

# WOMEN EMPOWER INDIA

## THE PROGRAMME

Women Empower India (WE India) is a joint programme by the European Union and UN Women aimed at advancing an enabling environment for economic and social rights for women and girls in all their diversity in India.

## THE ISSUE

India has undergone tremendous economic and social transformation in recent decades witnessing significant reductions in multidimensional poverty and progress across various Sustainable Development Goals (SDGs) due to its progressive economic and social policies and programmes. However, the latest SDG India Index by NITI Aayog highlights the need for concerted actions towards achievement of SDG 5 on Gender Equality and Women's Empowerment as the overall country score is below the half mark of 50 (100 implying full achievement of targets set for 2030). Women's labour force participation remains significantly lower (41%) than men (78%) despite increasing trends in their participation in the labour force over the years.

Addressing gender gaps could boost India's annual GDP by \$770 billion by 2025, aligning with its ambition to become a \$5 trillion economy, thereby presenting a huge scope and opportunity to enhance women's economic participation.



## Programme Overview

**Title:** Women Empower India (WE India)

**Duration:**

40 months (July 2024- November 2027)

**Geographic Coverage:**

Madhya Pradesh, Maharashtra, Tamil Nadu and Pan India for specific activities

**Stakeholders:** Relevant national and state government, corporates, financial institutions, civil society organizations, UN agencies, women and girls

**Resource Envelope:**

USD 2.78 Million



## STRATEGIES FOR CHANGE

WE India addresses the urgent issue of low women's labour force participation, while strategically focusing on sectors critical to India's growth and EU policy dialogue (Digital and Clean Energy) as well as traditional sectors with large concentration of women (Textile) by:

### Advancing gender responsive corporate action through Women's Empowerment Principles (WEPs)

The programme will leverage globally recognized Women's Empowerment Principles that provide companies with a holistic roadmap to promote gender equality across their entire value chain, from the products and services they offer to their workplace, supply chain as well as marketing practices and through their community engagement, underpinned by strong emphasis on accountability and transparent reporting.

The focus will be on adoption and importantly the implementation of WEPs by corporates, comprising of large multinational corporations, large national companies and micro small and medium sized enterprises, including those owned by women towards ensuring that women and girls have increased access to safe (free from gender-based violence) employment and entrepreneurship opportunities.

The programme will invest in strengthening women's and girls' employability skills, interventions around greater access to markets and finance for women entrepreneurs while linking and leveraging the innovation capabilities of the corporate sector. One of the critical areas would be to support the Textile Industry Coalition (TIC), a industry wide multistakeholder initiative convened by UN Women and led by the Government of Tamil Nadu, focussed on prevention and survivor centric response towards gender-based violence in textile supply chain and linked communities in Tamil Nadu.

### WOMEN'S EMPOWERMENT PRINCIPLES

Principle 1



High-level corporate leadership

Principle 2



Treat all women and men fairly at work without discrimination

Principle 3



Employee health, well-being and safety

Principle 4



Education and training for career advancement

Principle 5



Enterprise development, supply chain and marketing practices

Principle 6



Community initiatives and advocacy

Principle 7



Measurement and reporting

### Strengthening policies impacting women's economic participation informed by gender statistics

The programme will enhance gender data and statistics availability and analysis to inform public and corporate policies targeting women's increased labour force participation through employment, entrepreneurship and safety while fostering dialogues and building capacities of relevant institutional stakeholders towards gender responsive design, implementation and monitoring of policies and programmes.

### Addressing adverse social and gender norms impeding women's economic participation

The programme will invest in building synergies and alliances with government stakeholders, Civil Society Organisations (CSOs), private sector, EU Financial Institutions and Member States towards collective agenda setting and gender action to shift adverse social and gender norms

### Expected Results:

Increased access to safe and decent economic opportunities for women and girls in all their diversity

Enhanced gender transformative public and corporate policies and decision-making processes for women's employment and entrepreneurship backed by data

Positive gender norms that enable women's greater participation in economic and social life are promoted

