

MARKS &
SPENCER

LONDON



GENDER EQUALITY PROGRAMME

PROVIDING OPPORTUNITIES TO WOMEN FOR EQUAL RIGHTS (POWER) PROJECT

Implementing Agencies



INDIA ON GENDER EQUALITY

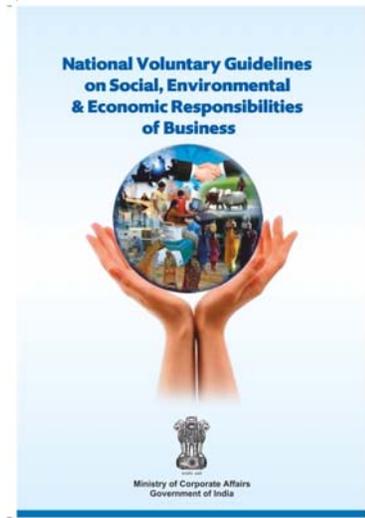
- There are imminent systemic, structural and socio- cultural barriers for gender equality
- India is home to 200 gender critical districts with regard to sex ratio, education and health indicators.
- According to IMF, it will take 150 years to realise the gender gap in India.
- The new Transparency in Supply Chain reporting requirements of the Modern Slavery Act for UK businesses call for promoting transparency, sustainable and inclusive supply chains

CONTRIBUTING TO GLOBAL AND NATIONAL GOALS

A welcomed step - The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and its Rules



THREE PILLARS of the UN GUIDING PRINCIPLES



SUSTAINABLE DEVELOPMENT GOALS

5 GENDER EQUALITY

Achieve gender equality and empower all women and girls

8 GOOD JOBS AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

BENEFITS OF POWER PROJECT

Addressing Gender Based Violence (GBV) at workplace, factories have recorded following benefits:

- ✓ Increased productivity
- ✓ Decreased rate of attrition resulting in reduced HR hiring cost and legal cost
- ✓ Decrease in absenteeism resulting in better capacity utilisation
- ✓ Safety of workers at workplace
- ✓ Alignment with brands' contribution to SDGs and BHR resulting in strong vendor relationship
- ✓ Brand-building and reputations

The financial and social benefits and employer satisfaction provides very high rate of return on investment

GENDER EQUALITY PROGRAMME: TESTED INTERVENTION- 2016-2019

Phase-I:

- Conceptualised and supported by Marks and Spencer and British High Commission (BHC)
- The programme was piloted in two garment factories in Bengaluru (2016-2017)
- Trained 140 workers on gender equality, fairness and tackling violence at work place.
- The project has equipped 40 workers as champions within their work space.

GENDER EQUALITY PROGRAMME: TESTED INTERVENTION- 2016-2019

Phase-II:

British High Commission, Marks and Spencer along with other three leading brands Superdry, Mothercare and Levi Strauss supported the programme implemented by Change Alliance and Treble Partners (2017 – 2018).

- 13,500 workers trained in a cascade model (Training of the Trainers- ToTs), made aware and informed of the provisions under the POSH Act, 2013.
- 268 Peer Trainers trained across 11 factories on the rights of the aggrieved woman under the POSH Act, 2013
- 30 welfare officers and HR managers have understood their roles and responsibilities of facilitating a functioning Internal committee.
- 128 senior managers made aware of their roles and responsibilities and the duties of the employer as per the POSH Act, 2013.
- 296 Supervisors were trained on Gender equality, POSH and how to work responsibly.
- Internal committees of the participating factories reviewed and reconstituted for transparent functioning.
- Factory policies of all 11 participating factories reviewed and necessary recommendations for the safe and decent workplace provided.

GENDER EQUALITY PROGRAMME: TESTED INTERVENTION- 2016-2019

Phase-III:

POWER Project having three components designed by Marks and Spencer and BHC implemented by Change Alliance and Swasti Health Catalyst

1. Component 1: Promoting Gender Equality and safe workplace in 6 factories based in Bengaluru- M&S and Superdry suppliers (reaching to 9000 work force)
2. Component 2: Career Progression for Women Workforce (50 women- pilot)
3. Component 3: Community Intervention (11000 community members)

Gender Equality Project (POWER) under an MOU between M&S & AEPC

PURPOSE

To facilitate gender equality and a safe working environment for women workers in garment factories in India

Location: Pan India

Intervention

- ✓ *Outreach of 500 - 1000 workers (both female & male) per factory trained*
- ✓ *Supervisors, mid and senior level managers will be capacitated*
- ✓ *Internal Committee skills capacity strengthening and gender equality Policy recommendations*

Timeline: 12 Months

GENDER EQUALITY PROGRAMME- POWER

THREE PILLARS OF PROGRAMME



Gender Equality

Promoting gender equality by engaging with women and men (workers and managers/supervisors).



