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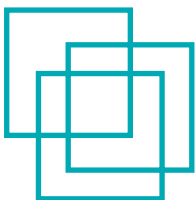
Decent Transport for Working Women



Towards Gender Parity in Pakistan (TGP) Project

ILO Country Office for Pakistan

Decent Transport for Working Women



Towards Gender Parity in Pakistan (TGP) Project

ILO Country Office for Pakistan

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The primary goal of the International Labour Organization (ILO), a specialised agency of United Nations, is to promote opportunities for women and men to obtain decent and productive work in conditions of freedom, equity, security and human dignity. The ILO is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that labour peace is essential to prosperity. Thus, the ILO considers gender equality in the world of work as a key element in its vision of Decent Work for All Women and Men for social and institutional change to bring about equity and growth. The main focus or thematic areas of the ILO on gender equality coincide with the organization's four strategic goals, which are to: promote fundamental principles and rights at work; create greater employment and income opportunities for women and men; enhance the coverage and effectiveness of social protection; and strengthen social dialogue and tripartism. The ILO believes that investment in gender equality and women empowerment is not only a **right** thing to do but a **Smart** thing to do.

Today, Pakistan faces multiple challenges of low economic growth, humanitarian crises, internal and external security issues, and low social development indicators. Women in Pakistan continue to face constraints due to the prevalent socio-cultural norms that deny them equal access to facilities and opportunities. Pakistan still ranks 128 out of 182 on Human Development Index (2010), 124 out of 155 on Gender Development Index (2009) and 132 out of 134 on the Global Gender Gap Report (2009). Pakistan women have limited access to resources; restricted rights, limited mobility and somewhat muted voice in shaping decisions make them highly vulnerable.

Women are increasingly joining the work force but often in the informal economy dominated by low paying and poorly protected jobs that pose threats to their reproductive health and consequently to the welfare of their families. During the reporting period waged and salaried employment increased by only 2.4 percentage points of the unemployed (15+), whilst own-account workers decreased by more than 7 percentage points. The proportion of those working excessive hours has declined slightly since 1999-2000 but only because the proportion of females in total employment, who work less than 30 hours has increased. The proportion of males working excessive hours has risen by 1.4 percentage points since 1999/2000.

Despite recent gains in terms of employment and unemployment a clear gender gap is evident. The female labour force participation rate is 19.6 per cent as compared to males at 69.5 per cent. Women continue to be under-represented and under-utilised in the economy and labour market and tend to predominate as unpaid family workers in agriculture, and hold low paid, low skill jobs and at the lowest tiers of the industrial labour force in urban areas.

Women counted as employed include employees, self employed, unpaid family workers and those generally engaged in low skilled, low wage economic activities. More than half of these women earn less than 60 per cent of men's incomes. The bulk of the female labour force is employed in the informal economy, and is not covered under legal protection and labour welfare institutional mechanisms. In the urban informal sector 67.5 per cent of women work as home-based or casual workers on low wages, or as domestic workers with

extremely low remuneration. Women generally appear to be mostly unaware of labour laws and do not have a collective voice, therefore unable to exercise their rights.

For the ILO, Pakistan has been an important and active member and the government of Pakistan has ratified 34 ILO Conventions including C 100 and C 111, which indicates its commitment to pursue the attainment of high standards for its people, particularly for women. Pakistan's Government, Employers' and Workers' representatives have also repeatedly expressed their commitment to work for promotion of a right-based work environment.

The ILO approach is grounded in the rights-based argument and the economic efficiency rationale: not only is gender equality in the world of work a matter of human rights and justice for workers, it also makes good business sense for employers and is instrumental in achieving economic growth and poverty reduction at national levels.

The ILO is pleased to present to you the study named “**Decent Transport for Working Women**” carried out by the ILO project entitled Towards Gender Parity in Pakistan (TGP) as part of its knowledge-creation for its tripartite constituents in Pakistan. One major objective for this project was to establish benchmarks from gender-perspective regarding various aspects of employment and to work more effectively towards achieving a marked change in the policies and practices.

It is understood that decreasing poverty and inequalities is like chasing a moving target where with the ever increasing population there is a need for more efforts to uphold principles of social justice and rights-based decisions. For this to happen, joint efforts by all the partners, collaborators and institutions would be required and I am glad that the ILO has taken lead in forging such collaborations and coordination among key stakeholders.

I would also like to extend my gratitude to the Government of Pakistan, Employers' Federation of Pakistan, Pakistan Workers' Federation and other partner organizations for their demonstrated commitment and immense support to us in our efforts for promotion of Decent Work in Pakistan.

I congratulate the TGP project team of on their successful initiatives to develop a much-needed knowledge base on Pakistan labour market from gender perspective. I am sure these efforts would help ILO and its partners in taking steps towards taking gender equality endeavours to new heights.

Thank you,

Francesco d'Ovidio

Country Director

ILO Office for Pakistan

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EXECUTIVE SUMMARY

This report provides insight into the rationale behind the pilot test of the project, Decent Public Transport for Working Women, and a detailed overview of the project design, development and activities. The project was intended to pilot test the concept of women-friendly public transportation facilities, on Route No. 1, between Islamabad and Rawalpindi.

The purpose of introducing women-friendly public transportation was to encourage women to step out of their homes into the public sphere, for work and social life. It was believed that by having women-friendly rather than women-exclusive transportation facilities, the external environment can be made more conducive to women's mobility. Prior to implementation of the basic concept, detailed qualitative research was conducted through consultative focus group discussions and interviews. These were used to identify the area of implementation, the ground realities faced by the stakeholders (transport owners, men and women commuters, and vehicle operators) and potential challenges in implementation. Participating drivers and conductors of ten vehicles were recruited through an initial information session, which was followed by a structured workshop for these participants. The purpose of the workshop was to induce behavioural change in these stakeholders through changing attitudes. A mixture of audiovisual aids covering gender and transportation-related issues was covered in the workshop.

The Traffic Police and media were also involved in the project to ensure smooth implementation through the cooperation of these key external stakeholders. By involving the Traffic Police, issues faced by the drivers and conductors on the route in terms of making stops and adhering to traffic rules were resolved. For example, the Traffic Police cooperated with vehicle operators to allow them to make unauthorized stops to allow women to embark on or disembark from vehicles. Monitoring of the forty-day project was operationalized through survey forms and interviews administered to stakeholders as well as through direct observation. Monitoring of the process revealed that the participating vans had yielded considerably better commuter experiences for both men and women.

This report concludes with the key lessons learned from the pilot test and recommendations for the subsequent replication of this project.

ACRONYMS

BCC	Behaviour Change Communication
CNG	Compressed Natural Gas
EPB	Export Promotion Bureau
FCG	Four Corners Group
FGDs	Focus Group Discussions
FIA	Federal Investigation Agency
IDIs	In-Depth Interviews
LSM	Life Style Measurement
MWE	Main Wage Earner
NGO	Non Governmental Organization
UNDP	United Nations Development Programme

BACKGROUND & OVERVIEW

The issue of women's ability to make positive contributions to society in Pakistan has long been in place. Women have found it difficult to contribute to the country's development because of the unsupportive environment they face in the working world. Inappropriate behaviour and harassment in public spaces and in the workplace have greatly obstructed women's freedom of mobility. One result is that the Government-implemented minimum 5 percent quota for women employees in an organization has remained largely unfulfilled. While there are exceptions in the form of women employed in senior positions, running businesses or engaged in secretarial or clerical work, for women to be working outside the home has by and large remained an uncommon occurrence. Despite economic pressures to earn a living, women have faced social and environmental obstacles in the way of employment.

Research by some organizations, including the International Labour Office and the United Nations Development Programme (UNDP) reveals that women's under-representation in the labour force can be attributed to a combination of social constraints and a hostile working environment. Working women have had to fight to be heard and respected, and have found themselves in an unsupportive environment made worse by the attitudes of men as colleagues and in management. The research indicated that harassment and discrimination on the job as well outside the workplace, in public spaces, has discouraged women from working outside the home. The forms and locations of harassment of and discrimination against women found in the abovementioned research are described below:

At home	Less importance and belittling of the girl child; trivializing the woman working at home, not allowing her to take decisions; inflicting violence or emotional abuse.
On the streets	Catcalling, touching, degrading, ridiculing, intimidating and singing to “tease” women.
In the buses	Touching, pushing and humiliating women; swearing and using vulgar language around or directed toward them.
In public places	Staring at, touching and intimidating women; shoving, aggressively blocking their way, restricting their entrance to places; and chasing and inflicting violence on them.
At work place	Leering or staring and making passes at women; discriminating against them; abusing authority for sexual favours; asking them out on dates, flirting and inflicting violence

Adapted from AASHA

To address these kinds of harassment faced by women and to offer legal solutions to assist women's freedom and dignity, an Amendment to the Pakistan Penal Code 1860 (Act XLV of 1860) and the Code of Criminal Procedure 1898 (Act V of 1898) Section 509A National Implementation Framework was developed by AASHA (An NGO Network) and shared with the Government, civil society and the donor community, for coordinated efforts leading to proper implementation. Six strategies were developed with specific activities for each strategy. The Prime Minister also announced the establishment of the Federal office of Ombudsperson in his speech on the International Women's day on March 8th, 2010. Since the passage of the laws, work on their implementation has gained momentum. Most of the Ministries and Government Departments have adopted the Code at the Federal level and are requesting their Provincial Departments to do the same.

Public transportation is one of the primary factors affecting an individual's productivity, since for most people, it is the only or most practical route to physically access the work sphere. The state of public transportation in Pakistan is poor, with haphazard disembarkation and embarkation, crowded buses and trains, and uncertain timings. While it is clear that the disadvantages associated with poor physical access to services may be felt by a wide section of society, there is substantial evidence to suggest that the impacts on women are particularly severe because of stronger constraints on their mobility. This has clear implications for women's employability.

For many women, especially those with limited formal education, market trading presents a key livelihood opportunity, but accessing markets tends to be particularly challenging for women. Other potential openings for earning recognized as an important factor for spreading risk and thus insuring against deep poverty - may be similarly restricted by distance and limited mobility.

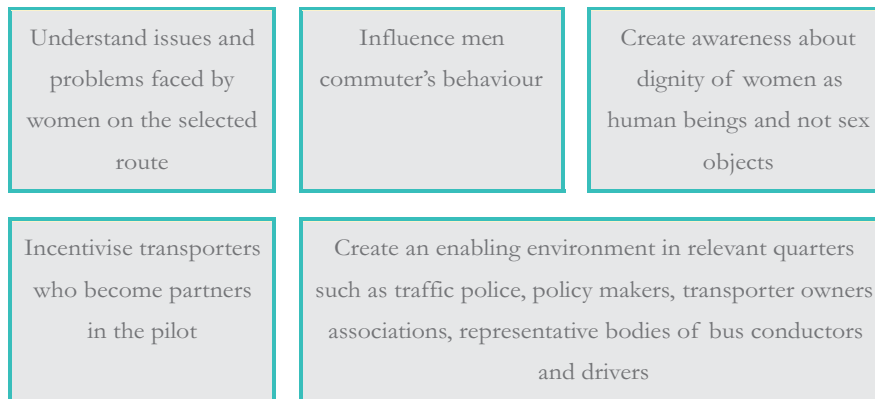
This situation presents an urgent need for a stronger focus on gendered mobility and access issues within the development community: transport remains a neglected area among gender specialists and transport specialists are still reluctant to take on gender issues. Until this is done, the prospects for many women who live in areas characterized by poor physical accessibility and inadequate transport will remain poor. The implications in terms of inter-generational transfers of poverty are evident. The issue of women's mobility might be resolved in part if transport services catering exclusively to women were introduced. However, the remaining elements constraining freedom of movement, i.e. those pertaining to societal attitudes toward women working and the forms of harassment they face, would not be addressed by such an initiative. Transport exclusively for women would not address any form of attitudinal change, presenting what would eventually turn out to be a short-term solution to women's physical mobility, since it would not change the deeper rooted issues within the societal context. It was thus felt that working with existing transportation facilities that cater to both sexes may be more beneficial in effecting a long-lasting change, since this would directly address the root cause of the barrier to mobility: attitudes towards women. This formed the rationale for the concept of a women-friendly transportation system that functioned by inducing behavioural change in the actors involved, particularly men, by modifying existing attitudes. Bolstered by the newly introduced Sexual Harassment Act, such a project would not only make a sustainable attitudinal change, but would also create a safe travelling environment for women. Finally, providing such transportation on a large scale would create broader social change in the perceptions of women and, combined with the Sexual Harassment Act, would lead to the promotion of increased inclusion of women in the world of work.

