CONTENT & STRATEGY
EXISTING POLICIES & SCHEMES

Introduction

This document lists down the policies that currently exist in India and have been implemented by the Government of India under the Ministry of Women and Child Development. Our team has analysed the policies and listed down the ones which are the most effective when it comes to SRHR and can be integrated to improve the gig economy space.

Mission Shakti is a scheme aimed at strengthening interventions for women's safety, security, and empowerment. The Ministry of Women Child Development (MWCD) is the Nodal Ministry for the holistic development of Women and Children and is responsible for implementing the Mission Shakti scheme. The scheme has two sub-schemes - Sambal and Samarthya, focused on women's safety and security and women's empowerment, respectively. The objective of Mission Shakti is to create an ecosystem that addresses inherent biases and role-plays, protects and upholds the rights and dignity of women and equips them with necessary skill sets and instil confidence in them to forge their way ahead.

One Stop Centres (OSCs)

DESCRIPTION	The *One Stop Centre (OSC)* is the mainstay of the *Sambal sub-scheme* under *Mission Shakti* as well as of all activities at the District level. The scheme of OSC has been implemented since 1st April, 2015 to provide integrated support and assistance to women affected by violence and in distress, both in private and public spaces under one roof and facilitate immediate, emergency and non-emergency access to a range of services including medical, legal, temporary shelter, police assistance, psychological and counselling support to fight against any forms of violence against women. *One Stop Centres (OSCs)* are intended to support women affected by violence, in private and public spaces. Women facing physical, sexual, emotional, psychological, and economic abuse will be facilitated with support and redressal:

1. <u>Emergency Response and Rescue Services:</u> Linkages will be developed with existing mechanisms such as National Health Mission (NHM), 108 service, and police (PCR Van) so that the woman affected by violence can either be rescued from the location and referred to the nearest medical facility (Public/ Private) or shelter home.
2. <u>Medical assistance:</u> Women affected by violence would be referred to the nearest Hospital for medical aid/examination.
3. <u>Shelter:</u> Provide temporary shelter facilities to aggrieved women. For long-term shelter requirements, arrangements will be made with Swadhar Greh/Short Stay Homes.
4. <u>Assistance to women in lodging FIR/ NCR/DIR:</u> Women affected by violence along with their children (girls of all ages and boys up to 8 years of age) can avail temporary shelter at the OSC for a maximum period of 5 days.
5. <u>Psycho-social support/ counselling:</u> A skilled counsellor providing psycho-social counselling services would be available on call.
6. <u>Legal aid and counselling:</u> Facilitate access to justice for women affected by violence, legal aid and counselling would be provided at OSC through empanelled Lawyers or National/State/District Legal Service Authority.

	7. **Video Conferencing Facility:** If the aggrieved woman wants, she can record her statement for police/ courts from OSC itself using audio-video electronic means.
OBJECTIVE	1. **Integrated Support and Assistance:** To provide integrated support and assistance to women affected by violence, both in private and public spaces under one roof. 2. **Emergency and Non-emergency Services:** To facilitate immediate, emergency and non-emergency access to a range of services including medical, legal, psychological and counselling support under one roof to fight against any forms of violence against women.
INTEGRATION STRATEGY	1. **Accessibility to nearby centres:** The application could provide the location and other relevant details of nearby OSCs through GPS services. 2. **Intimation:** Female employees in need of redressal can intimate the OSC via the app so that action can be taken swiftly. 3. **Creating Awareness:** Gig platforms can use their application to spread awareness about One Stop Centres.
HYPERLINK	https://bit.ly/OneStopCentre_OSC

Women Helpline Number	
DESCRIPTION	The Women Helpline provides toll-free 24-hour telecom service to women seeking support and information by connecting them with the Emergency Response Support System (ERSS) for all emergency services like police/ fire/ Ambulance services and with One Stop Centres. It also provides information about various government schemes/ programs, and facilities, and it is accessible through a single universal toll-free number across the country.
OBJECTIVE	1. **Emergency Support:** One of the main objectives of women helping is to provide 24x7 immediate assistance to women affected by violence or any kind of harassment.

