



UNITED NATIONS INDIA

16 DAYS OF ACTIVISM

RAISE MONEY TO END VIOLENCE AGAINST WOMEN AND GIRLS

2017



CONTENTS

UN WOMEN EXECUTIVE DIRECTOR HIGHLIGHTS URGENT NEED TO END VIOLENCE AGAINST WOMEN

UN Women and India's IMC Chamber of Commerce and Industry announce partnership to boost women's entrepreneurship and empowerment; Gateway of India and other iconic Mumbai monuments turn orange as part of 16 Days of Activism



Phumzile Mlambo-Ngcuka, Under-Secretary-General of the UN and Executive Director of UN Women with Indian film actress Katrina Kaif at the conference titled 'WeUNiTE: Investing in Planet 50-50'.

Photo: UN Women/Deepak Malik

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 Kochchar

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.



Photo: UN Women/Deepak Malik

*Phumzile Mlambo-Ngcuka,
Under-Secretary-General
of the UN and Executive
Director of UN Women;
Deepak Premnarayen,
President of IMC Chamber
of Commerce and Industry
and Chanda Kochhar,
Managing Director and
Chief Executive Officer of
ICICI Bank*

"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.



Photo: UN Women/Deepak Malik

“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

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.

"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



Photo: UN Women/Deepak Malik



Photo: UN Women/Deepak Malik

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

“All governments understand that women’s empowerment makes economic sense. Governments realize that that cost of violence against women impedes economic growth. Women across India have varying child care needs, there no-one-size-fits-all solution, but a variety of solutions also exist. But we need reliable gender-disaggregated data-on crime, land records—to address gaps in women’s safety and empowerment.”

– Lalitha Kumaramangalam
Chairperson, National Commission for
Women, India

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

HEFORSHÉ CHAMPIONS AT BISHOP COTTON SCHOOL LAUNCH 16 DAYS OF ACTIVISM



Photo: Bishop Cotton Boys' School/Bengaluru

UN Women's Advocate for Gender Equality and Women's Empowerment **Aishwaryaa. 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.

GENDER AND PEACEKEEPING TRAINING FOR RAPID ACTION FORCE OFFICERS



Photos: Rapid Action Force (RAF)

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.

#ORANGETHEWORLD AT UNICEF

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

• Delhi •



Photo: UNICEF



Photo: UNICEF

In Delhi the UNICEF team posted messages on ending violence on a special orange wall in the Delhi office reception area.

● Lucknow ●

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.



Photo: UNICEF

● Jharkhand ●



Photo: UNICEF



Photo: UNICEF

● Mumbai ●



Photo: UNICEF

● **Bhopal** ●

UNICEF Bhopal

wore orange and Chief of Field Office Michael Steven Juma shared an extract from one of his favourite poems on ending impunity for violence against women:



Photo: UNICEF

Ending Impunity for Violence Against mothers and girls Compiled and Recited by Michael Steven Juma

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 •

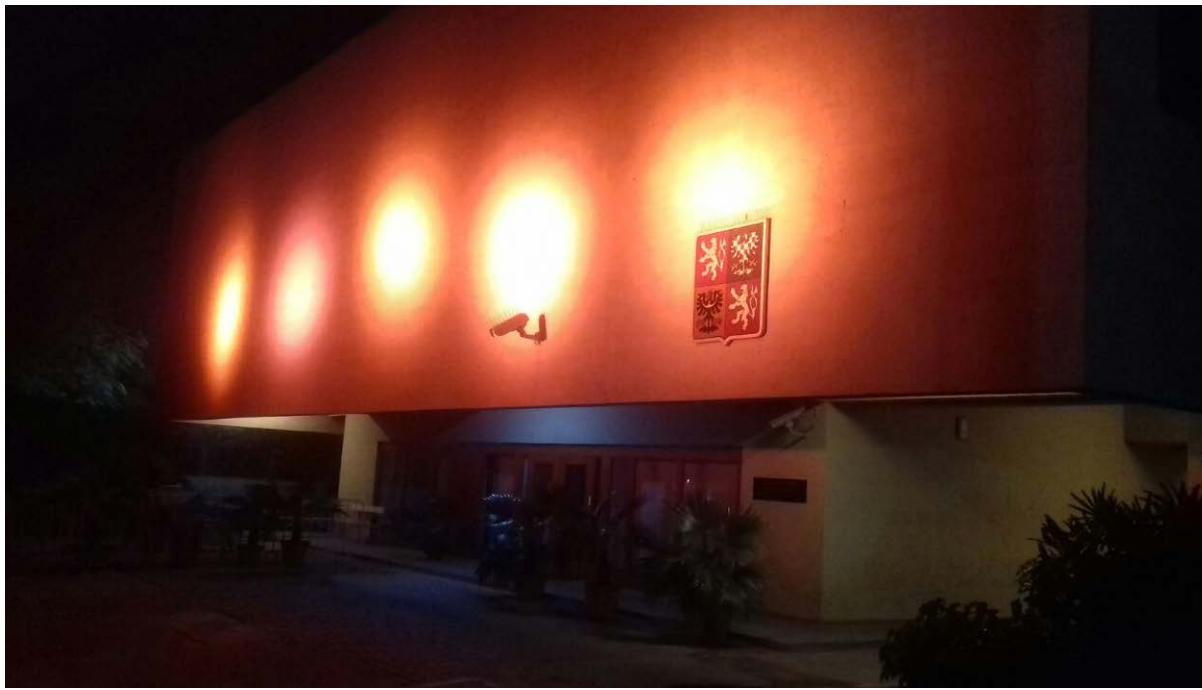
Staff of the Canadian High Commission in New Delhi and the Consulate General in Bengaluru commemorated *16 Days* of activism to end gender-based violence.