APPRECIATION OF THE BRIEF

The project was based on the thorough brief (ToR) provided by the client (ILO).

The study background and objectives demanded the use of both Qualitative (In-depth Interviews with Stakeholders and Focus Group Discussions with working women, women students, husbands and heads of households) and Quantitative (personal questionnaires administered to commuters) research methodologies to achieve the desired goal. The agency conducted this exercise, starting with a literature review to identify the potential routes and stakeholders involved in transportation in the two cities. This study then identified the best possible route for the proposed pilot test and resulted in a model for women's mobility in public transport that would be economically viable.

The Decent Transport project was not a pure research assignment, instead was conceptualized as action research targeting the conversion of a selected bus route into a women-friendly transport facility. The achievement of this objective made it necessary for the project to undertake the following action steps:

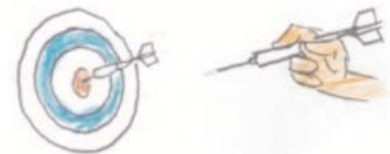


In essence, the pilot test of this project aimed to change behaviour of men counterparts through effective and targeted communication in a manner such that behavioural changes were actually tracked and monitored throughout the pilot phase. At the end of the pilot, this report has detailed the applied research to act as a template for replication on a wider scale.

Goal and Objectives of the Pilot

The explicit goal of the project was to facilitate commuting for women with respect and dignity by creating a model route of public transport, that was women-friendly. For this purpose, the project accomplished the following key objectives:

- Gathered empirical evidence of women's issues in public transport
- Devised communication campaign aimed at influencing behaviour change (BCC)
- Implemented BCC and monitored its effectiveness



These objectives were achieved using a thorough set of activities focused on key areas relevant to the goal, including the perceptions of commuters, both men and women, the attitudes of drivers and conductors, the involvement of external stakeholders such as the Traffic Police, and behavioural change.

PROJECT & FLOW OF ACTIVITIES



1. Review, Assessment and Collection of Information

Review of existing similar project report (Care International Research Study).
Identification of a route (Rawalpindi/Islamabad)
Identification of gaps for design of additional research to meet project objectives.
Designed and implemented of additional research protocols for various potential stakeholders
Conducted research (IDIs, FGDs and Interviews)
Documented findings and design of pilot implementation plan



2. BCC Campaign and Project Implementation

Stakeholder s consultative workshops (owners, drivers, conductors, men/women passengers and other direct or indirect actors)
Identified and short listed Early-Adopters for pilot testing
Designed of vehicle and promotional material in consultation with various stakeholders. Developed of performance incentive mechanism.
Developed of BCC Material for project promotion and sensitization including flyers, posters, banners, feedback forms, etc.
Implemented BCC and gender sensitization workshop for various stakeholders especially van drivers and conductors.
Meeting with Police Department to help facilitate women-friendly transportation



3. Monitoring and Documentation

Implemented monitoring and feedback mechanisms.
Documented findings.
Compiled and submitted End of (Pilot) Project Report.



CHAPTER 1

PERSONAL INFORMATION OF RESPONDENTS

FCG had already conducted research on a similar issue for Care International in the recent past (date). The findings and final assessment from this project were reviewed in the light of Creating Women-Friendly Transport Route as a Pilot Project . Additional research was designed and conducted to collect relevant information for designing the Pilot Project.

Based on the literature review, potential stakeholders were identified. Although stakeholders were divided as given in the FGDs, this change was expected prior to finalization of instruments. The literature review helped identify the most suitable routes for the pilot study as well as market readiness for, and acceptance of, this intervention.

Qualitative methodologies were employed to achieve study objectives.

QUALITATIVE

1. Qualitative (IDIs with Public Transporters Union members and owners were conducted).
2. FGDs were held with working women who are not in position to afford personal transport such as a car, and who use public or private transport (i.e. taxi, rickshaw, bus, coach,, van, etc.) Islamabad and Rawalpindi), the guardians of these women as well as drivers and conductors on Route # 1.

1. Development of Research Tools

a. IDIs - Face To Face Interviews:

IDIs were used as they helped develop an enabling environment that encouraged respondents to interact and share their views without any fear.

The sample locations chosen for the IDIs ensured that they were within the project scope and outreach, and that representation of potential stakeholders or target group was possible (e.g. interviews were held on the job).

All respondents were screened prior to interviews using a questionnaire specially designed for this purpose. **The questionnaire is shown in Annex X.**

Interview Duration: Standard IDIs usually last for 60 to 90 minutes. This time period is required to establish rapport with the respondents to explore their in-depth beliefs, feelings, ideas and insights regarding the topic.

A total of 6 in-depth interviews were conducted. The responses helped to explore the effectiveness of current facilities and identify the gaps in the transport system concerning women, and barriers and limitations in the way of women s mobility in Pakistan.

#	Interviews	No.
1	Private transporter enterprises	03
2	Transportation bodies	02
3	Union	01

b. Focus Group Discussions

The use of focus groups provided an environment conducive to respondents interacting with each other and sharing their views.

The sample location ensured that the FGD was in keeping with the project scope and outreach and representation of potential stakeholders or target groups was possible.

Short listing and recruitment of respondents was also done by a screening questionnaire designed for this purpose.

Pre-recruited respondents were brought to a central location having a one-way mirror facility/CCTV arrangement through which live observation was possible. A discussion on topics exploring the information needs of this study was held under the guidance of an experienced moderator.

The discussion flow was meant to ladder up the individuals to represent their personal views and perceptions. Not clear what this means.

The FGD sessions included one group of six participants, one group of ten, one group of seven and two groups of nine participants each. An ideal group size consists of six to eight members in discussion. A small group is unlikely to generate the momentum and group dynamics that are ideal for a successful session. Likewise, groups of more than nine individuals may be too crowded and may not be conducive to a cohesive and natural discussion.

Group Composition was homogenous in terms of demographic and socioeconomic characteristics. Commonality among group members avoids interactions and conflicts among members on side issues. Duration: The FGDs lasted between 90 and 120 minutes. The specified time period was necessary to establish a rapport between respondents and to explore their in-depth beliefs, feelings, ideas and insights regarding the topic.

The 5 FGDs were thought to be an appropriate number to collect sufficient information regarding the effectiveness of current facilities and challenges in women's transportation and mobility. The break up of 05 FGDs is depicted in the table.

#	Category	No.
1	Men guardians of women that travel on Route # 1 by van	01
2	Conductors of wagons on Route # 1	01
3	Wagon driver of Route # 1	01
4	Women students travelling on Route # 1 by wagon	01
5	Working women travelling on Route # 1 by wagon	01

2. Findings

a. Public Transport and its Usage

The Rawalpindi Islamabad Rawalpindi route was specified for the study. It was noted that only one public transport system existed on this route. Previously, many government projects were designed to serve the public's needs such as the Varan bus service but now only Toyota Hiace vans make the journey. This transport is mainly used by middle and lower middle class families to meet their travel needs for school, college, universities, workplaces and shopping. The following is a comparative statement of public transport users regarding their preferences:

Reasons for Preferring/Not Preferring Public Transport

Preferring	Not preferring
<ul style="list-style-type: none"> • They can manage the expense with respect to their income. • Public buses travel on different timings during the day • Availability and affordability factor is highly positive. Same as point 1? 	<ul style="list-style-type: none"> • Congested vehicles • Long wait at bus stops • Drivers' and conductors' attitudes • Not enough seating for women • Lack of space for luggage

Overall, women respondents in Islamabad usually travel using public transport on the basis of necessity and affordability. Some women, however, did use personal transport such as cars and vans, and young girls use buses and vans either provided by institutions or hired by them in a personal capacity if they are able to bear the costs.

Public transport was used by various passenger categories in random time slots as follows:

8 am - 10 am (students and working class people)

2 pm - 4 pm (students)

5 pm - 7 pm (working class).

b. Attitude and Behaviour and Related Issues and Constraints

Women's Perspectives

Generally, the behaviour of transporters and other commuters contributed a great deal to an unfriendly travelling environment for women.

Drivers and conductors were primarily shown in a negative light, especially by women and their guardians, for their:

Irritating and disrespectful behaviour towards women.

Rash driving

Listening to unethical loud music

Dirty appearance of conductors/drivers (betel nut stains)

Gender bias, abusive language, sexual harassment

Dealing with fares without reference to official schedule of fares

Drivers mostly preferred male passengers rather than women as the latter usually travel on long routes, occupying seats for a longer time.

خوبصورت لڑکی کو پاس بٹھاتے ہیں۔
گندے/پان/داغ لگے کپڑے پہنے ہوتے ہیں۔
خواتین کی عزت نہیں کرتے۔

The transport system was greatly afflicted by a high illiteracy rate of drivers and conductors, frustrating traffic environment, sexual harassment towards women, and the challenges of covering costs.

Drivers'/Conductors' Perspectives

Drivers and conductors had their own reservations and complaints about women passengers. Some key reasons given by drivers for not being client-friendly to women were:

Bad character and unethical dressing

Arguments for lowered fares, and students insisting on discounted fares

Passengers concern about reaching their final destination overcame any regard for the legal bus stops.

Women usually had to face problems finding seats during rush hours, particularly in the morning.

Generally, carrying more women than men resulted in losses for the transporter, because the seating capacity of a van is 17 but it can accommodate 20-21 men, standing and seated. Hence transporters stood to lose Rs. 100-200 per day if they provide women friendly service : i.e. allocating more seats for women, controlling abusive or foul language used by the driver/conductor, vulgar music or any kind of sexual harassment.

Women created a scene if they were unintentionally brushed against or touched during rush hours.

غلطی سے ٹکر ہو جائے تو خواتین ہنگامہ کر دیتی ہیں۔ (ڈرائیور)
بے پردہ خواتین عجیب سے کپڑے پہن کر بس میں چڑھ جاتی ہیں۔ (کنڈیکٹر)
خواتین بیچ والی سیٹ نہیں بیٹھتیں ہیں ان کو ڈر ہوتا ہے کہ مرد حضرات سے ٹکر نہ ہو جائے۔ (ڈرائیور، کنڈیکٹر)

Women commuters usually experienced vulgar treatment by other commuters, particularly men, which included:

Verbal and sexual harassment, smoking in the bus and the use of abusive language and crude remarks.

