

# CASE STUDY 19

## Empowering Women in India: Power of 49

The 'Power of 49' campaign was delivered through Tata Tea's iconic social awakening platform 'Jaago Re' and comprised the following phases:

- The first phase focused on creating an awareness among women about the 'Power of 49' and the power of their informed vote in the Indian general election in 2014
- The second phase encouraged women to voice the issues that were critical to them.

### GOAL# 5 IMPACTS

- Build brand
- Reduce risk
- Grow revenue

### VALUE LEVERS FOR THE COMPANY

- Reducing inequalities
- Gender diversity
- Quality of life



### What did Tata Global Beverages do?

- Developed the world's first crowd-sourced political manifesto to highlight women's issues
- Launched 'The Power of 49', a multi-faceted campaign designed to help woman in India realise their power to change the country with a vote
- The campaign integrated empowerment stories into prime-time soap operas and secured 50 of Bollywood's biggest stars as active advocates
- Created the mobile 'Push the Pin' mechanism which encouraged women to flag issues whenever and wherever they occurred, prompting debate and conversation
- Summarised key issues, that were highlighted by women, in a 10-point document - 'Voice of 49' manifesto that was released in the media and which unleashed a torrent of debate across every Indian newspaper and network.





### Project impact

- 1.2 million women participated in creating the 'Voice of 49' manifesto
- Manifesto was integrated into the political manifestos of India's three biggest political parties
- 700,000 women flagged issues through 'Push the Pin'
- The campaign inspired the highest ever female voter turnout in Indian history
- Tata Tea sales increased by 13.4 per cent
- Promoted gender equality and women's rights.



### Challenges

- Changing existing attitudes and behaviour of women in India, since research revealed that women believed that their vote made no difference
- Getting women to openly voice their views on public platforms.



### Key success factors: What worked?

- User-friendly platforms (e.g. Push the Pin, missed call, SMS) for women to voice their opinions and views on issues that matter to them
- The campaign was launched ahead of the 2014 general election, which provided visibility and shined a light on the importance of informed voting
- Social media helped to expand the reach of the campaign to a large extent
- The endorsement of leading film and television celebrities encouraged women from across the country to raise their voice.

