

## Tashadud Na Manzur Violence is Unacceptable



### Tashadud Na Manzur

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'Tashadud Na Manzur' (translated as 'Violence is Unacceptable') was launched in commemoration of 16 Days of Activism 2012 in Pakistan as a civil society based initiative for awareness raising and actions towards ending violence against women and girls in Pakistan and is supported by UN Women.

Launched on 25 November 2012, 'Tashadud Na Manzur' uses social media and its tools to spread key information and messages to every corner of this country on women's rights and how to deal with a situation that infringes on those rights. Launched through the social media streams of 'Facebook' and 'Twitter', the campaign by end-December had reached 493,283 people and acquired 11,396 followers (subscribers) on Facebook of which 66.5% were male and 33.5% female, and on Twitter, the highest number of followers reached was 674. Facebook is used as the lead media stream for podcasts and information dissemination whilst Twitter creates awareness with focus on multi-level community development and their engagement in dialogue around crimes of violence against women and girls.

One immediate success of the campaign was the significant increase in discussions around gender based violence within the social media community that are prevalent in Pakistan.

In using social media for development and social change, a five-strategy approach was adopted:

- i. awareness raising through social media as the fastest way of information dissemination
- ii. interactive and engaging platform providing tools to the social community to raise concerns and issues and develop a plan of action to address these
- iii. empowerment of the community we are working with to find their voice and be heard by policy makers and influencers
- iv. provision of a platform where demand for change are put forward directly by the community
- v. propose changes to legislation and policy frameworks to end such crimes of violence

*(continued on back page)*

follow us on [www.facebook.com/TashadudNaManzur](http://www.facebook.com/TashadudNaManzur) or tweet us on [@Tshadudnamanzur](https://twitter.com/Tshadudnamanzur)

UN Women's support to increasing women's representation in the political spheres (at the Provincial and National Assembly and the Senate) focuses on positioning gender equality within the manifestos and structures of the leading political parties in the country.

In working towards providing women with political empowerment through identity, UN Women carried out a model pilot intervention to increase the number of women with CNICs providing them with the right to vote

## 2. Gender Equality in Party Manifestos

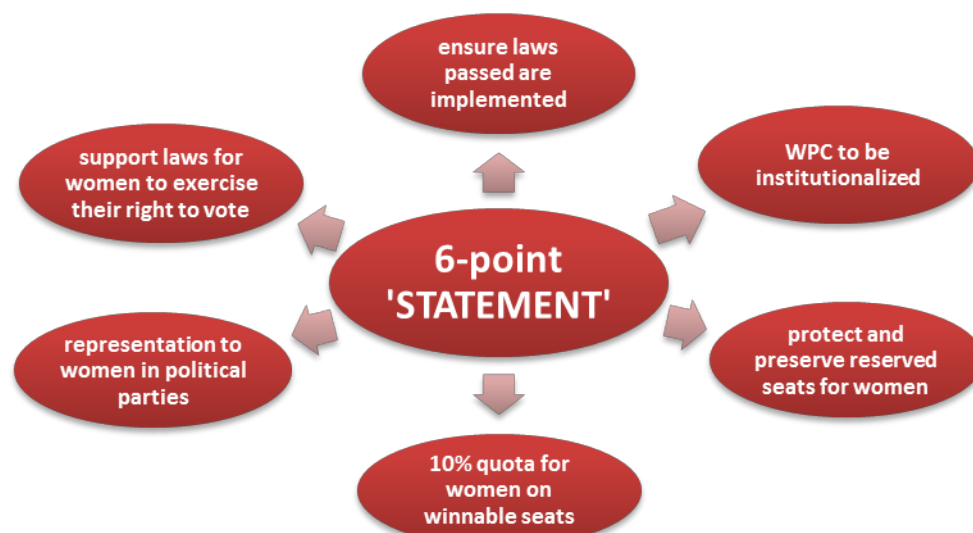
Taking into cognizance the crucial role of political parties in advancing and integrating gender equality in planning and development, and the positioning and empowerment of women in the realm of politics at the policy and decision making levels, UN Women with the Women's Parliamentary Caucus brought together women parliamentarians and women representatives of mainstream political parties to position gender equality within their respective manifestos.