Accountability

Promoting accountability of institutions as per the workplace policies, processes and practices.



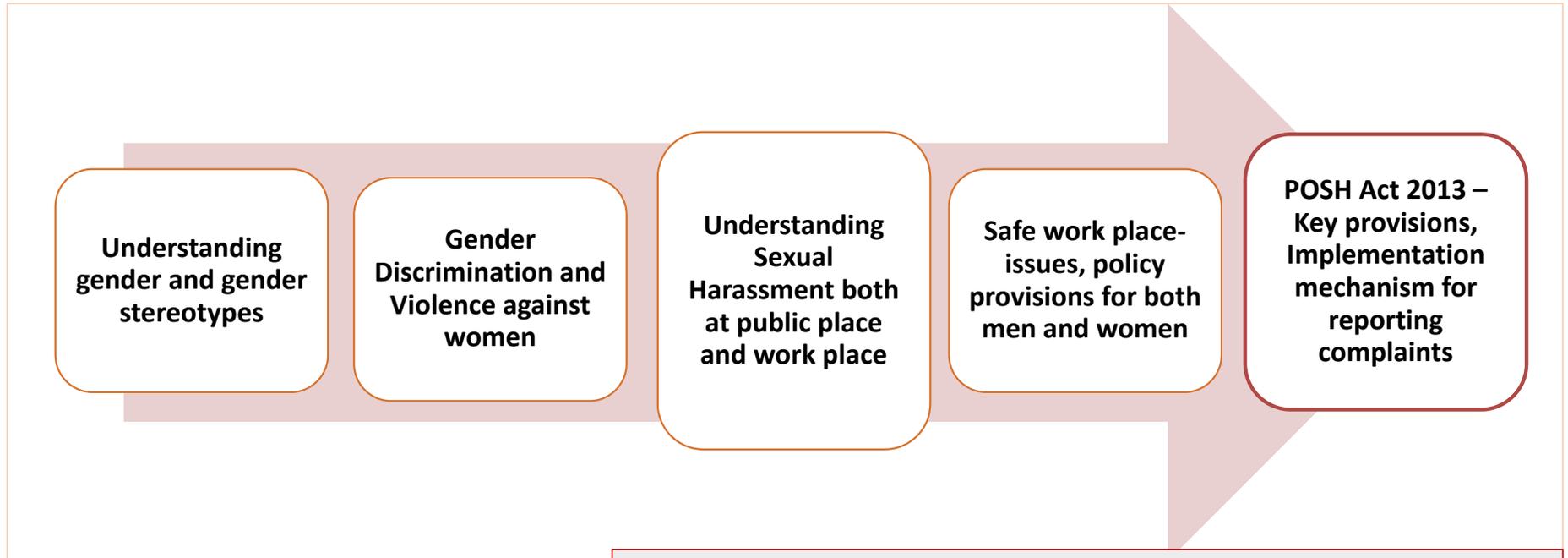
Responsiveness

Relevant stakeholders should respond positively to the grievances to promote gender equality.

KEY OUTCOMES & OUTPUTS ENVISAGED

- Women as well as Men factory workers have **improved knowledge** on issues of gender equality, sexual harassment, violence against women and grievance redressal.
- Institutional mechanisms are conducive and gender sensitive in target factories to **address the grievances** of women factory workers
- Review and reconstitution of the Internal Committee (IC) as per the requirements of the **PoSH Act 2013 (as amended in 2016)**.
- Access to communication collaterals; like posters, handbook and IC Compliance manual for the factories to print and display at the conspicuous locations of their premises.
- Access to Prevention of Sexual Harassment Policy, gender equality policy and **No-Retaliation** policy templates for immediate implementation of the requirements of the Act

TRAINING MODULES



Methodology:

1. Role plays
2. Theatre Performance
3. Statue theatre
4. Gender role reversal
5. Gender Week
6. HR/Leaders' speech on shop floor
7. Video films
8. Posters, handbooks, IC manual
9. Group Discussion
10. Experience sharing

ENGAGEMENT DURATION

FACTORY PERSONNEL	DURATION OF TRAINING
Senior and Mid-Level Manager	3 hours - One time at the initial stage
Unit Supervisors	3 hours -
Selected Workers as Peer Trainers (PTs)	10 hours - To be covered phase wise
Floor Workers	4 hours – Through 2 sessions of two hours each
Review & Strengthening of Internal Committee	3 hours

TRAINING COLLATERALS



SUSTAINABILTY

- Agency: Individual employees of all genders will practice and promote behaviors that reinforces equality and safety at workplace; as well as within their home and community
- Workplace: Factory will have safe and thriving work environment through strengthening and implementing policies, systems, and human resources
- Sector: Both factories and individual employees/workers will promote and influence supply chain policies and practices

THANK YOU



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WORK FLOW