Drivers/conductors also mentioned that this attitude prevailed toward women in general (i.e. not only passengers) as well.

However, public buses sometimes became a platform for interaction and developing friendships with new people, particularly for girls.

Sometimes, commuters travelled with lots of luggage, which created space limitations.

Overloaded buses usually resulted in frustration, suffocation and an ultimately hostile environment.

اکثر بس پر نئے لوگوں سے ملاقات ہوتی ہے۔ (طالب علم)
مرد سموکنگ کرتے ہوئے اپنی طرف والی کھڑکی کو کھولتے ہیں تو گھٹن ہوتی ہے۔ (نو کری پیشہ افراد)
بھری ہوئی بس میں لوگ سامان لے کر گھس جاتے ہیں اور بالکل جگہ نہیں رہتی۔ (تمام)
اپنے کام پہ پہنچنے کی سب کو جلدی ہوتی ہے۔ (تمام)

The behaviour of crowds on public buses was also reported negatively with respect to treatment of women, attributed mainly to increased travel needs, poverty, illiteracy and lack of adherence to travel rules and regulations, which contributed toward greater levels of dissatisfaction.

Proposed Solutions

There is clearly a dire need for BCC at different levels to improve the system. An effective technique to change the mindsets of commuters and transporters is needed.

An incentive mechanism to encourage and motivate public transporters efforts to create women friendly transportation should be introduced.

The BCC developed for the pilot was monitored through regular feedback involving service rating of the transporters and commuters so as to determine its effectiveness.

Seating arrangements in buses were also reviewed with particular reference to women s security and comfort.

c. Concept Testing Decent Public Transport for Working Women

Spontaneous Reactions

The concept was understood well by the stakeholders and was received with approbation.

اچھا ہے، صحیح ہے۔ (تمام)
دل چاہ رہا ہے ایسا فوراً سے ہو جائے۔ (طالب علم، نوکری پیشہ افراد)
بیٹھا بول ہے خوشی کا احساس ہوتا ہے۔ (تمام)
پر اعتماد بات کی ہے۔ (کنڈیکٹر)

The message of safe travelling for women was noticed by all respondents, particularly drivers and conductors, who appeared to strongly believe in the benefit of a secure transport system. Women respondents were able to closely relate to what they saw as an impressive concept that to them was an ideally designed transport system .

Likes and Dislikes

Overall the approval or appeal of the concept was high among all groups of respondents. It is relevant to all their lives. It has highly convincing attributes that can address the problems related to daily travelling. Nonetheless some women respondents found it difficult to believe that the concept would be effective, as they foresaw difficulties in changing the behaviour of illiterate commuters, drivers and conductors.

Key contributions of the project were seen as:

A pleasant travelling environment, greater respect for women, proper seating arrangements and behavioural changes in the drivers/conductors and passengers

In a nutshell, the concept was about the effective transformation of the public transport system through positive changes in the behaviour and attitudes of commuters and service providers.

Names Suggested:

Questioned as to what they would prefer to name the project, some respondents answered as follows:

Women Security Transport; Peace Transport; Ladies Transport Service, Twin City Transport and Friendly Transport.

Suggestions to Improve the Concept

The concept was well appreciated overall and seen as positive. On request, a few suggestions that respondents thought would add value to the project have been considered in the Recommendations section.

d. Concerns of Transport entrepreneurs and bus stand owners

The main concerns of transport entrepreneurs and bus stand owners centred around the absence of proper

Expenses	The vans were let out on a daily basis. Daily rental ranged from PKR 1,600 to PKR 2,300, but if there is any damage or need for repair the transport owner bears the cost. Drivers need to be monitored closely to prevent them from selling the vehicles.
Reason for choosing Route 1 for the pilot	This route was very old and close to the entrepreneurs' place of residence. Thus it was easier for them to monitor their vehicles, which usually took four to five rounds of the same route daily.
Problems faced in running a transport facility	The main problem is fuel: diesel is very expensive and there is a shortage of CNG twice weekly, which results in a loss. In addition, customers misbehave with conductors and drivers, with some refusing to pay the full fare.
Women- related issues	Seats at the front of the vehicles are reserved for women. When it was suggested that women -only buses be run, a majority of the transporters said that women hesitated to travel using public transport. The suggestion that vehicles make one round for women -only after three to four rounds for men passengers was vetoed by transporters who cited time constraints as a reason.
Solution for women- related problems	Transporters promised their support if a separate service for women was introduced, and if the government took measures to educate the public to behave in an orderly fashion and get off at specified stops.
Idea for women friendly transport	Due to the smaller number of women passengers, such an idea would not have mass support. Transporters claimed that such a scheme was implemented once but failed due to a lack of support.
Concept testing	Respondents felt that it was a good concept but were uncertain as to its advantages, disadvantages and implementation. The idea that passengers and conductors should co-operate with each other was seen as beneficial to women, drivers, conductors and transporters as well. They saw it as a new concept, the likes of which they had never heard before.

Training program	<p>The training program was appreciated as a good step. However, respondents noted that sessions held during the day would be difficult for drivers and conductors to attend, unless some incentive was offered to them. Respondents felt that lectures and special instructions should be given to drivers and conductors to help alter their behaviour and temperament.</p>
Hurdles while doing this program	<p>The transporters felt that the Police Department should be involved and their maltreatment of drivers addressed. They suggested the formation of unions to counter any challenges presented by resistance.</p>
Conveying the message	<p>Respondents believed that in addition to using advertisements and banners on bus stops to effectively convey the message of the project and its goals, the Government should also be involved, by distributing flyers and posters that verified its support for such an initiative. Respondents also felt the FM radio would be an effective way of conveying anti-harassment messages and publicizing such a project.</p>

STRATEGY ADOPTED

1. General

Material aimed at behavioural change within all stakeholders was prepared

Networking with relevant institutions including transporters bodies, NGOs, and the Capital Police and Traffic Police Departments was established for smooth functioning of the project.

2. Transporters

The Transport Union was consulted for project implementation.

Transporters were supportive of enabling behavioural change in drivers and conductors, providing a combination of both positive and negative reinforcement as far as the limits of their jurisdiction and authority allow.

3. Bus Conductors and Drivers

A special and exclusive BCC session was held for conductors and drivers.

The terms harassment and sexual harassment as well as the type of activities that constitute harassment were explained to this group.

The group was informed about the consequences, both legal and moral, of harassment and sexual harassment in light of the Sexual Harassment Act.

For encouragement, a prize was awarded to the best practicing participant.

4. Women Passengers

Women passengers and their guardians were also engaged in the BCC campaign. Women were alerted to any means by which they might be provoking harassment.

Women were told how they could participate and make this project successful.

Women passengers were informed about the support systems they can rely on for help to reduce or stop harassment while travelling.

5. Men Commuters/Passengers (focused on those who are unintentionally or intentionally involved in harassment)

Information regarding harassment, particularly sexual harassment and its consequences was disseminated on a broad scale for behavioural change and greater acceptance of the project.

Actions that constituted harassment were highlighted and men passengers told how to avoid, reduce or condemn them.

The image shows the front cover of a book. The cover is a solid teal color. At the top and bottom edges, there are decorative borders with a repeating pattern of light blue circular motifs. In the center, there is a white, rounded rectangular label with a thin grey border. The label has a small white circle in its top-left corner, resembling a hole punch. The text "CHAPTER 2" is printed on the label in a white, sans-serif font, slanted upwards from left to right.

CHAPTER 2

BCC Campaign and Project Implementation

PROJECT ORIENTATION WORKSHOP

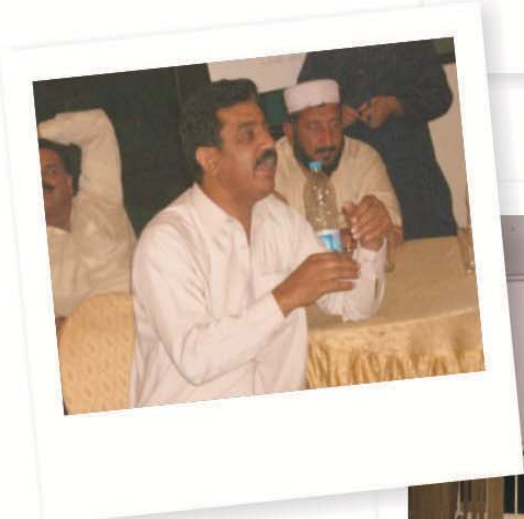
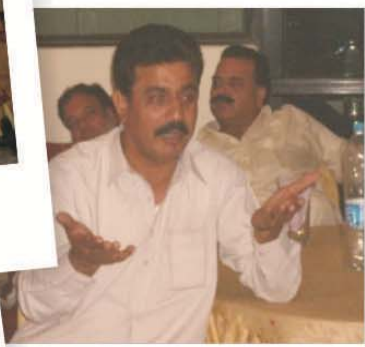
Two consultative workshops were conducted with vehicle owners, drivers, conductors and bus stop owners on the chosen route, i.e. Route # 1 (Rawalpindi-Islamabad-Rawalpindi). Approximately 75 individuals attended the workshop that was held at a local hotel in Rawalpindi. A detailed project orientation formed the first session of the project. The terms harassment and sexual harassment were explicated to participants using posters and videos combined with an interactive debriefing session. Members of the transport owners association were also present at the workshop. Participants responded well to the information imparted during the session, and many had never had exposure to the concept of harassment at all. For them, the session was an eye opening experience. The selection of early adopters and those who wished to participate in the project was one of the key activities of the workshop. The transport owners association was requested to provide 10 vans based on the following criteria.



1. The van would not be sold until the project duration expires.
2. The van driver and conductor would not be changed during the project.
3. All vans provided would exhibit project posters and promotional material as specified by the project team.
4. Drivers and conductors would wear the project caps and identification badges prepared and provided by the project team.
5. Randomized monitoring would be implemented; media persons may contact vehicles owners for permission to document and publicize the project, in which case extended cooperation is requested.
6. The norms (for seating, luggage, stop, language, music, etc) defined by the team in consultation with transport owners association would be strictly followed.






As per the abovementioned criteria, 10 vehicles were shortlisted by the association. This list was the basis for another session aimed to provide information about harassment, sexual harassment, how to avoid it, and the legal implications in case of such incidents. The vehicles and accompanying operators selected to participate in the project were:

Sr.	Drivers	Conductors	Vehicle #
1	Ilyas Shah	Khushnood	RL3287
2	Muhammad Tehseen	Muhammad Aftab	RIS 5
3	Muhammad Nasir	Emraj	Les7712
4	Muhammad Daud	Habib	RIS 166
5	Nafees	Saleem	RIS 1401
6	Sajid	Amaar	RIS1987
7	Zahid	Asad	RIS 1787
8	Iqbal	Zulfiqar	LES 6697
9	Azhar Mehmood	Rameez	RIS 1917
10	Tayyab Ali Abbasi	Waqas Satti	LES 5299




DEVELOPMENT OF PROMOTIONAL AND BEHAVIOUR CHANGE COMMUNICATION MATERIAL

A range of material was developed to promote the project and to achieve the desired objective of behaviour change, described below:

Advocacy and Promotion	Behaviour Change	Monitoring and Evaluation
 <p>Baseball caps bearing the project logo were designed for participating drivers and conductors. Name tags of a similar fashion were also developed, to allow passengers to address them by name, instead of derogatory nicknames.</p>	 <p>Different BCC messages were designed. These were disseminated amongst a wide range of stakeholders. The content of these messages included:</p> <ul style="list-style-type: none"> • Anti-harassment narratives • The Sexual Harassment Act and penalties for the perpetrator • How and where to seek help in case of being harassed 	 <p>Relevant forms were designed and individuals trained to administer them as per project requirements.</p>
 <p>Participating vehicles were provided project sticker for publicity and identification purposes (to allow for comparison during monitoring)</p>		 <p>Personal observation forms were also designed for monitors to record their experience of the monitoring period.</p>

A brochure and brief was also designed for circulation at the public and organizational level, to increase awareness of the project.