In assessing whether existing manifestos and party structures were inclusive of women and women's meaningful role within these structures, a 'Statement' was adopted by members of the Caucus and senior level political leaders including Heads of the Women Wings, Secretary-Generals and representatives of the Manifesto Committee from eight leading political parties.

This dialogue platform, 'Positioning of Women's Agenda in the Policy Making of Political Parties' on 17 October 2012, provided a unique opportunity to commit to strengthening political parties' role in raising the number of women in political positions

and represent the aspirations of Pakistani women with a collective voice, whereby participants:

- ◆ Committed to giving meaningful representation to women in political parties at all levels of policy and decision-making forums especially in the manifesto committees
- ◆ Agreed to build consensus to provide a minimum 10% quota for women on winnable seats before the next elections
- ◆ Reiterated commitment to protect and preserve the provisions of reserved seats for women in the National Assembly, Senate and the Provincial Assemblies
- ◆ Agreed the WPC should be institutionalized to ensure it remains active and viable irrespective of which political party is in power
- ◆ Parties should ensure that laws passed are implemented
- ◆ Parties will strive to work on a law that criminalizes the disfranchisement of women to enable women to exercise their right to vote



### 3. Political Power through Identity

Women stand in line to register and receive their first Computerized National Identity Card (CNIC), a crucial piece of identity necessary for passports, driving licenses, formal employment, bank accounts, and eligibility to receive public services such as education and healthcare, the right to vote and other basic social rights.

Women from rural areas of five low women CNIC registration districts of Balochistan (identified from the 2008 General Elections) who previously had no CNIC, are now politically empowered through identity to vote in the next elections. Under a joint collaboration between UN Women and the National Database and Registration Authority (NADRA), with 127,139 unregistered women in the pilot districts, 1,674 women have been successfully facilitated and issued with CNICs and registered as voters - a further 3,130 women are in process of being issued an ID card.

In increasing women's participation in governance and more specifically outreach to unregistered women voters in rural areas, UN women and NADRA adopted a three-point strategic approach:

- i. Community awareness raising: through a comprehensive media campaign was launched through electronic, print and outdoor media to mobilize target communities
- ii. Social mobilization and sensitization of women and households: In addition to raising awareness amongst women on the benefits of having a CNIC, Tehsil level meetings were held with male family heads of unregistered women and community leaders, opinion makers, social activists and journalists amongst others, highlighting the benefits of women as direct beneficiaries of a CNIC
- iii. Registration of women: The pilot successfully mobilized 4,804 women for registration of CNICs over the five districts: Pishin - 1,626, Qilla Saifullah - 1,128, Zhob - 294, Gwadar - 236 and Lasbela - 1,520. With the use of Mobile Registration Vans and Semi-Mobile Registration Units, better access was provided to reach out to unregistered women and politically empowering them through identity

**Women as Voters: Registration Drive (Balochistan)**

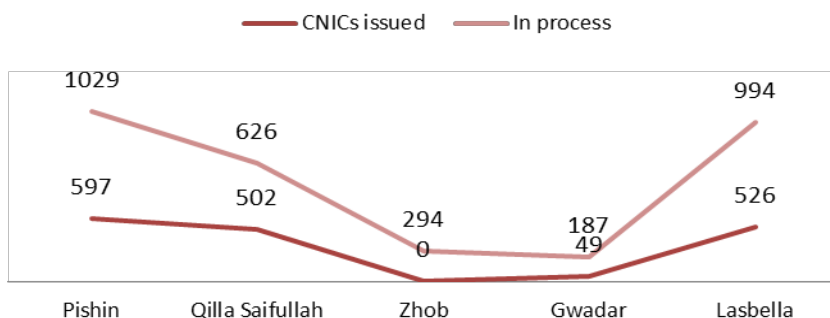


Photo credits: NADRA

UN Women in supporting the Government of Pakistan in effective implementation of the of anti-sexual harassment legislation vis-a-vis institutionalizing mechanisms and awareness raising among different stakeholders and organizations, and adoption of a comprehensive bill on acid crimes at the federal and provincial levels. UN Women's work complements the ongoing work of different partners and stakeholders in addressing the issues of Gender Based Violence (GBV) and Violence against Women and Girls (VAWG).