	2. <u>Solving queries:</u> It also aims to provide information about women-related government schemes, programs, and services and support them in availing those benefits. 3. <u>Awareness:</u> To create awareness among women about their legal rights and empower them to take the necessary steps to protect themselves. 4. <u>Prompt action:</u> To ensure that women in distress receive prompt and effective response, protection, and rehabilitation.
INTEGRATION STRATEGY	1. <u>Helpline Number:</u> ATT can integrate this helpline number in the app so that the women working in that organisation can readily use the app itself to make a call in case of any queries or emergencies. 2. <u>Inbuilt chat support</u>: The helpline can also be accessed through text or other forms of messages in respect of those who are unable to speak/communicate due to any situational or physical challenges and will be sensitive to the needs of persons who are hearing and speech impaired or people with disabilities. It will have provisions to locate/trace the number from which a call has been received. Hence, having this feature inbuilt in the app can be quite helpful and user-friendly.
HYPERLINK	https://bit.ly/WomenhelplineNumber

Component for Working Women	
DESCRIPTION	The government of India established Sakhi Nivas- working women's hostel component, due to the rise in the number of women moving to cities for work. The policy aims to provide safe, low-cost accommodation to working women and women training for work. These hostels also provide daycare facilities for women with children. A boy child under the age of 12 and a girl child under the age of 18 are also accommodated with the mother. In order to be eligible for the accommodation, the gross income of the beneficiaries should not exceed Rs. 50,000/- consolidated (gross) per month in metropolitan cities, and Rs. 35,000/-consolidated (gross) per month, in any other place.
OBJECTIVE	1. <u>High rents in cities:</u> The rent of accommodations in metropolitan cities and other cities is quite high, which, when coupled with the high living costs of these cities, takes a huge blow on women's income. In order to solve this problem, this policy aims to provide a safe residence at a very subsidised cost.

	2. <u>Lack of daycare facilities:</u> Most conventional accommodations, like apartments or housing buildings, do not have daycare facilities, which makes it very difficult for working mothers to take care of their children along with work. To solve this problem, Sakhi Nivas provides daycare facilities for a very minimal charge. 3. <u>Lack of safety in accommodations:</u> Safety is one of the major concerns for women moving to a new place for work. This policy aims to erase that fear for women by providing them with safe accommodations.
INTEGRATION STRATEGY	1. <u>Nearest Sakhi Nivas:</u> The app can be designed to display the nearest Sakhi Nivas based on the user's location so as to provide the user with a fair idea of all the available options. 2. <u>Reviews</u>: The app can also show the reviews collected from people who live or have lived in various Sakhi nivas. 3. <u>Details about facilities:</u> It can also display the various amenities available in the Sakhi nivas being displayed/suggested 4. <u>Availability of hostels:</u> It can also show the vacancies available at different Sakhi Nivas, which can help the user choose a hostel accordingly. 5. <u>Suggestions:</u> The app can assess various Sakhi nivas based on various metrics like location, reviews, amenities, and availability and can make suggestions to the user accordingly, which will help them make an apt decision.
HYPERLINK	https://bit.ly/ComponentOfWorkingWomen

Beti Bachao Beti Padhao	
DESCRIPTION	Beti Bachao Beti Padhao (BBBP) was launched by the Prime Minister on 22nd January, 2015 at Panipat, Haryana. BBBP addresses the declining Child Sex Ratio (CSR). It is a tri-ministerial effort of the Ministries of Women and Child Development, Health & Family Welfare and Human Resource Development. The campaign aims to create awareness about the importance of girls' education and promote gender equality, as well as to prevent female infanticide, foeticide, and discrimination against girls. The initiative involves various activities such as mass media campaigns, community engagement, awareness programmes, and incentives for the education of girls. The ultimate goal is to empower girls and promote their equal participation in all aspects of life, including education, health, and social and economic opportunities.
OBJECTIVE	1. <u>Increasing Literacy among Girls:</u> The program's objective is to

increase girls' literacy by providing them access to quality education and encouraging parents to send their daughters to school through incentives and awareness-raising. The program aims to remove barriers to education, promote gender equality, and empower girls to lead successful lives.

2. <u>Promoting Welfare of Girls:</u> Promotes the welfare of girls by providing them with various opportunities and resources, preventing female foeticide, and raising awareness about the PC-PNDT Act.
3. <u>Encouraging Girls to Participate in Sports:</u> The program encourages girls' participation in sports by providing them with the necessary infrastructure and training, promoting physical fitness and wellness. The program aims to empower girls by fostering their physical and mental well-being through sports and related activities.
4. <u>Emphasising Self-Defence:</u> The program provides self-defence camps to equip girls with skills to protect themselves, empowering them to defend themselves against physical harm. By providing girls with the necessary training and skills, the program aims to instil confidence and promote their safety and security.
5. <u>Promoting Hygiene and Sanitation:</u> The program promotes hygiene and sanitation for girls by constructing toilets exclusively for them and making sanitary napkins available in educational institutions through vending machines. By providing girls with safe and hygienic facilities and access to menstrual products, the program aims to enhance their health and well-being, reducing absenteeism and promoting their success.
6. <u>Creating a safe and healthy environment for girls:</u> Empowering girls by providing them with education and resources to succeed while promoting gender equality and women's rights.

