to 5.9% percent in 2007–2008
- Number of phone users in India is high
63.2% of homes have a telephone and 53.2% have a mobile phone.
- Disparity in access to computers and internet (urban and rural)
Just 6.3% of households owned a computer without Internet connections.
3.1% of households had a computer and Internet access.
8.7% of urban households own computers with Internet access compared with just 0.7% of rural households.
- Media (usage of print/television/radio)
47.2% households —television sets, only 19.9% use radios
- Television is preferred source of information for most

- Recent survey by GSMA Development Fund and the Cherie Blair Foundation for Women provides a gendered breakdown of mobile phones users and owners in India (GSMA and Cherie Blair Foundation for Women (2010))
- Only 28 percent of women own a mobile phone compared to 40 percent of men.
- Another 20 percent of females were found to be “borrowers” of mobile phones through family or friends.
- Access and use among women still favors those with higher education and income levels, as well as those who live in urban areas.

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Urban-rural Disparity In Access To ICT-data



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ICTs, Gender and Development

- **E-governance**
focus on establishing one-stop-shop for people to access government schemes/documents/certificate, file complaints etc.
- **Economic empowerment**
ICT as an industry and as a tool
- **Health**
ICTs used to remind women of vaccination schedules, disseminate information on health
- **ICT for women's safety**
very recently, new mobile apps have been launched for safety of women

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5. Case Analysis



Mobile Kunji

- An AV job aid designed for front-line health workers (FLHWs).
- The 40 phone-sized cards are illustrated with key messages on family health and planning, pregnancy and postnatal care for children up to two years of age.
- Each card has a unique seven-digit mobile short code that can be dialled on the FLHW's mobile phone.
- Partnership between a State government, Bill and Melinda Gates Foundation (BMGF) and BBC Media Action (India).
- 89,171 users have accessed 21,32,420 minutes of information since the start in 2012.
- 200,000 health workers have been trained on the mobile application
- Enhanced interpersonal communication has resulted to improve the quality of home visits (plan to scale up by 2015)

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5. Case Analysis contd

Kilkari

- Phone call to registered mothers as a family timeline service
- Automated IVR calls sent as a pre-recorded call made to the registered phone of families who have subscribed to it.
- Provides time sensitive information related to pregnancy, child birth and child care.
- Used as a pilot in a state in India

Mobile Academy

- Place to train FLHW to deliver life saving information to millions of families
- IVR based Certificate programme providing voice lectures and quizzes over 190 minutes for knowledge enhancement
- More than 39,000 workers trained till now
- Being piloted

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6. Best Practices : to enhance inclusion of women and girls in information society (by MoHFW, India)

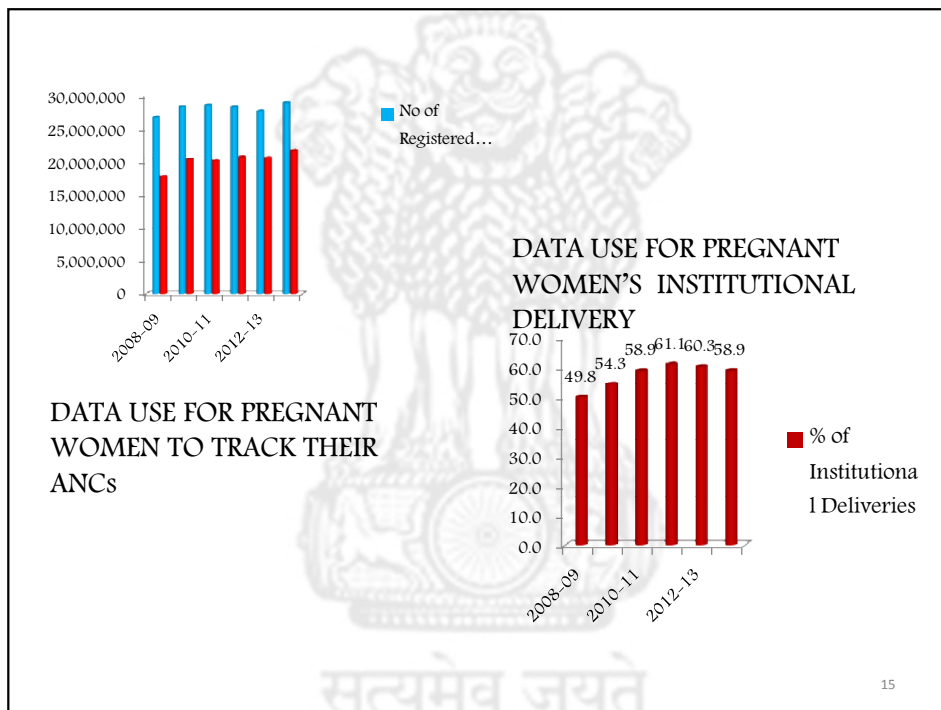
I. Mother and Child Tracking System (MCTS)