## 4. Time to Register as a GFO



**You can't be a good manager  
Unless you manage to  
stop Sexual Harassment**  
Now Required by Law

Register Today & Get your Accreditation  
as Gender Friendly Organization (GFO)

To comply:

1. Adopt the Code of Conduct given in the law
2. Make a three member Inquiry Committee
3. Get your employees educated to curb sexual harassment in your organization
4. Enter your compliance data today at:

[www.sexualharassmentwatch.org](http://www.sexualharassmentwatch.org)

If any organization fails to comply with Protection Against Harassment of Women at Workplace Act 2010, it will be fined Rs 100,000

Titled 'You can't be a good manager.... Unless you manage to stop Sexual Harassment', UN Women in association with Mehergarh (a key partner in anti-sexual harassment in Pakistan) through social and mainstream media targeted the public and private sector to register their company/association as a 'Gender Friendly Organization' (GFO) with 100% compliance to the Protection Against Harassment of Women at the Workplace Act, passed in 2010.

The 6-month campaign appeared in major airports and newspapers, with key messages emphasized through talk shows and radio. As a result, 9,978 organizations had visited the on-line database to seek information on the requirements and process to register as a GFO; 1,066 organizations had entered their information; and 299 organizations were GFOC approved by Mehergarh.

Organizations who do not comply with the 'Anti Sexual Harassment Legislation 2010' can be fined up to a hundred thousand rupees.

## 6-Steps to Make your Organization more Dignified

- STEP 1:** Download the Code of Conduct from website
- STEP 2:** Senior management to make an official decision to incorporate the code in your HR policies
- STEP 3:** Management will appoint a 3-member Standing Inquiry Committee to handle any complaints of sexual harassment; at least 1 member should be a woman
- STEP 4:** Management should also identify a competent authority in their organization if not already identified (in most cases it is the CEO or who ever has the hiring/ firing authority)
- STEP 5:** Management will notify all employees of the incorporation of the Code of Conduct in their HR policies, the names, contact information of the 3-Committee Members, and instructions to approaching any of the Committee Members in case of a sexual harassment complaint
- STEP 6:** Management will post this notification and the full text of the code on a notice board

(to register your organization go to [www.sexualharassmentwatch.org](http://www.sexualharassmentwatch.org))

# STOP ACID Violence

We request our Parliamentarians  
to Pass comprehensive

## Acid and Burn Crime Bill

Acid Attacks  
Registered

2009.....43

2010.....55

2011.....150

### 5. Campaign to Stop Acid Violence spurs Change

UN Women in collaboration with Acid Survivors Foundation (ASF) and UK Aid launched a media based advocacy campaign through press and radio to raise awareness and mobilize parliamentarians and policy-makers to stop crimes of acid violence against women and girls and spur legislative change.

In sensitizing and advocating with parliamentarians and decision-makers for change in the laws to protect and prevent crimes of acid violence against men, women, boys and girls, 537 stakeholders accepted that change is required and consequently pledged their support to advocate and promote a comprehensive bill on Acid and Burn Crime. This figure includes over 50 legislators/policy-makers and 45 Parliamentarians out of which 17 Parliamentarians have agreed to co-sign the Bill at the provincial level.

Adoption of the Criminal Law (Amendment) Bill in December 2011 - an amendment of HURT in the Pakistani Penal Code - was a first step towards having a comprehensive legislation on acid crimes as the current bill does not address many aspects of the acid and burn crime phenomenon.

This campaign in re-enforcing its own message to eradicate acid crimes highlighted the staggering increase in notified cases of acid violence in Pakistan (43 cases in 2009, 55 cases in 2010 and 150 cases in 2011 [source: Aurat Foundation's Annual Reports]).