INTEGRATION STRATEGY	1) <u>Inbuilt map in the app:</u> The app would have an inbuilt map that allows users to find nearby toilet booths and sanitary napkin vending machines. 2) <u>Awareness about PC-PNDT Act:</u> The app would display pop-ups and notifications to raise awareness about the legal prohibition of sex-selective abortions under the PC-PNDT Act. The app would provide information on the Act, including penalties for violating it and resources for reporting violations.
HYPERLINK	https://bit.ly/BetiBachaoBetiPadhao

Palna Creche System	
DESCRIPTION	By offering a safe and secure atmosphere that ensures the children's nutritional and cognitive development, Palna seeks to solve the need for

	high-quality crèche care facilities for the children of working moms in the age range of 6 months to 6 years. It intends to offer childcare to all mothers, regardless of their employment situation.
OBJECTIVE	1. <u>Affordable and reliable childcare facilities.</u> Integration of this scheme will provide women a safe place to keep their children while they work. 2. <u>Flexible Working Hours:</u> Many women are unable to participate in full-time jobs due to family responsibilities. Gig platforms like Urban Company offer flexible working hours, which can be further enhanced by integrating the Palna Creche Scheme. This will enable women to work according to their own schedules without worrying about childcare. 3. <u>Networking & Support:</u> Integrating the Palna Creche Scheme with gig platforms can also provide women with networking opportunities and support. This can help them to connect with other women in similar situations, share their experiences, and provide each other with emotional and practical support.
INTEGRATION STRATEGY	1. <u>Database Creation:</u> All Palna Creche facilities in the area must be listed in the company's application, together with their contact information, locations, hours of operation, and services. 2. <u>Geo-Location Based Notification System:</u> To alert users when they are close to a Palna Creche Center. In order to locate users and notify them when they are close to a Palna Creche Center, this system should utilise the GPS capabilities of the users' devices.
HYPERLINK	https://bit.ly/PalnaCrecheScheme

Pradhan Mantri Matru Vandana Yojana	
DESCRIPTION	The Government of India established the PMMVY programme in 2017 to offer financial support to expectant mothers and nursing mothers. The programme aims to lower infant mortality and improve the health and nutritional status of expectant and nursing mothers. The programme offers eligible expectant and nursing mothers a financial incentive of Rs. 5,000 in three instalments in exchange for meeting specified requirements.

	A woman must be a first-time mother, be at least 19 years old, and come from a family with a household income below a set threshold in order to qualify for the programme. The programme further stipulates that the lady must have had prenatal care and given birth in a hospital.
OBJECTIVE	1. <u>Absence of Maternity Benefits:</u> Employers frequently do not offer maternity benefits to women who work gigs. The PMMVY programme can offer financial support to expectant mothers and nursing moms, ensuring that they get the support they need at this critical time. 2. <u>Lack of Work Security:</u> Women gig workers frequently lack perks and employment stability. Women gig workers can get financial support during their pregnancies and nursing periods by incorporating PMMVY, providing them with some sort of financial security.. 3. <u>Restricted Access to Childcare:</u> Finding inexpensive and dependable child care options might be difficult for women gig workers. The PMMVY programme can give women financial support to make sure they can afford high-quality childcare while they are working. 4. <u>Gender Wage Gap :</u>Women gig workers frequently make less money than their male counterparts, and this difference grows during pregnancy and childbirth. To ensure equal pay and opportunity for pregnant and nursing moms, the PMMVY programme might offer financial help.
INTEGRATION	1. <u>Creating Awareness</u>: Gig platforms can use their application to spread awareness about the PMKVY programme. This can be accomplished through a variety of communication methods, including emails, SMS, and in-app notifications. 2. <u>Registration</u>: Gig platforms can help eligible female employees sign up for the PMKVY programme. This can be achieved by giving them the advice and information they need to finish the registration procedure.
HYPERLINK	https://bit.ly/PradhanMantriMatruVandanaYojana