Images on the following pages depict samples of the above mentioned material.



Creating Decent Public Transport for Working Women



(Pilot Project)

BACKGROUND & OVERVIEW

(as per Project Brief)

The disadvantages associated with the poor physical access to services may be felt by a wider section of the society but there is substantial evidence to suggest that the impacts on women are particularly severe because of stronger constraint on female mobility. Girl children, for instance, are particularly likely to suffer poor access to education services because of impediments to their school-going mobility, while distance and associated mobility factors may be a critical component in women's access to maternal health services. Access to education and health both have important implications not only in terms of immediate health and educational outcomes, but also for subsequent livelihood opportunities and life chances.

For many women, especially those with limited formal education, market trading presents a key livelihood opportunity, but accessing markets tends to be particularly challenging for women. Other potential openings for earning – recognized as an important factor for spreading risk and thus insuring against deep poverty – may be similarly restricted by distance and limited mobility. There is an urgent need for a stronger focus on gendered mobility and access issues with in the development community: transport remains a neglected area among gender specialists and transport specialists are still reluctant to take on gender issues. In the meantime the prospects for many women who live in areas characterized by poor physical accessibility and inadequate transport will remain poor: the implications in terms of their inter-generational transfers of poverty are evident.


تاریخ: / / 2010
 وقت: am/pm
 کنٹرول کا نام: _____
 عمر: _____
 جنس: مرد عورت

بہت اچھا اچھا مناسب برا بہت برا

کیا آپ سفری سہولیات سے مطمئن ہیں؟

نشست کی دستیابی


کنڈیکٹر کا رویہ

ڈرائیور کا رویہ

یہ منصوبہ خواتین کو بہتر سفری سہولیات فراہم کرنے کے لیے تجرباتی طور پر شروع کیا گیا ہے۔
 آپ کی رائے، تجاویز اور آراء اس منصوبے کو مزید بہتر بنانے میں ایک اہم کردار ادا کریں گی۔

Decent Public Transport for Working Women

مہذب پبلک ٹرانسپورٹ برائے خواتین

باوقار پبلک ٹرانسپورٹ برائے خواتین




ILO کا تجرباتی منصوبہ

Decent Public Transport for Working Women

A Pilot Project of ILO

The Transport is not only for women

30
634, www.fourcg.com

International Labour Organization
Funded by

Four Corners Group (Pvt.) Ltd.
Implemented by



آپ کی احمقانہ گفتگو یا اشارے کسی خاتون
کے گھر کا چولہا ٹھنڈا کر سکتے ہیں

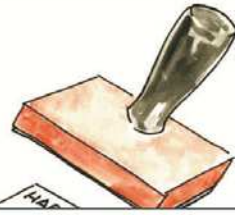


خواتین کو ہراساں کرنے کی سزا 3 سال قید،
5 لاکھ روپے جرمانہ (دفعہ 509 تعزیرات پاکستان)
ہے۔



خواتین کو پسندیدگی کی بناء پر فرنٹ سیٹ پر
بیٹھانا بھی حراساں کرنے کے مترادف ہے۔

Decent Public Transport
Working Women



Harassment act
is my safety



دوران سفر مہذب گفتگو اپنائیے۔
آپ کے الفاظ کسی کو تکلیف پہنچا سکتے ہیں۔

Decent Public Transport
Working Women



Protection against
Harassment act gateway
for Economic prosperity



ہم اپنے رویے اور پہناوے سے
حراساں کرنے کو روک سکتی ہیں۔

Decent Public Transport
Working Women



Now I know how to
handle Harassment



بازار پبلک ٹرانسپورٹ
کے لیے خواتین
کیلئے

Decent Public Transport
for Working Women



LAUNCH CEREMONY AND CAPACITY BUILDING



An inauguration ceremony was held in Islamabad to formally launch the project. Selected participants as well as private and development sector organizations working for women's rights, including Care International, Aman Pakistan and AASHA attended the ceremony. All participating vehicles were provided with stickers and other promotional materials at the ceremony, to be utilized during project implementation.

Following this, a more structured and focused session was conducted to allow for more detailed orientation regarding harassment, and to clearly

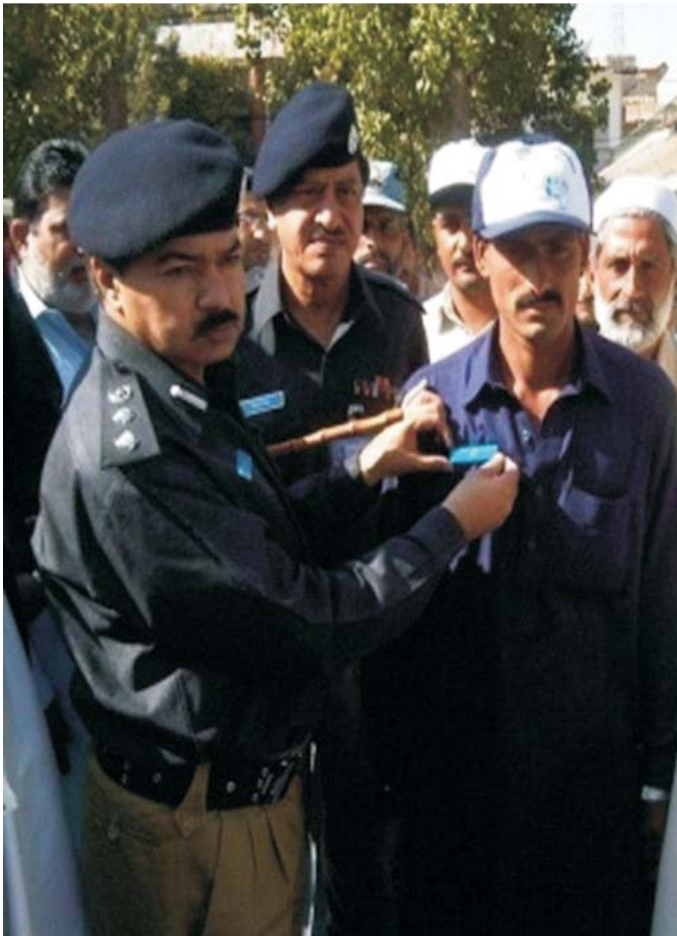
define the prescribed conditions for successful implementation of the project. To further ensure smooth functioning of the project, the roles and responsibilities of the transporters union, transport owners and project team were also clearly established during this session. Owing to the low literacy rate amongst most of the participants, the curriculum for this session was pictorial and audiovisual in nature.

Material collected from AASHA on sexual harassment, YouTube videos originating from India, South Korea and Japan, and a short demonstration defining harassment and sexual harassment formed the core of the learning tools used in the session. Gender-related topics under discussion included respect for women, gender equality, and attitude towards women in society. Transportation related topics covered ranged from fare charges, making seating space available, maintaining cleanliness and communication with commuters. Participants were enthusiastic and quick to catch onto the concepts and ideas presented to them during the session. The interactive element of the session helped participants communicate and share experiences with each other, as well as ask questions about ideas or concepts that were unclear to them.

As an incentivizing mechanism, the shortlisted participants were told that the project would act as a competition between the ten vehicle drivers and conductors. They were told that the vehicles reported to have the most excellent services would be rewarded with a cash prize at the conclusion of the project. Cash prizes were announced in three categories. This served as an effective additional motivational mechanism for the participating vehicle operators.



MEETING WITH POLICE DEPARTMENT



The collaboration and support of the Traffic Police department was essential to the successful implementation of the project. However, during the initial stage of the project design, some resistance and lack of acceptance was encountered by the project team. Keeping this in consideration, a formal meeting was scheduled with the department to smoothen over conflicts. Here, the Chief Traffic Officer (CTO) and his subordinates welcomed the project team. The CTO personally distributed the project's official baseball caps and identification tags amongst the drivers and conductors to mark his support, while promising his personal assistance and cooperation for the success of the project.

Outcome: The formalized meeting with the Traffic Police and its media coverage was extremely useful in terms of strongly legitimizing the project to the vehicle operators and transport owners. It conveyed a sense of validated and concrete action, and helped inspire the confidence in these stakeholders to participate wholeheartedly in the project. It is believed that this exercise

helped present the project as an affirmative exercise, and boosted the morale of the vehicle operators in particular, who had reported negative interactions with members of the Traffic Police department.



The image shows the front cover of a book. The cover is a solid teal color. At the top and bottom edges, there are decorative borders with a repeating pattern of light blue circular motifs. In the center, there is a white, rounded rectangular label with a thin grey border. The label has a small white circle in its top-left corner, resembling a hole punch. The text "CHAPTER 3" is printed on the label in a white, sans-serif font, slanted upwards from left to right.

CHAPTER 3

3. Monitoring and Documentation

MONITORING MECHANISM

The final stage of the project, Monitoring, was meant to reflect the results of the tools used by the project team to achieve the objectives desired. The monitoring mechanisms employed aimed to measure the impact of the BCC workshop, promotional material, and BCC tools used for the duration of the project. Monitoring was started on 8th Nov and completed on 15th Dec 2010. A total of 281 respondents, both men and women, formed the total sample size included in the monitoring process. These respondents also included passengers and operators of non-participating vehicles (Non-stickered vehicles), to allow for comparative analysis where applicable . This was done by focusing on variables such as the conductors body language (with women passengers), drivers stopping at designated bus stops, and men passengers response to the BCC promotional material. Participating vehicles have been termed Stickered vehicles in the findings that follow.

The mechanisms were based on the following:

a. Methodology

Face to face exit interviews with men and women in Test (Stickered) and Control (non-Stickered) vans operating on the pre-decided route.

Ten Test group vehicle (van) were selected for this study

All non-stickered vehicles were included on pre-decided route for control groups monitoring and observation.

Face to face exit interviews were done with men and women on the pre-selected route on different timings of the day (7 am to 7 pm) with different age groups

Interviews were spread over all days of the week.

A total of 281 exit interviews were conducted with men and women (Non-Stickered 141, Stickered 140)

With face to face exit interviews, observation was also done on pre-decided route of both test and control group

Observation was also done on the pre-decided route. For this purpose incognito monitors travelled the entire route to observe the behaviour of driver and conductor and other commuters discussions and behaviour during the journey.

During the observation, the monitors (who were both men and women) were observing the women passengers seating, drivers and conductors uniform (particularly use of the baseball caps), and their overall behaviour/language with both, men and women.

A total of 131 observations were made (77 with stickered and 54 with non-stickered)

b. Analysis

All the data collected from the field was entered and analyzed on SPSS (Statistical Package for Social Sciences) software.

Data was analyzed on different parameters

Age Wise	Week Wise	Non-Stickered
Timing wise	Stickered	-

Data was analyzed on different questions aimed to check:

Availability of seats	Space for Luggage	Van Stop and embarkation/ disembarkation facility
Drivers' and Conductors' Attitudes	Stakeholders' attitude towards women passengers	Stake holders response to Promotion and Publicity

The tools that were used by the team of monitors trained for the purpose included a personal observation checklist. This allowed monitors to provide their own feedback based on daily observation of drivers, conductors and passengers. Using this checklist, monitors were able to monitor and record the drivers, conductors and passengers behaviour during the route, keeping the project indicators in mind. Meetings with individual drivers and conductors were also arranged to provide ideas and solutions to overcome issues faced during project implementation. Media coverage of the project in print media provided an added observation mechanism.