*(Adoption of the comprehensive Acid and Burn Crime Bill, at federal and provincial level is still in process)*

*"My name is Rabia, I am a mother of 2 children. I was living a normal life of a rural women, with my family, when one day I was victim of an acid attack; and today, I am living hiding my burnt face from the people... This incident ruined my beautiful face in a second, in a way that now people avoid to see my face, to the extent that even my own children don't want to see me .... Is there nobody in Pakistan to stop this cruelty? .....*

*Don't forget, any daughter, sister, mother, child, brother or a father, can be victim of this cruelty .....*

*I don't want any verbal sympathy from you, if you want to do something, then come forward and stop this cruelty...."*

UN Women's in working to increase the socio-economic status and empowerment opportunities for informal rural women workers includes their participation and representation in the political arena.

UN Women supports dialogue platforms for women (and in particular rural women) providing them with a voice from where they can advocate for and put forward their basic rights on economic empowerment, such as their inclusion within the manifestos and structures of leading political parties.

## 6. Rural Women Speak Out "Saada Huqq - Manshoor wich Raakh"

"Saada Huqq - Manshoor wich Rakh" meaning 'put our rights in the manifestos' was the demand of over 1,000 rural women at the 5th Annual Conference on International Rural Women's Day held in October 2012. With rural women from over 85 districts of Pakistan gathered together on one platform they chanted the slogan "Saada Huqq - Manshoor wich Rakh" and raised their voices on issues related to their political and economic rights. A Manifesto of Pakistan Women's Rights was jointly prepared during the 2-day event for consideration by the leading political parties and stakeholders to commit to focusing and addressing the needs of the rural Pakistani woman.

The Manifesto addresses the social, economic and political rights of rural women and presents key points to the political parties for incorporation into their party manifestos and for appropriate actions towards fulfilling their basic human rights. The presented Manifesto includes (but is not limited to):

### Under Social and Basic Rights;

- Commitment to enact and implement legislation in rural areas to protect women and girls from crimes of violence carried out inside and outside their homes including domestic violence and killings in the name of family honour and culture
- Rural women's rights to land must be ensured
- The rural girl-child needs to be protected in health and marriage, including child marriages, forced marriages and exchange marriages
- There should be an end to religious extremism and promotion of 'hate' that is against and targets women
- The right to be educated must be ensured for girls from rural areas



**“Rural women of Pakistan are the guardians of democracy and economic development.....  
Political parties must support them..... Pakistani elections will be incomplete without women”**

*Ms. Touqeer Fatima Bhutto, (Minister, Women Development Department, Sindh)  
speaking at the 5th Annual Conference on Rural Women Day, October 2012*

**Under Economic Rights;**

- Rural women must be provided with education and skills development in order to reduce poverty within their household and community ; annual district level budget allocations for rural women must be made for this purpose
- Rural women should be included in District Committees
- Women working in agriculture should be considered as ‘farmers’ and provided subsidiaries; they must be included in agriculture development projects
- Women working in agriculture should be considered as ‘farmers’ and provided subsidiaries; they must be included in agriculture development projects
- Landless women farmers must be awarded 1-4 acres of government land for free
- Land owner women should be provided with water resources and interest-free loans
- The national census must count the work of rural women in a separate column and not under ‘family’ or ‘male head of the family’
- Rural women must be included in the discussion and decision-making process following a disaster in their area

**Under Political Rights;**

- The right to vote including issuance of a Computerized National Identification Card (CNIC) and their inclusion on the voter registration list
- Women should not be prevented from voting and their vote should be included in the polling station count
- Women’s representation in the Parliament and the Senate should be ensured

On presenting the ‘Manifesto of the Rural Women 2012’ to women parliamentarians from across the different political parties, a commitment was made to include these demands are included within the political party manifestos.



UN Women, in enhancing the leadership role of women in disasters and emergency situations, supports the Government of Pakistan in its commitment to increase women's participation in decision-making in situations of risk reduction and risk management.

In addressing the situation of and the impact of disasters and emergencies on women, UN Women works to bring together victims/survivors of disasters and complex emergencies with legislators and other stakeholders to include their rights in policies, plans and procedures.