- Captures information on and track all pregnant women and children (0-5 Years) so that they receive 'full' MCH Services
- 2,18,22,364 pregnant women and 1,80,67,874 children were registered in MCTS during 2013-2014 as on June, 2014(73 % & 67% against estimated number)
- ANMs upload this service delivery data in near real-time

II. Health Management Information System (HMIS)

- To monitor and evaluate the impact of the various health programmes and interventions being run in all states.
- Capture facility-level statistics/details on health indicators and health facilities for M&E of the impact of initiatives under NHM
- Has analytical and reporting capabilities soon to be along with GIS Integration
- Gender/ age wise data can be enumerated for planning purposes.

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ICT: Media and gender-India

- **Portrayal of women in news (Global Media Monitoring Project, 2010)**

In India women constitute only 22% of the news subjects across all topic categories.

In India women account for only 18% of the subjects in political stories and an abysmally low 10% in stories relating to the economy.

Only 5% of the news stories highlighted gender equality /inequality.

- **Portrayal of women in television ads and programs.**

sexist images combined with ideal 'Naari' -dedication to husband and family and children

Women and girls are expected to perform equally well with men in the office and work spaces and yet continue to excel in their ideal woman's role that looks after the children, husbands and families.

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7. Major Obstacles to reduce gender gaps in access to ICTs and to overcome gender-bias in the media

- Lack of a clear National policy for promoting ICT for women's development.
- Poor ICT infrastructure, lack of electricity in many remote, far-flung areas, and frequent power cuts.
- Poor literacy among women and inadequate computer skills
- Unaffordable costs of computer hardware and software, maintenance and connectivity.
- Little awareness of the full range of opportunities offered by ICT other than access to information
- Limited online information in vernacular languages.

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Obstacles contd

- Women seen merely as consumers of media and ICTs
- Market driven motives
- New gender norms to be created and supported by greater engagement of men and boys.
- Inefficient telephone services along with absence of favourable bandwidth and connectivity for smooth operation
- **Financial powers do not wrest with women usually nor can she decide for herself.**

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Conclusion & Policy Recommendations

- ICT can influence changes and restructure the prevailing power equations both in and out of family.
- Government of India is running schemes in the various ministries to empower women and girls by providing them trainings in the field of technology and supporting them through their ventures.
- Computer labs are set up in senior secondary schools and colleges to provide free IT education to girls.
- Schemes provide subsidized or free trainings to girls and even provide financial incentives for completion of course and establish them with low or no interest loans from cooperative societies and banks.

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Conclusion & Policy Recommendations

- Creating an enabling environment for women to support and encourage strategies which promote equal access to and opportunity to benefit from ICT projects
- Developing content which speaks to women's concerns and reflects their local knowledge, and is of value in their daily lives, business enterprises, or family responsibilities
- Promoting increased employment and representation in the IT sector for women and the use of ICTs for women's SMEs
- Institution of scholarships and awards, with incentives, to promote the enrolment of girls and women in ICT programmes.

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Conclusion & Policy Recommendations

For social development and gender equality changes must take place in a context which consists of following components.

- Implementing e-governance strategies which are accessible to women; and promoting women's lobbying and advocacy activities.

- Need for continuous surveillance of media to monitor harmful effects of stereotypical portrayal of women

- Programs and policies need to critically examine whether ...

Use of ICT to empowerment seeks to serve 'market needs' of consumption or

Are ICT and media used to reinforce gender stereotypes of

Are ICT and media are transforming and challenging gender norms

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MCTS
Mother and Child Tracking System Health and Family Welfare Department

Welcome Message :
When a mother dies, children lose their primary caregiver, communities are denied her skill and expert labor and countries lose her contribution to economic and social development.
A woman's death is more than a personal tragedy; it represents an economic cost to her nation, her community, and her family. Any social and economic investment that has been made in her is lost.
With this in mind, it is essential to have effective measures that significantly reduce the health risks that women face when they become pregnant. Most maternal deaths could be prevented if women had access to appropriate health care during pregnancy, childbirth, and immediately afterwards.

NOTE: MCTS Application
Common: Mother_Administration
Mother_Child_Tracking_System_(Data_Entry_Server-1)
Mother_Child_Tracking_System_(Data_Entry_Server-2)
Mother_Child_Tracking_System_Reports

MINISTRY OF HEALTH & FAMILY WELFARE

THANK YOU

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