Finally, a closing ceremony disseminated findings and obtained further feedback from participants. Cash prizes in the first, second and third position for excellence of service were distributed to winning vehicle operators at this ceremony.

خدمات کا تجزیہ

کادی نمبر: _____ اپنی نمبر: _____ جس صوبہ: _____ جس علاقہ: _____ وقت: _____

کیا آپ اس پٹی سڑکی سہولت سے مطمئن ہیں؟ ہاں نہیں

اگر نہیں تو کیوں؟ _____

وین

- 1- نشست کی دستیابی
- 2- سامان رکھنے کی سہولت
- 3- اترنے پر صفائی سہولت (وین کار، کانا، پلاٹا)

ذرا بچہ اگر کئی کئی

- 4- مسافروں سے رویہ (خصوصاً خواتین کے ساتھ)
- 5- بات کرنے کا رویہ (خصوصاً خواتین کے ساتھ)
- 6- آسانی دینے
- 7- زبان اگانا اور سہولت

دیگر (خواتین کے ساتھ رویہ)

- 8- مرد مسافروں کا
- 9- عابثہ ہونے کا
- 10- ٹریکس کا استعمال

تعمیر

- 11- وین کے بارے میں شکریہ کے بارے میں رائے
- 12- وین کے معیار کے بارے میں بیانات کے بارے میں رائے
- 13- ٹوٹی (P-Cop) اور سب کے بارے میں رائے
- 14- کیا آپ شروع سے ہی ایسی گاڑی (بٹ نمبر 1) کی سفارشیں کرتے ہیں؟ ہاں نہیں

اگر نہیں تو اس گاڑی پر نوٹ کرنے کی وجہ؟ _____

اس سے پہلے کن فرق کے لیے کوئی ایسی روٹیں استعمال کرتی تھیں؟ _____

اس کے علاوہ اور ایسے سرواں کے معاملے سے کوئی اور رائے دینا چاہیں۔ _____

FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

DAWN

Vol. LXIV No. 308 Islamabad, Ziq'a'd 29, 1431 Sunday, November 7, 2010 64 PAGES + BOOK

10 wagons reserved for women passengers

By Mudassir Raja

RAWALPINDI, Nov 6: A campaign has been launched in the twin cities to create women-friendly public transport and sensitise transporters about the difficulties women face while travelling in wagons and coaches.

At least 10 wagons of route No 1 plying between Rawalpindi and Islamabad have been reserved for women passengers under the pilot project launched by a private organisation in collaboration with the International Labour Organisation (ILO) and the Twin City Transporters Union.

Posters have been pasted on the 10 selected wagons that they are only meant for women aimed to provide them relief and easiness as they have been facing a lot of hardship while travelling in public transport.

The public welcomed the initiative as there had been a long-standing demand for either running of separate vehicles or big buses with sufficient seats for the women.

"More vehicles should be set aside under the programme as a good number of women travel between the two cities in public transport," said Hira Bibi, who lives in Pindi and works in a private organisation in Islamabad.

She said as long as big buses plied on the city roads it was easy to get seats and safer to travel to and from the federal capital. Travelling in wagons has always been a bitter experience as first one has to wait for long to get a seat in the vehicle as there are only

two front seats reserved for women, she added.

Shortage of public transport in general affects women the most as all seats are occupied by men as they rush and grab the seats. The drivers and conductors never help a woman passenger get a seat at rush hours, she said.

It is good that an initiative has been launched by private sector on an experimental basis to highlight the issue and sensitise the transporters about the problems of women. An almost similar step was taken by the Punjab government by plying separate vehicles but that could not succeed, said Malik Mohammad Sultan, President of Twin Cities Transporters Union.

He said initially only 10 vehicles had been selected after the staff were trained and taught about the purpose of the project. The transporters have been assured that the practice would help their business as a huge number of women do not travel on public transport owing to the attitude of the transporters and other difficulties, he said.

The transporters have been taught about the kinds of sexual harassment women faced after the passage of sexual harassment laws, said Shehzad Bukhari whose organisation - Four Corners - has launched the project.

He said the project would be completed in 40 days and feedback would be taken from the transporters and passengers to make recommendations to ILO for further action.



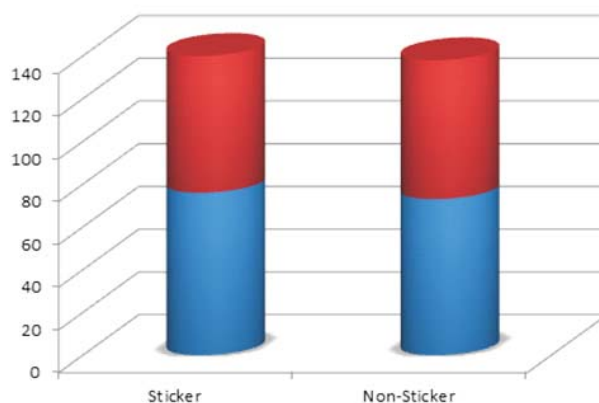
FINDINGS

The following were the criteria used to assess the impact of project implementation:

Physical	Behaviour/Attitude	Support & Publicity
<ul style="list-style-type: none"> • Availability of seats • Space availability (for luggage) • Vehicle stop and embarkation/disembarkation facility 	<ul style="list-style-type: none"> • Conductors' and/or drivers' general behaviour • Verbal behaviour (Language) • Body Language • Men commuters' and peoples' attitudes at stop(s) 	<ul style="list-style-type: none"> • Traffic constables' attitudes • Passengers' responses to <ul style="list-style-type: none"> - Stickers - BCC Messages, - Caps & Name Tags

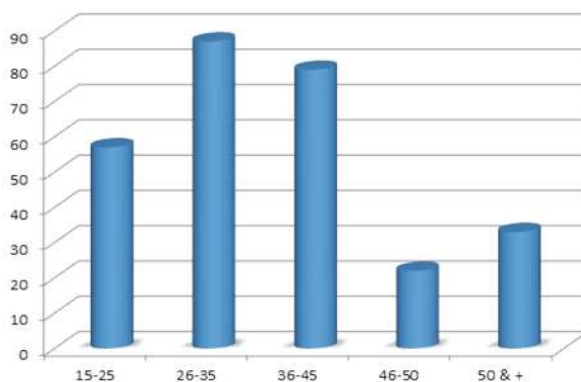
The distribution of the sample according to age, vehicle used (stickered or non-stickered), and sex is outlined below:

Vehicle x Sex Distribution



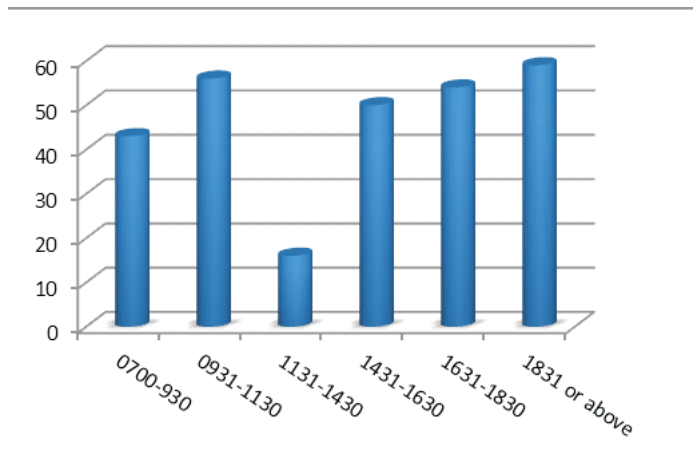
10 vehicles participated in the pilot project, over a period of 40 days. A total of 281 responses were collected from men and women passengers, and conductors and drivers of participating (stickered) and non-participating (non-stickered) vehicles. The distribution of responses between stickered/non-stickered vehicles and men/women was kept even to allow for comparison.

Age wise Distribution

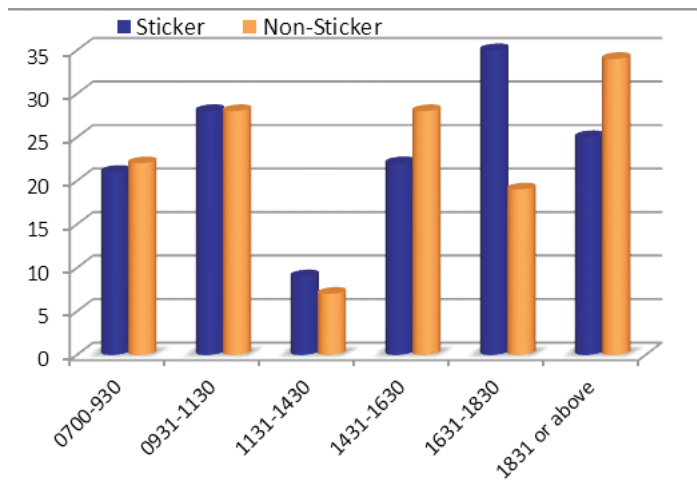


During the assessment it was noticed that the responses of drivers, conductors and commuters differed according to their age groups. The sample was thus distributed longitudinally 15 years of age to respondents over 50 years of age, as the graph indicates.

DISTRIBUTION OF SAMPLE BY ROUTE TIMING



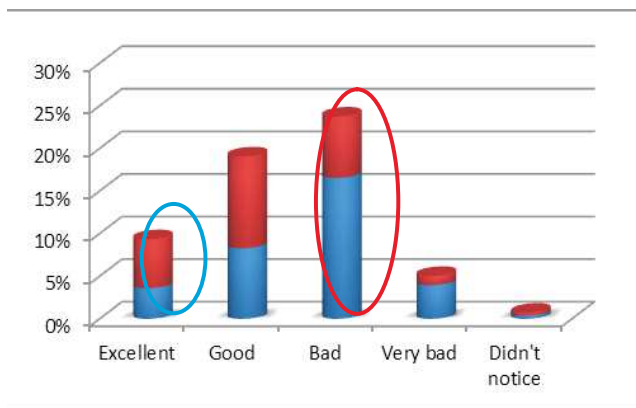
Owing to the differential timings of the vehicles' coverage of Route # 1, the monitoring process tried to account for the timings of almost each round of the route.



The ratio of respondents travelling in each time slot, using either stickered or non-stickered vehicles, was also kept as similar as possible to allow for comparison.

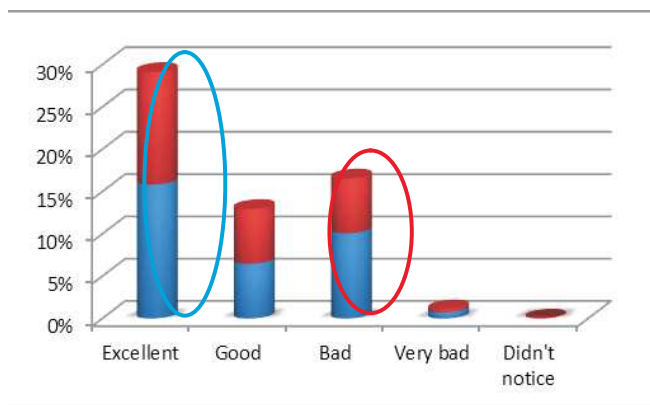
AVAILABILITY OF SEATS

Non-Stickered



The FGDs highlighted that the availability of seats was one of the major issues faced by women passengers, particularly during the morning rush hour, since there were only two seats reserved for women in a vehicle. Stickered vans were thus requested to make additional seats available to women on demand. Relevant responses show visible satisfaction in women regarding availability of seats.