## 7. When 'Securities of Life' Fail....

The following testimonies are from women affected by disasters and emergency-related situations:  
(names and locations have been withheld as per survivors/witnesses request)

### Hatred cannot be answered with hatred....

*"The way our male family members are being killed in front of our eyes, it appears that the day is not far away when attackers will be hurling into our homes to shoot us too. Sometimes we think we must kill ourselves instead of living under this constant fear. My mother says that hunger is so cruel that one has no option but to expose his/her daughters to the dangers of the outside world; hatred cannot be answered with hatred"*

### Walking a tight rope of hope and threat....

*Having seen my brother shot down in front of my eyes because he was believed to be a 'non-Muslim', I now lock myself up in the bathroom whenever my husband has to leave the house because of a fear that remains at the back of my head....*

*"I look at my children as if they are tiny sparrows who grow in my nest but will have to leave it never to return. I walk a tight rope of hope and threat whenever my children decide to visit from abroad. I won't leave Pakistan.... I love of this country"*

### Waiting our turn....

*"Insecurity gets true meaning when you see a young girl taken away forcefully by the vigilantes in front of your eyes and you are waiting to be picked up as the next target...."*

### Father-less daughters, brother-less sisters, son-less mothers.....

*"What is the status of those families whose male members have lost their lives in havoc incidents?... Each of these families have 4-8 daughters and many have lost their brothers.... Today we are so depressed and helpless and we have to come out of our homes to earn a living. What problems are we facing in search of employment is only known to us. We remain fearful and come out of our homes while putting our prestige, integrity and life in danger. We don't even know from which corner of the street a sniper may hit us or drag our shawls. We have doubts and fears that we may not return and see our near and dear ones—our mothers pray for our safe return"*



In amplifying the voices of grass-root women on the impact of disasters and emergency-related situations on their lives, and in bringing these victims and survivors face-to-face on a platform with parliamentarians, policy-makers, decision-makers and stakeholders, UN Women organized the National Women's Assembly on Peace in December 2012, a joint collaboration with Insan Foundation Trust and Aurat Foundation.

It was here that testimonies of women victims and women as witnesses to violence were heard and the saddening impact of such situations on their lives.

In an effort to understand and address why women's basic rights to live a life free of violence breaks down, and when and why securities of life fail the common people, parliamentarians from all political parties, policy-makers, decision-makers and stakeholders from across the country gathered to take affirmative actions, including revisiting the roles of duty bearers and more specifically the role of democratic institutions. In acknowledgment that the women of Pakistan are central in the role of peace and human security, commitment was re-affirmed knowing that more needs to be undertaken with regards to practical steps to include women as equal citizens in efforts of peace building and women's own security.

As one participant said "travelling from home to Islamabad, I had a strong feeling of deprivation that people and women from far flung areas do not have opportunities...."

## 8. Women are Natural Peace Builders

**"Women have vested interests in the peace-building process.... they are natural peace builders"**

*Ms. Kishwar Sultana, Director, Insan Foundation Trust*

Civil society presented a 16-point Charter of Demands to national and provincial legislatures, policy makers and state institutions to include and enhance the role of women in peace building and human security:

1. Redefine the word 'security', as insecurity does exist
2. Strengthen the role of women parliamentarians as catalysts of change
3. Change the image of the role of women
4. Strengthening and implementation of pro-women laws
5. De-weaponize
6. De-politicize
7. Ensure education policies and curricula are pro-peace and gender responsive
8. Initiate steps towards peace-building and peace-keeping
9. Adopt a community level bottom-up and encourage women's active role in the process
10. Include CSOs' in policy formulation for the protection of women and girls
11. Settle national and international issues to give peace a chance
12. Provide effective protection to human rights defenders, especially women, and their families,
13. Declare 1<sup>st</sup> January as 'National Peace Day'
14. Ensure the emergence of a critical mass of women as change agents and at leadership and policy-making positions
15. Encourage and facilitate cross-border and regional people-to-people exchanges
16. Promote women's control over their families

UN Women in promoting accountability for implementation of gender equality commitments supports system-wide coordination across the UN in Pakistan, and works with agencies, programmes and funds through multiple and flexible strategies to reflect gender equality and women’s empowerment as a key element within joint planning and frameworks that respond to national and international priorities on gender equality.