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.



 UK in India @UKinIndia

#British High Commission organised a talk with Anju Talukdar @MARGNGO on eliminating violence against women and girls #VAWG #orangetheworld




RETWEETS 13 LIKES 19

2:57 AM - 8 Dec 2016
UN Women India, Say NO - UNITE, DFID and 3 others

1
13
19

GreatUKGovTweets @GovTweets Dec 9
@UKinIndia Congratulations on writing a great UK Gov tweet.
<http://grovewants.measurementrice.com/UKinIndia/stat...> (Ranked 44th for Dec 8.)

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.



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

STORIES

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

Fountainhead of Change (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*)

The screenshot shows a news article from DNA Daily News & Analysis. At the top, there are navigation links for India, World, Business, Technology, Sports, and Entertainment. Below the navigation is a large image of Phumzile Mlambo-Ngcuka, Under-Secretary-General of the UN and Executive Director of UN Women. To the left of the image are social media sharing icons for Twitter, Facebook, and Google+. A blue bar indicates 'Shares 15'. The main headline reads: 'Not enough leaders with zero tolerance for violence against women: Phumzile Mlambo-Ngcuka of UN Women'. Below the headline is a quote: 'Madam Phumzile Mlambo-Ngcuka, Under-Secretary-General of the UN and Executive Director of UN Women at The Taj Mahal Palace, Mumbai (DNA - Farha Farooqui)'. A photo credit line follows: 'YOGESH PAWAR | Fri, 9 Dec 2016-07:50am . DNA'. The text of the interview excerpt starts with: 'Executive Director of UN Women Phumzile Mlambo-Ngcuka was in Mumbai for a conference on gender equality, women leadership and entrepreneurship organised by UN Women in partnership with IMC Chamber of Commerce & Industry. Yogesh Pawar caught up with the senior UN functionary for an interview. Excerpts:'.

STORIES

[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 कैटरीना 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."

Read more: <http://www.dnaindia.com/india/interview-not-enough-leaders-with-zero-tolerance-for-violence-against-women-phumzile-mlambo-ngcuka-of-un-women-2281140>

BusinessLine

THE HINDU
BusinessLine

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National Science Sports World Variety Education Real Estate Cities, Climate

Stereotypes, resource crunch among the biggest obstacles to fighting women's abuse

AMRITA NAIR-GHASWALLA COMMENTS · PRINT · T+

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Phumzile Mlambo-Ngcuka, Under Secretary General of the United Nations and the Executive Director of UN Women

UN Under Secretary-General and the Executive Director of UN Women, Phumzile Mlambo-Ngcuka, focuses on creating partnerships and mobilising world leaders on Agenda 2030, for sustainable development. In between, she carves out time to visit initiatives supported by UN Women through its two trust funds: Fund for Gender Equality and Trust Fund to End Violence Against Women.

Mlambo-Ngcuka was in Mumbai, to address a conference and to mark UN Women's partnership with IMC Chamber of Commerce and Industry. *BusinessLine* caught up with her to ask how far gender equality has come and what still needs to be done. Excerpts:

“ 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. **”**

DECEMBER 2016 | VOLUME 25 | '16 ISSUE 12 | ABOUT US | ADVERTISE | SUBSCRIBE | ARCHIVES | SITEMAP | CONTACT US | [f](#) [t](#) [g](#) [p](#) [h](#) [o](#) [r](#)

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VERVE

The Spirit of Today's Woman



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DECEMBER 08, 2016

FOUNTAINHEAD OF CHANGE

Text by Nital Chandarana

The Executive Director of UN Women speaks to Verve about gender-based discrimination and the plague of stereotyping

She is also the Under-Secretary General of the United Nations, and previously held the post of deputy minister of South Africa. It is interesting to note that a woman loaded with the choicest designations began her journey with the humble profession of a teacher. Even today, among the causes she champions, education for all remains top of the list. Dressed in hues suited to endorse 'Orange the World', Madame Phumzile spoke of violence against women, and the urgent need for its prevention. The 16-day campaign was initiated to raise money to end violence against women and girls.

VERVE TRENDING



DEEPIKA PADUKONE'S NUTRITIONIST TELLS YOU HOW TO EAT RIGHT



“

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:

MUMBAI Updated: Dec 07, 2016 01:13 IST



Ankita Sengupta
Hindustan Times



Actor Katrina Kaif, UN's Women Executive Director Phumzile Mlambo-Ngcuka and IMC president Deepak Premnaryan at the Taj hotel in Mumbai on Tuesday. (HT Photo)

"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' top women's rights official Phumzile Mlambo-Ngcuka on Tuesday. She signed an understanding with the Indian Merchants Chamber (IMC) to accelerate work on gender equality in India. The UN Women Executive Director said that unless the existing laws are implemented properly, they would be of little benefit. Talking about the laws that are already implemented, Mlambo-Ngcuka said that the "introduction of Sexual Harassment at Workplace (Prevention, Prohibition and Redressal) Act, 2013 is a major direction".

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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.

IndiaToday.in | Written by Devarsi Ghosh
New Delhi, December 7, 2016 | UPDATED 16:10 IST



Speaking at the WeUnite conference, which marks UN Women's partnership with the IMC Chamber of Commerce and Industry, Katrina said that women should not silently face atrocities 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 violence, because they are afraid to confront societal norms and have fingers pointed in their direction. Specially when the majority of our society fails to recognise 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



UN Women/Deepak Malik