Stickered

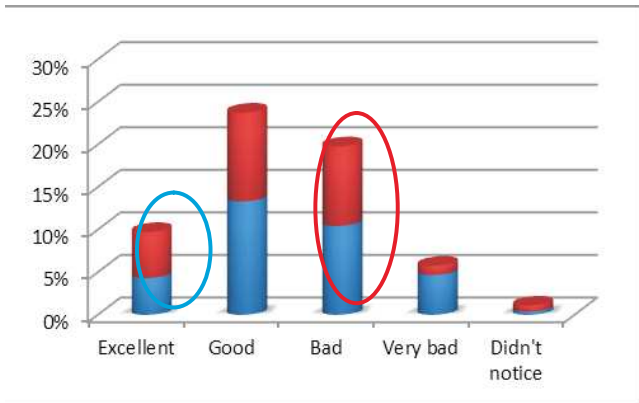


Levels of satisfaction between stickered and non-stickered vehicles differed considerably. The results also indicate that the “Bad” rating, relating to dissatisfaction or the non-availability of seats for women, was significantly greater in non-stickered vehicles.

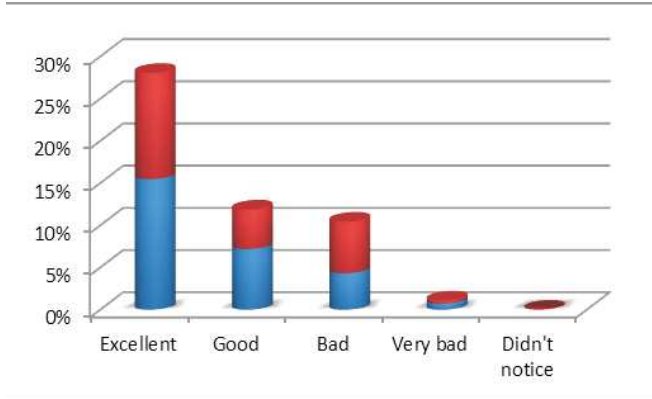


SPACE AVAILABILITY FOR LUGGAGE

Non-Stickered



Stickered

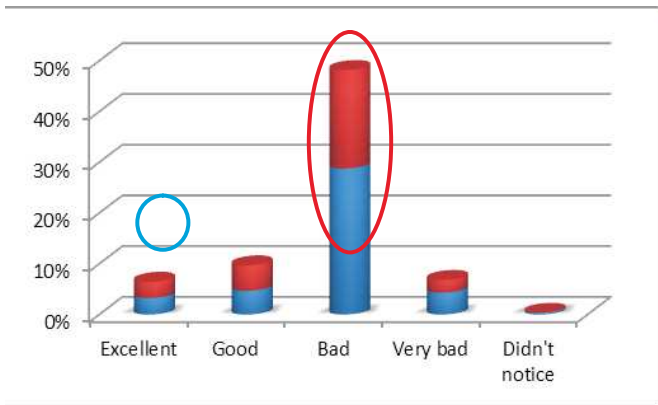


Women tend to travel with more luggage than men, carrying items such as handbags and children's accessories. However, women complained about the provision of space during the commute on Route # 1. The responses depicted in the graphs reflect passengers' satisfaction levels at having this issue addressed during the DT project. The level of reduction in complaint is quite obvious in stickered vehicles which display a high satisfaction level i.e. "Excellent".



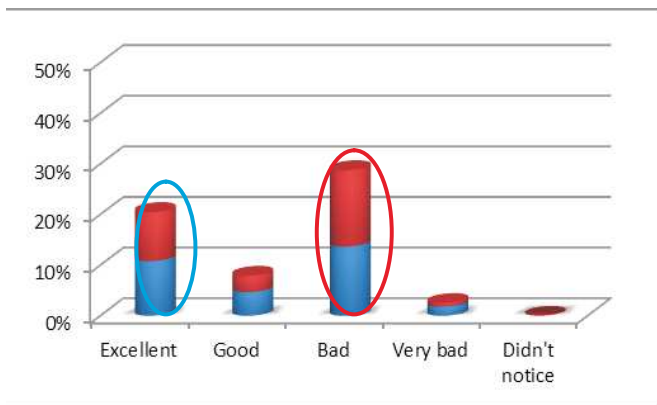
VAN STOP AND BOARDING FACILITY

Non-Stickered



During the initial phase of the project, women respondents expressed the concern that owing to the morning rush hour, vehicles did not stop at the proper bus stand or for a sufficient period of time to allow embarkation. While men passengers were easily able to embark, women found it difficult, due to their luggage, avoidance of contact with men, and sometimes taking care of their children.

Stickered

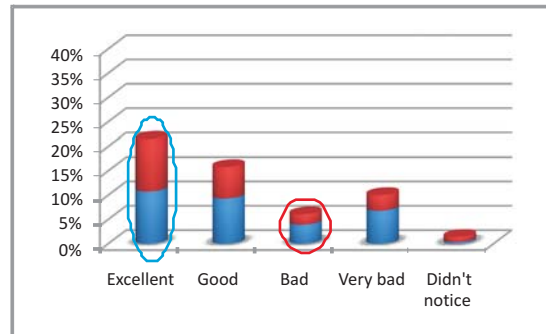


Stickered vehicles display higher levels of satisfaction regarding ease of embarkation and disembarkation than non-stickered vehicles, while the latter also display extremely high levels of dissatisfaction ("Bad") in this regard.

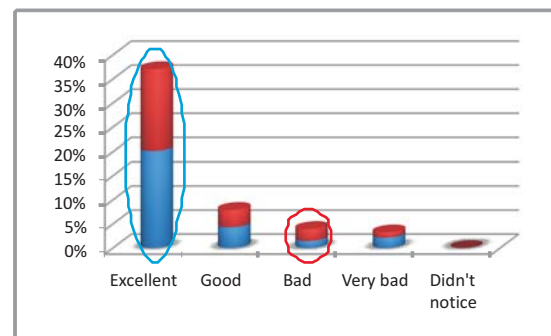
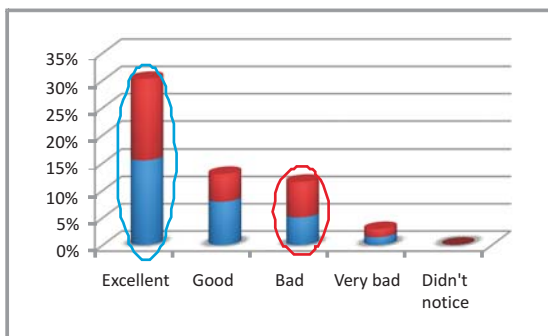


VEHICLE OPERATORS' GENERAL BEHAVIOUR

Conductor Attitude	Drivers Attitude
Non-Stickered	



Conductor Attitude	Drivers Attitude
Stickered	

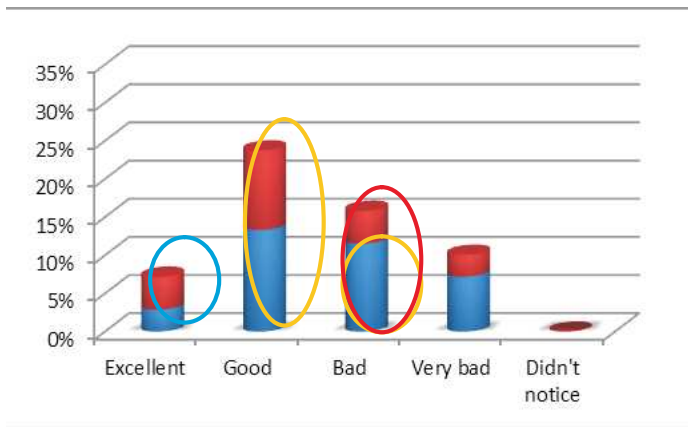


Owing to the low levels of literacy within the conductors and drivers of public transport systems, they are far removed from the niceties of communication with and around members of the opposite sex. Their brash attitude and unsuitable language was highlighted by women during the initial research phase. Hence, the BCC material and workshops aimed to train drivers and conductors to use better and decent language with women, treating them with greater respect. The results reflect the effectiveness of this attempt, as the behavior of both, drivers and conductors of stickered vehicles has been accorded 'Excellent' levels of participation by a great number of respondents, which non-stickered vehicles have lower positive levels of satisfaction with higher 'Bad' ratings.



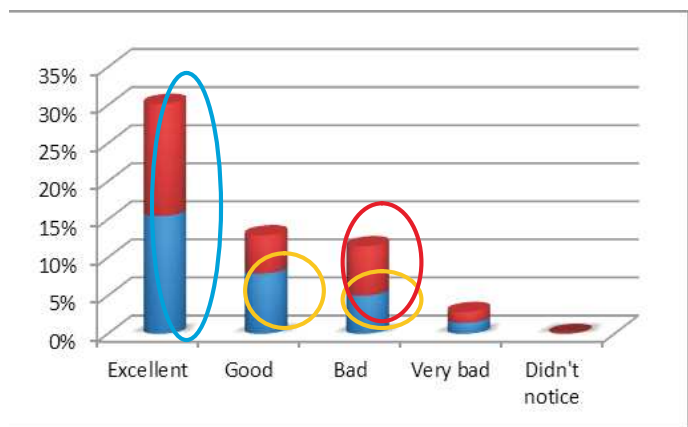
VERBAL ATTITUDE

Non-Stickered



As abovementioned, women passengers had complained about the language and communication of vehicle drivers and conductors. Thus, during the training, these lapses in appropriate communication were brought to their attention. They responded with acceptance and expressed a desire to improve.

Stickered

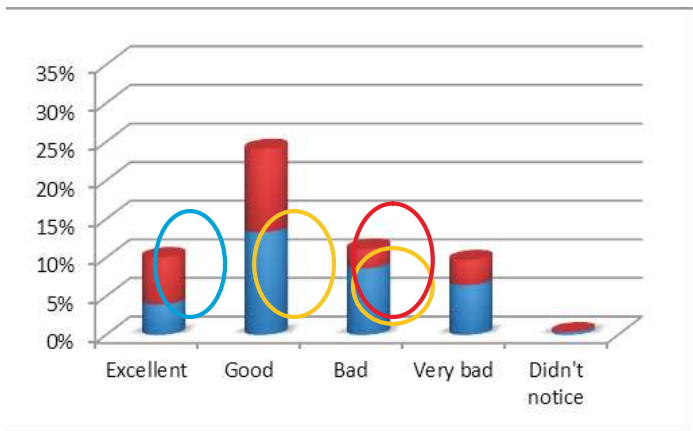


The responses for stickered vans provide evidence of actual improvement, given the high rating of 'Excellent' by the both male and women respondents questioned as to the verbal behavior of vehicle operators. on-stickered vehicles, whose drivers and conductors were not exposed to any BCC training, reflected high levels of dissatisfaction particularly amongst women: the 'Bad' rating for these vehicles by women passengers is double that of women passengers rating the same as 'Bad' for stickered vans.