## 9. The next 5-years: GE and the One UN

**‘We, as Heads of the UN Agencies in Pakistan, under ONE UN are committed to collaborating closely with the Government of Pakistan – at all levels - and other stake-holders including the civil society, within the framework of UN’s four roles of Advocate, Convener, Advisor and Service Provider, anchored in human rights, inclusive, equitable and sustainable development and humanitarian assistance to enhance institutional processes and procedures, governance systems and mechanisms for delivering on Gender Equality’**

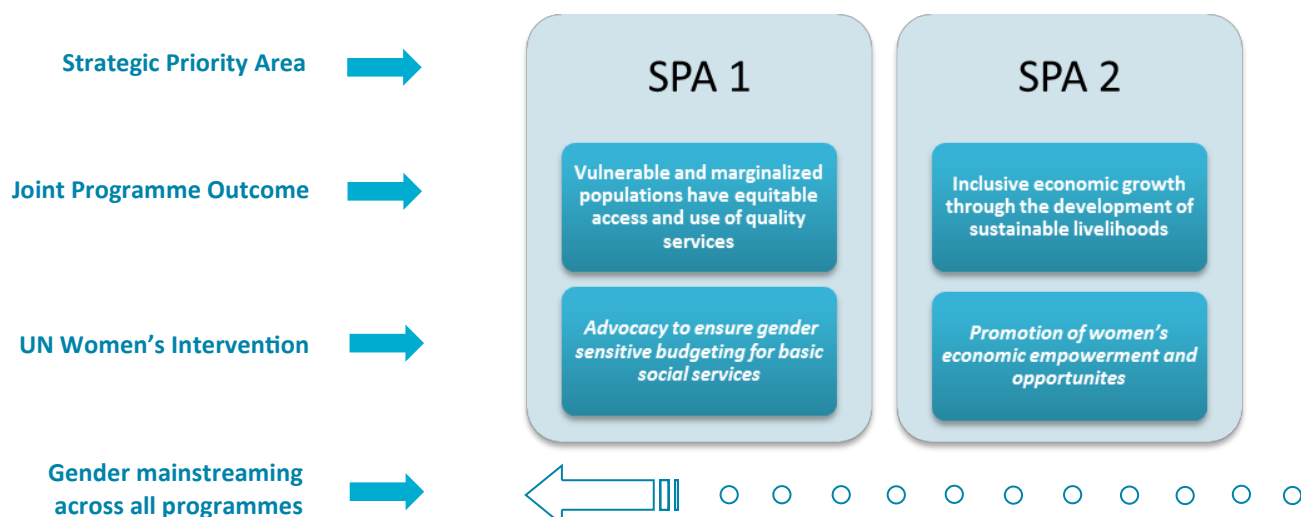
*extract from the One UN Pakistan Statement on Gender Equality, 2012*

Supported by UN Women’s advocacy efforts and in upholding the UN Country Team’s commitment on gender equality following adoption of a One UN Pakistan Statement on Gender Equality by the UN Country Team in 2012, the Heads of UN Agencies endorsed ‘Gender Equality and Social Justice’ as a Strategic Priority Area (SPA) - one of six pillars of the second One UN programme (CCA/UNDAF, 2013-2017). Upholding gender equality and basic human rights and addressing gender and social inequalities will remain integral across all six priority areas of the new 5-year One UN Programme.

The One UN Programme Document for 2013-2017 was signed between UN and the Economic Affairs Division of behalf of the Government of Pakistan on 21 December 2012.

In collaboration with the Inter-Agency Group on Gender Equality, UN Women were instrumental in advocating and guiding the discussion around ‘Gender Equality and Social Justice’ within the next One UN’s Programme of Cooperation, and its 5-year framework sets specific measurable actions for the UN system to strengthen enabling conditions for women’s and girl’s in a range of decision-making processes and reduce gender and social justice related exclusions and inequalities.

### UN Women’s Area of Intervention within the One UN’s Programme of Cooperation with the Government of Pakistan (2013-2017):



This strategic priority drew rationale from a number of key UN and Government of Pakistan sources, all of which were consistent in their demand for promoting a targeted approach to effectively enhance women and girl's ability (individually and collectively) to transform inequitable relationships and structures of power.