Shakti Sadan

DESCRIPTION	Shakti Sadan is an Integrated Relief and Rehabilitation Home comprising the schemes SwadharGreh for Women in difficult circumstances and Ujjawala for Prevention of Trafficking undertaken by The Ministry of Women and Child Development.. Both the schemes were aimed at creating a safe and

	enabling environment for the women in distress including trafficked women and thereby give them the strength to overcome their difficult circumstances and make a fresh start and for administrative purposes were merged together to form Shakti Sadan.
OBJECTIVE	1. <u>Creating a safe and enabling environment -</u> for the women in distress including trafficked women and thereby giving them the strength to overcome their difficult circumstances and make a fresh start . 2. <u>Providing basic amenities</u> - The residents of Shakti Sadan will be provided with shelter, food, clothing, primary health facilities and other essential daily needs items. 3. <u>Providing Vocational Training</u> - Arrangement would be made by the implementing organisation for providing vocational training/ skill development classes to the women through the Vocational Training Institutes recognized by the Directorate General of Employment and Training under the Ministry of Labour and Employment/ Training Partners of National Skill Development Council (NSDC). 4. <u>Providing Medical Facilities</u> - First aid facilities shall be available within the Centres. However, Health Check-up and medical facilities will be provided through the district hospital/health and wellness centre 5. <u>Providing Counselling</u> - The common pool of counsellors proposed under the umbrella scheme under overall charge of OSC will provide psycho-social counselling to the women in order to help them cope up with their trauma . 6. <u>Providing Education</u> - As a large proportion of the rescued victims may be children and/ or illiterate or less educated women, they would need to be inducted into the formal or open school system in order to bring about their holistic development.
INTEGRATION STRATEGY	1. <u>Database Creation</u> - All Shakti Sadan facilities in the area must be listed in the company's application, together with their contact information, locations, hours of operation, and services. 2. <u>Helpline number</u> - The toll-free helpline number of Shakti Sadan can be integrated into the main page of the various gig service-providing platforms so that they can be used by the people in need. 3. <u>Geo-Location Based Notification System</u>: To alert users when they are close to a Shakti Sadan Center. In order to locate users and notify them when they are close to a Shakti Sadan Center, this system should utilise the GPS capabilities of the users' devices.

HYPERLINK	https://bit.ly/ShaktiSadan

CSR Policies

Introduction

Corporate Social Responsibility is a business's dedication to functioning in a way that is economically, socially, and environmentally sustainable while taking into account the interests of different stakeholders, including as employees, customers, communities, and the environment. CSR policies cover all the steps and initiatives a business takes to address and manage its social and environmental impact.

Implementing CSR policies can benefit gig platforms in a number of ways:
1) Boosting Reputation: Gig platforms show their dedication to social and environmental issues by establishing CSR standards. This could boost their credibility and trustworthiness with customers, investors, and the general public.
2) Talent Attraction and Retention: CSR practices can enhance the attraction of gig platforms to prospective employees. Many people, especially the younger generation, look for jobs that fit with their ideals and have a beneficial influence. Such talent is more likely to be attracted and retained by organizations with strong CSR programmes.
3) Social Impact:The workers that use gig platforms are frequently significantly impacted by these platforms. Platforms can better manage the social impact of their operations by introducing CSR rules, which will guarantee unbiased working conditions, worker safeguards, and possibilities for career advancement.

Our team divided the CSR policies into three categories based on three criteria: ethical, health, and educational duties. Partnerships between gig platforms and ATT will enable them to fulfil the aforementioned obligations, and they can be leveraged to make a successful collaborative pitch.

HEALTH & SAFETY RESPONSIBILITIES

1. Protect gig workers & put in place sufficient procedures to deal with incidents and their aftermath.

2. Provide appropriate and sufficient information, instruction, training, equipment, and facilities to ensure that all gig workers are aware of their obligations regarding health, safety, and security and are able to fulfill those obligations competently and in accordance with standards, protocols, and procedures.

3. Provide safety, health and security advice for all gig workers.

EDUCATIONAL RESPONSIBILITIES

1. Preventing harassment and abuse in the workplace: ATT can help facilitate training and resources to its partner platforms in order to help ensure that gig workers are treated with respect and dignity and help avoid harassment and abuse in the workplace.

2. Promoting gender equality: The SRHR platform- ATT can offer services and materials that support gender equality like education, and counsel on sexual and reproductive health, which can help lessen bias and discrimination at work.

3. Facilitating transformative philanthropy programs: With the aid of ATT, platforms can facilitate impactful, gender-transformative, youth-friendly, and socially inclusive programs. Furthermore, they can leverage their influence to advocate for policies and programs that align with these values.

ETHICAL RESPONSIBILITIES

1. Providing Employees Access to Basic Amenities for SRHR: Working with an SRHR platform can assist gig platforms in making sure that their employees have access to a clean water source, sanitary facilities, and the proper personal protective equipment (PPE).

2. Supporting local communities: By working with an SRHR platform, gig platforms can show their dedication to supporting local communities by giving access to healthcare, education, and employment opportunities.