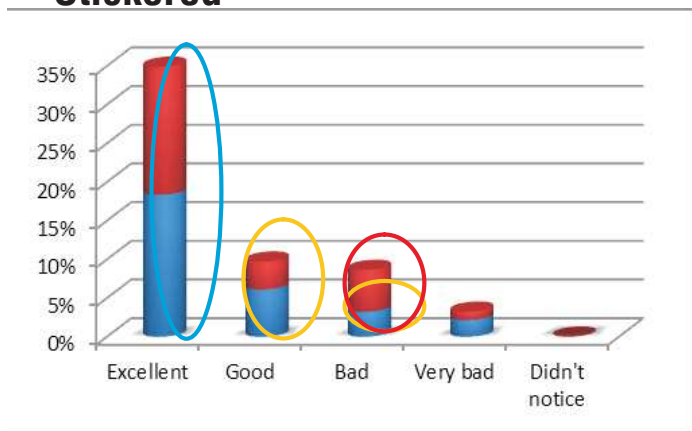


NON-VERBAL ATTITUDE – BODY LANGUAGE

Non-Stickered



Stickered

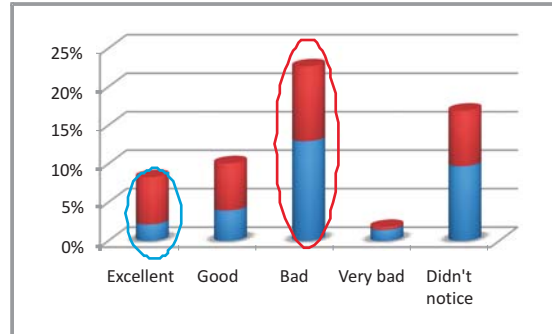
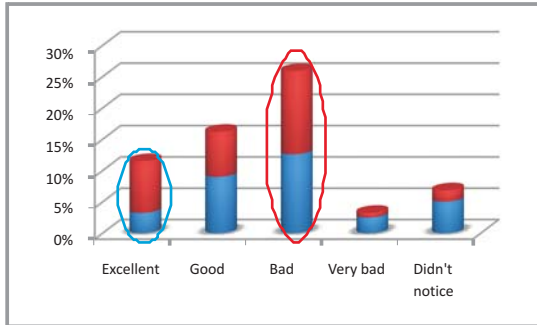


During the FGDs, women complained about the body language and non-verbal behavior of conductors, such as ogling and inappropriate touching. Thus, the training included an orientation for drivers and conductors as to appropriate body language and non-verbal behavior. The message was received very positively by participants, and respondents' answers reflect a definite change in their non-verbal behavior during the monitoring process. Further, women passengers on stickered vans show a considerably smaller 'Bad' satisfaction rating than those travelling via non-stickered vans, whose drivers and conductors were not exposed to any direct BCC material or training.

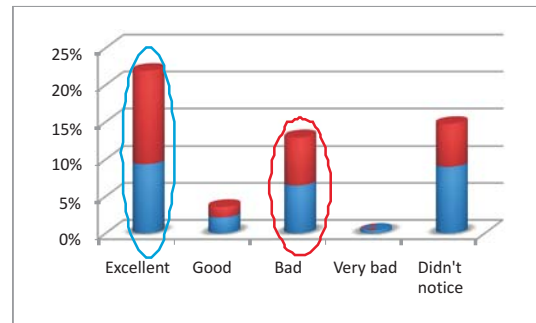
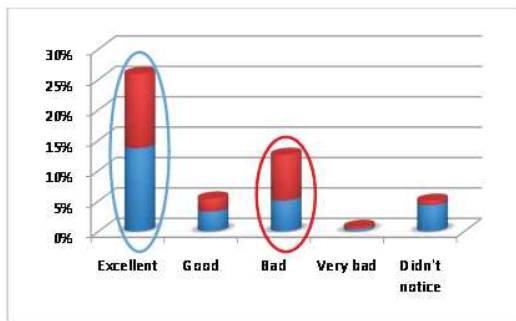


ATTITUDES OF MEN COMMUTERS & PEOPLE AT STOP(S)

Men Commuters	People at Bus Stop(s)
Non-Stickered	



Stickered

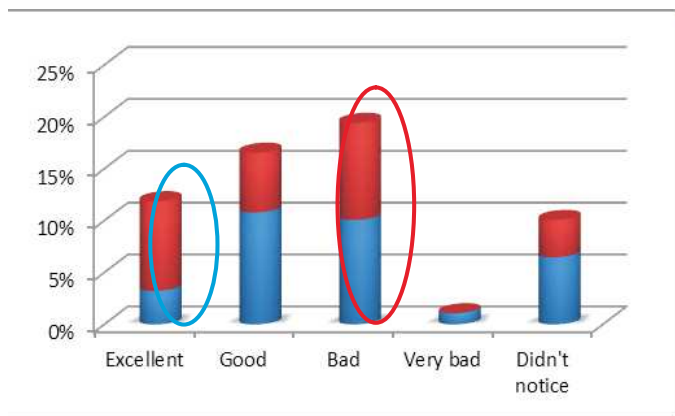


Although men commuters and people waiting at bus stop(s) were not trained or given any personal BCC material, responses on their attitudes were collected during the monitoring process. It was very encouraging for the project team that a very positive response was received on their attitude, which is reflective of the success and effectiveness of project promotion, publicity, and BCC messages posted in participating vehicles and their staff's altered attitudes and behaviors.



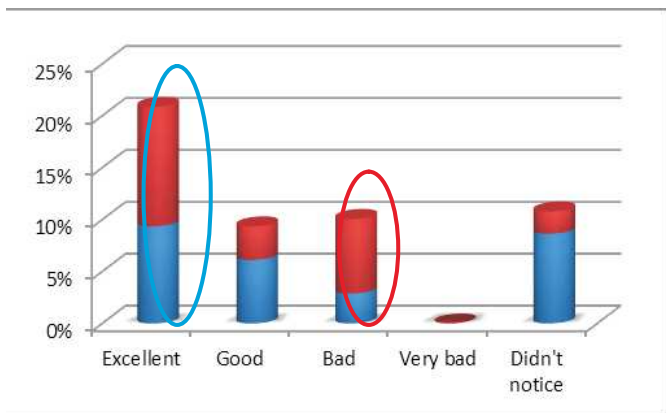
TRAFFIC CONSTABLE ATTITUDE

Non-Stickered



Initial research had highlighted the problematic interaction between vehicle operators and the traffic police, which in turn affected the vehicles' environment, particularly for women. For instance, traffic police unreasonably harassing drivers would cause a delay on the route, which would mean that the driver would not allow for sufficient embarkation time in order to cover time lost.

Stickered

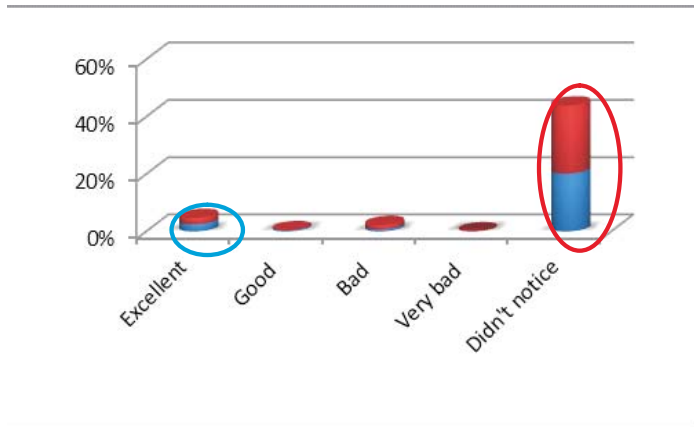


Despite initial resistance, the project during its implementation was wholeheartedly supported by the traffic police department. Vehicle staff were provided with extended cooperation, which was noticed by both male and women respondents. However, owing to cultural norms due to which women passengers have limited opportunities to observe or interact with males in the external environment, the majority of the responses were received from male passengers. The high 'Excellent' rating is self-explanatory of the police constables' positive attitudes toward the project.



PUBLICITY RESPONSE – STICKER (OUTSIDE)

Non-Stickered

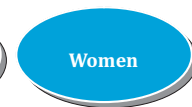


Promotional stickers for the project were positioned on the exterior of participating vehicles. Responses indicate these stickers were noticed and appreciated by passengers.

Stickered

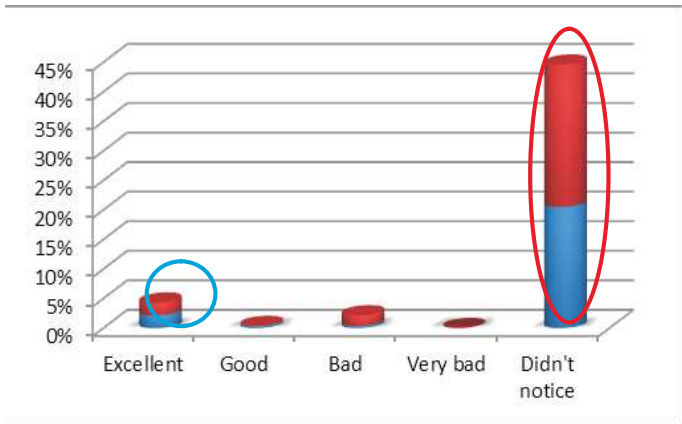


Responses as to the stickers on participating vehicles from commuters traveling via non-stickered vehicles were expectedly low.



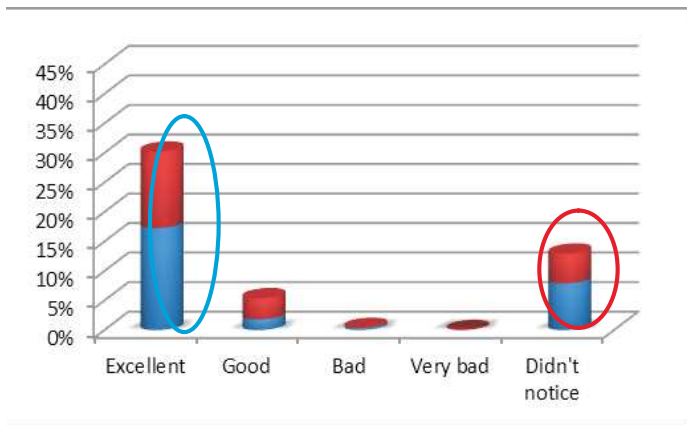
PUBLICITY RESPONSE – MESSAGES

Non-Stickered



Similar to promotional stickers, BCC messages were placed only inside participating vehicles. Passengers using stickered vehicles thus rated these messages highly positively.

Stickered



Predictably, a majority of the commuters using non-participating vans did not notice the BCC messages in participating vehicles. The few highly rated responses in this subset of respondents may be inferred to be from passengers who have

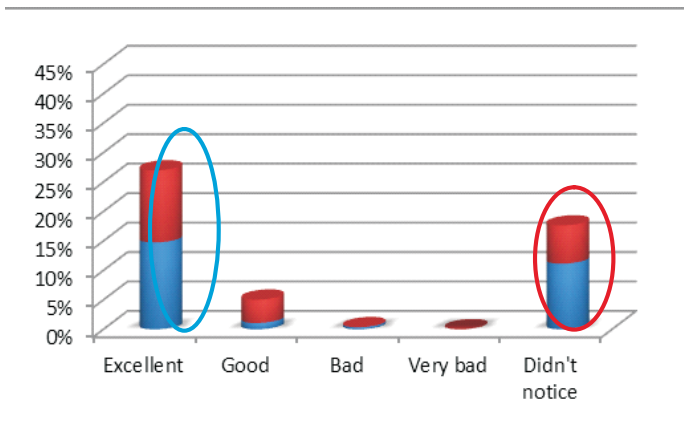


PUBLICITY RESPONSE – CAPS & NAME TAGS

Non-Stickered



Stickered



To address the lack of respect accorded to drivers and conductors that was highlighted in the FGDs, name tags and baseball caps bearing project messages were provided to them. They reported that they liked to wear the name tags in particular, which allowed passengers to address them respectfully by name instead of derogatory nicknames. Responses from stickered vans indicate that passengers noticed the name tags and baseball caps, and were appreciative of the change.