UN Women over the next 5-years in working towards, and in leading the UN system in their works around a well-coordinated and distinct response to reduce gender and social justice related exclusions and inequalities faced by the people of Pakistan, will work around three specific outcomes that express the need to:

- i. address structural and deep rooted issues through strengthened provincial government capacities for fulfilling their commitments through legislation, policies and programmes
- ii. enhance institutional capacity of stakeholders who are on the forefront for rights, gender and social justice
- iii. integrate human rights of excluded populations through enhanced competences of institutions to promote equal opportunities for women, girls and excluded groups to access education, health and employment opportunities

Equally important within the One UN Programme 2013-2017, is gender mainstreaming across all six strategic pillars of the new programme.

To support this, UN Women will continue it's advocacy and lobbying to address obstacles of gender inequalities to provide marginalized and excluded groups with: equitable access to and use of social services; employ-

ment and economic empowerment opportunities; food security, human security including preventing crimes of violence; and disaster preparedness and response to protect vulnerable communities/populations.

### SPA 5: Gender Equality and Social Justice

*(the next 5-years: GE and the One UN)*

#### Outcome 5.1

**Government and civil society are active and accountable in eliminating discrimination against women and girls**

- National laws and legislation are revised
- National/provincial/area policy-makers and planners are able to collect, analyze and use high quality sex disaggregated data
- Civil society and women's groups have enhanced lobbying capacity

#### Outcome 5.2

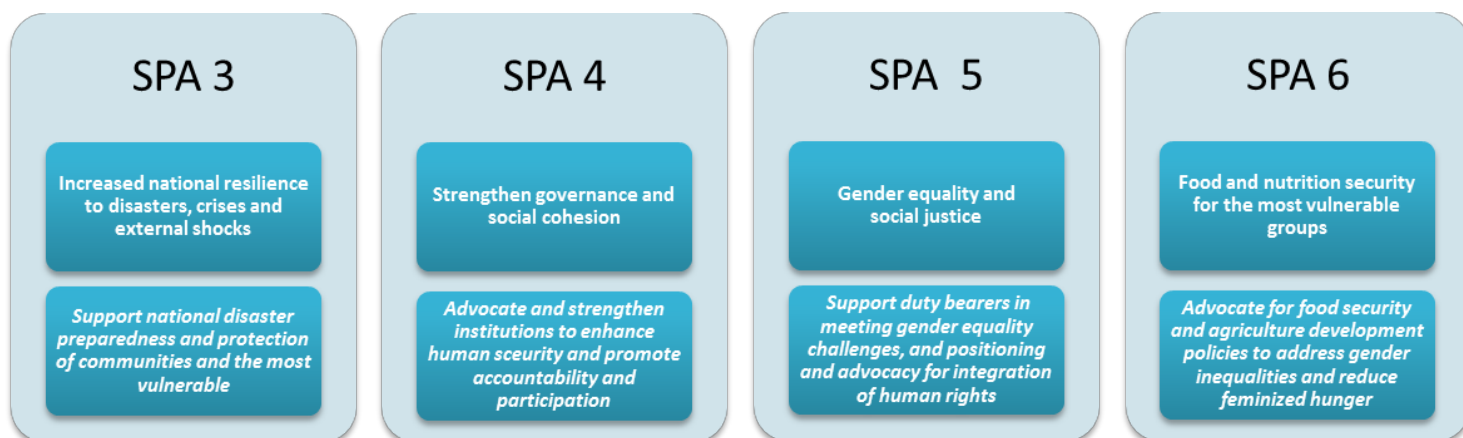
**Political, economic, social & legal rights of all, & especially excluded groups, are respected, protected & fulfilled, including through institutional strengthening & capacity development of duty bearers**

- National/provincial/area policies, strategies, capacities and programmes targets the most marginalized
- National/provincial/area policies, strategies and programmes that reduce exploitation and promote decent work, target the most excluded groups, are coherent and complementary, and promote collaboration
- National/provincial polices, strategies and programmes protect the rights of excluded groups

