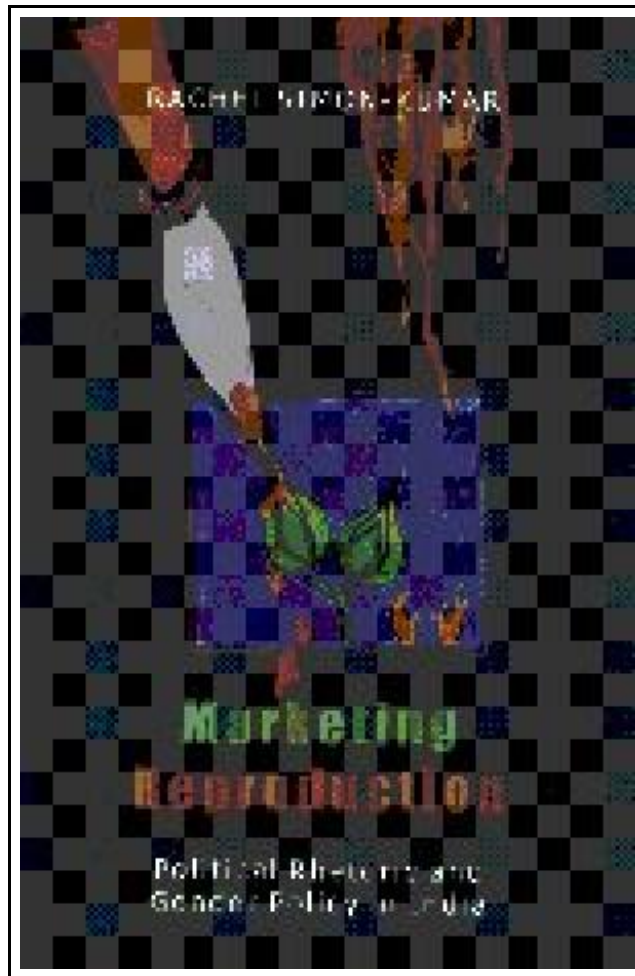


## Marketing Reproduction: Political Rhetoric and Gender Policy in India



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Zubaan, New Delhi, India. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. The Reproductive and Child Health Policy (RCH) in India has been in force since 1995. Coming after the Cairo Conference, 1994, the RCH was expected to usher in a 'paradigm shift' in India's population policy. From a family welfare programme that has historically been top-down, even coercive, the Indian government projected the RCH to be a participatory, women-centred reproductive health service. Ironically, the policy was devised barely four years after the start of the Indian State's tryst with market development, and was launched into a political environment in ideological transition. This book provides a political analysis of the RCH policy, tracking how neo-liberal and purportedly, women-centred reproductive health discourses are positioned against each other. Contents Acknowledgements 1 Introduction 2 Feminist Frameworks: Policy and Ideology 3 The State and the Ideologies of Gender: Women in Indian Development 4 The Reproductive and Child Health Programme in India: An Overview 5 Tracing Neo-Liberal Rhetoric in the Reproductive and Child Health Programme: Constructing State and Citizen within Market Paradigms 6 Gender Sensitivity: The Ideology of Gender in the Reproductive and Child Health Programme 7 Lost in Translation: Ideology and Co-option in the Reproductive and Child Health Programme 8 Conclusion: Marketing Reproduction and the Politics of Gender Ideology Appendices Glossary of Acronyms/ Abbreviations Profile of Interviewees Agency Documents used in the Analysis. Printed Pages: 270.



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