#### Outcome 5.3

**Human rights institutions strategically positioned and advocating for integrating human rights at all levels**

- Capacity of National Human Rights Institutions to promote and protect human rights at national/provincial levels strengthened
- Civil society and HR bodies are able to act as independent monitoring and reporting mechanism on the status of HR
- Relevant government and civil society mechanisms to monitor and report on the implementation of CEDAWs concluding observations

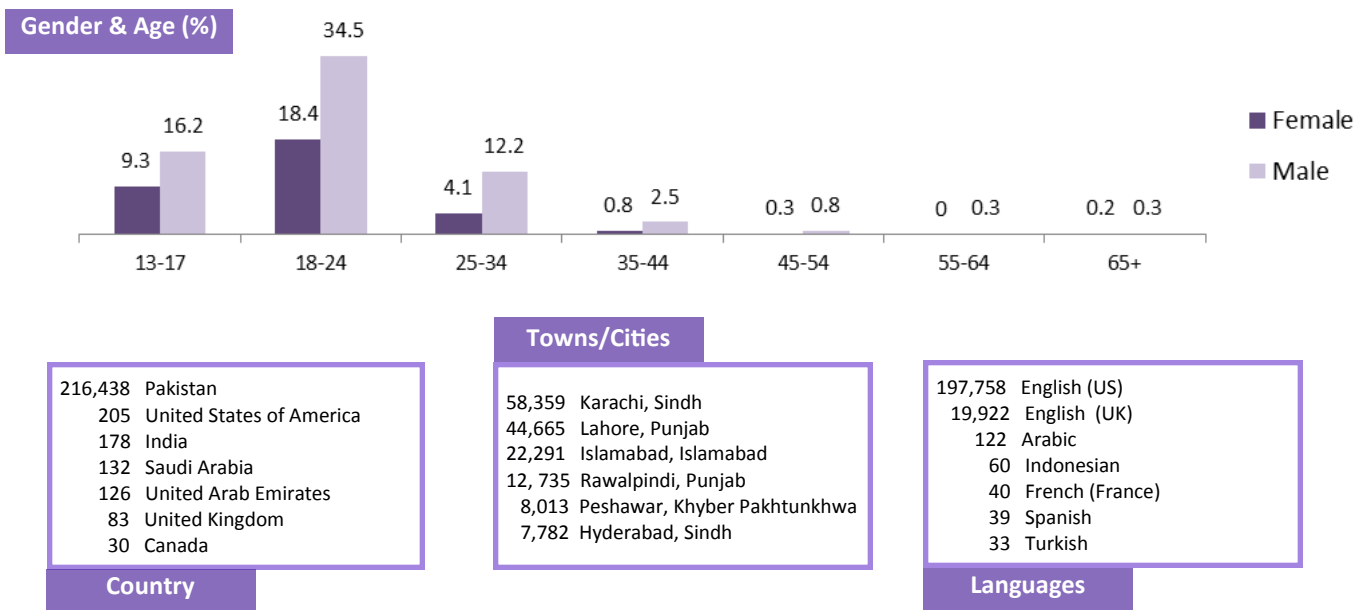


## What the Statistics say.....

### (i) Demographic and Location analysis of Facebook:

Since the launch (25 November 2012), 493,283 people were reached across 7 countries (Pakistan, United States of America, India, Saudi Arabia, United Arab Emirates, United Kingdom and Canada) with a preferred use of 7 different languages (English (US), English (UK), Arabic, Indonesian, French, Spanish and Turkish), and in December alone, the Facebook page had acquired 11,396 followers (subscribers).

A breakdown of people reached in December 2012 is as follows:



### (ii) Reach and Exposure of 35 Tweets:

Twitter picked up fairly quickly in the initial days and since then tweets have been re-tweeted and followed by different personalities in the social media strata of Pakistan and other countries. We attained 674 followers alone in December and the number is growing at a fast rate. A total of 57,368 accounts were reached; 24,884 in November and 32,484 in December. With its completely open source environment, 35 tweets posted in December reached 32,484 accounts (the mainstream equivalent version of which is 127,398 impressions).