Predictably, a majority of the commuters using non-participating vans did not notice the BCC messages in participating vehicles. The few highly rated responses in this subset of respondents may be inferred to be from passengers who have traveled in the project vehicle.



The image shows a teal-colored book cover with a white tag in the center. The tag has rounded corners and a small white circle at the top left, resembling a hole punch. The text 'CHAPTER 4' is printed on the tag in a white, sans-serif font. The background of the book cover features a faint, repeating pattern of circular motifs, possibly representing atoms or molecules, in a lighter shade of teal.

CHAPTER 4

4. KEY LESSONS FROM THE PILOT PROJECT

Initial Response to the Concept: When the idea was first presented to the conductors and drivers, the general response was a mixture of scepticism, hostility and excitement. Most people believed that it would hijack their system and impose conditions on them. To alleviate these concerns and highlight the individual benefit of participating in the project, drivers and conductors were reassured on two accounts: that the project would not threaten their job security, nor would they be forced into doing anything against their wishes. Secondly, they were also told that if the project were to be replicated, they would be invited to participate and share their experiences, acting as role models. This shows that for any concept to win acceptance it must be shared inclusively as a consultative process, rather than being imposed in a top-down manner that would give rise to insecurity or resentment.

Pre-Implementation: The pre-implementation phase of the pilot project gave rise to the discovery of certain issues faced by the stakeholders, which on the surface appeared to have little relevance to decent transport for women, such as the cost of vehicle rent. As mentioned earlier, seating more women meant that transport owners lost out on the vehicle rent they stood to earn from drivers. To secure the support of transport owners, which was essential for successful completion of the project, financial compensation for the loss incurred was offered to drivers. This signifies that economic costs have an undeniable relationship to any initiative looking to make public transportation more women-friendly. Thus any pursuit of decent transport for women must look at the economic costs and benefits involved for those in a position to effect a sustainable change.

Culture and Stakeholders: Project implementation was localized to suit the particular socio cultural environment and norms of the actors it sought to influence, i.e. conductors, drivers, men/women passengers, and transport owners. To emphasize the importance of being women-friendly, the Sexual Harassment Act was linked to religious views on decent treatment for women. Owing to the lower literacy rates of the individuals in question, factoring in religion helped encourage them to participate wholeheartedly. It established a personal relationship to the project's overarching objective. It is believed that this provided a boost to the success of the project in the same way as the material and modes of information dissemination used, which were such that they bore cultural appeal. Thus in addition to clearer understanding of the messages, there was also greater acceptance and internalization. This highlights that for a change to be effected in the transport available for women, any intervention must use a culturally acceptable approach.

External Forces: The external enforcement agency concerned, i.e. the Traffic Police Department, had initially expressed reservations about the project. This would have created obstacles in successful implementation owing to the key role played by the traffic police in the external environment of vehicle operators. However, by including them directly in the process of implementation itself through a formal meeting and launch ceremony, it was possible to eradicate resistance and any defensive feelings. Their resulting support was thus an essential contribution to the smooth implementation of the project. While the few members of the constabulary who were interviewed during the project expressed their appreciation for it, they also felt the short duration of the project made it impossible to effect a long-term change.

Generally however, at the lower level of the hierarchy, i.e. the Constabulary, there seemed to be little awareness of the project goal itself. However, under the guidance of the Senior Officers, the Constabulary was cooperative, especially in terms of allowing participating vehicles to make unauthorized stops to allow women passengers to disembark. A few incidents where drivers and conductors encountered resistance from Constables on patrol were quickly resolved by placing calls to the Chief Traffic Officer through the

Transporters' Association, who directed the Constables to allow the drivers to go without writing a ticket (challan).

Media: It was noticed that the coverage provided by the electronic and print media played a positive role in advocating the cause of the project. The promotion and publicity the project received gave stakeholders further incentive to work toward achieving project objectives.

Infrastructure: In the case of the external infrastructure (e.g. vehicle stops), the location of most vehicle stops is such that women commuters' final destinations required them to walk to reach their homes. In addition, the stops did not facilitate the drivers' and conductors' basic needs on the route: i.e. drinking water and restroom facilities. In combination, these factors meant that to facilitate women passengers as well as to meet their basic needs, drivers and conductors had to make unauthorized stops, thus extending the commuting time.

Vehicle Structure: The design of the vehicles used on the route presented a major obstacle to providing seats for women passengers and meeting revenue needs at the same time. The vehicles in question, Hiace vans, have a single entry/exit door, and can accommodate 12 persons at a time. This means that not only is more time wasted during embarkation/disembarkation at stops, but the small number of seats in the vehicle, means that extra passengers have to remain standing. Women passengers do not wish to stand and if they do, they are more exposed to accidental or intentional harassment by men passengers. In addition to this, the vehicle design is not conducive to meeting all passengers' luggage space requirements.

Attitude: It was believed prior to implementation that great resistance would be encountered by the key actors, i.e. drivers, conductors and transport owners. However, after their concerns were addressed and the project goal made more relatable for them, it was evident from the FGDs to the monitoring process, that each stakeholder wholeheartedly welcomed and participated in the project. A contributing factor to this appeal may also be found in the inclusion of the transport owners' association, which provided added positive reinforcement and support for the project. Overall, the entire course of the project, from project design to impact assessment, has made it clear that every individual participating in such a project will exhibit a willingness to create a positive change, if he or she is approached from a culturally relatable perspective.



CHAPTER 5

5. RECOMMENDATIONS

Replication: The research study and the response to project implementation garnered through the monitoring process clearly indicate that there is a great need for the replication of this project, keeping in mind the following considerations:

Project Duration: For greater and more sustained impact, it is necessary that the project be implemented over a longer duration with the inclusion of a larger number of vehicles. A longer, uninterrupted duration as well as a greater number of stakeholders would not only allow the BCC to root itself firmly in the minds of drivers and conductors, it would also provide firmer ground for analysis of the process and sustainability of change. Due to the small sample size and short time period, it has not been possible to generate a detailed assessment of economic benefits of decent transport for women, or qualify changes in the number of women using the decent transport, i.e. participating vehicles.

The Goal: More emphasis must be placed on the enforcement of the Sexual Harassment Act, and its implementation and penalties must be advertised on a greater scale so that there is mass awareness of the illegality and consequences of harassing women. As mentioned above, during the project it was noticed that relating the Act to a more culturally acceptable perspective helped have the stakeholders support the objective of the Act: to protect women from harassment. Hence, greater publicity and emphasis on the Act to the masses would have a beneficial spill over effect not just on women's transportation, but also on their workplace environment, treatment in public spaces, and interpersonal interactions with members of the opposite sex. Women interviewed during the project reiterated this belief, thinking that harassment at work as well as incidences of domestic abuse and violence, both physical and emotional, would decrease considerably.

The Beneficiaries: As mentioned above, the duration of the project made it impossible to generate a detailed measure of women passengers' use of the vehicles. However, some findings that came up during the monitoring process clearly highlight the professional as well as personal benefits of providing decent transport to women. In the professional arena, respondents claimed that not only would safe public transport facilities save money in terms of taxi fare, it would also give their careers a boost: they would not be forced to leave work unfinished at the office for fear of missing their privately hired vans or being unable to find a taxi, or risk being late to work because of the same vans or trouble finding a taxi. On a personal level, women passengers felt that having access to decent transport would enable them to be home on time from work and hence their family members would not express displeasure at their being career-oriented or pressure them to quit their jobs.

These initial findings clearly indicate that the failure to produce transport policies and provisions that meet women's needs has exacerbated socioeconomic exclusion. Much more research needs to be undertaken to provide a clearer picture of women's lives, their domestic and family responsibilities and their preferred work and leisure patterns, particularly at the local level. This data could then be employed to promote greater awareness of the extent of gender inequality among those responsible for transport provision. More importantly, it would be the basis for constructing a tool to audit all transport plans. A better transport future for women could then be attained if all policy and plans were audited for gender sensitivity.

Media Coverage: The beneficial impact of media coverage and publicity on the project's implementation and stakeholders' buy-in indicates that greater emphasis on the media should be placed in any subsequent implementation of such a project. Further, having the media involved also

meant that certain stakeholders, such as the Traffic Police, were more easily persuaded to overcome any resistance to the project activities. A detailed strategy for publicity and promotion may perhaps generate an even larger positive impact on its implementation.

The Buyer: Without the buy-in of the transport owners' association, this pilot project would have failed. For future implementation, it is recommended that they be given a more direct role in the process of project design or implementation, to encourage a larger stake for them in project success. As mentioned in the key lessons, the economic costs of such a project must be accounted for. Owners may be provided with government-subsidies to enable them to lower vehicle rent and thus allow drivers to accommodate more women passengers. This subsidy may be offered as an incentive for owners to ensure that all drivers and conductors are taken through a gender sensitization session prior to beginning work.

Support by Enforcing Agencies: Greater support from enforcement agencies involved, that is, the Traffic Police, may be garnered by making them a part of BCC training. This would enable them to appreciate the importance of decent transport for women and give them grounds to monitor vehicle operators on a secondary basis. Keeping in mind the initial resistance shown by the Traffic Police and the lack of buy-in from the constables who interact with the other stakeholders (i.e., transporters' associations, drivers, conductors and passengers) on a daily basis, it is clear that they must be given a more inclusive role in the process itself. This would serve to automatically make them more accepting of the project's implementation and share ownership of the project.

Continuity: The lack of continuity of the pilot project may have affected its effectiveness. As stressed previously, it is important for a project aiming toward a behavioural change, to make a sustained and consistent impact. The abrupt closing of the project makes it difficult to ensure that the participating drivers, conductors and transport owners will maintain adherence to what they learned from the project. It is advisable that an immediate post-project evaluation be conducted to gauge the actual efficacy of the project in changing attitudes or behaviours, and ensuring decent transport for women.

Conclusion: The general response to the Decent Transport Pilot Project and its final findings have been encouraging. The increasing support that the project gathered in the course of its implementation marks the fact that in a fraying country like Pakistan, the common man is still inclined to work toward some sort of a positive change, as long as it is a change that makes him part of the process rather than being imposed through a top-down approach.

However, the abovementioned factors make it clear that for a similar, larger and more lasting-impact project to promote Decent Transport for women to facilitate their inclusion in the workforce, certain factors must be accounted for. The first of these factors is the dearth of data available about working women in Pakistan. Labour statistics must account for the lifestyle choices and constraints faced by working women from varied socioeconomic strata engaged in the formal and informal economic sectors. This will generate a broader picture of diverse gender realities and help formulate region-specific Decent Transport projects within the country. Secondly, any project aiming to make a lasting change should extend to at least twice the number of vehicles that participated in the pilot, and cover a longer duration than 40 days. While this period of time was sufficient for a pilot test, in actual implementation six months to a year would be a more suitable period. This is because it would highlight any challenges in the sustainability of the impact of BCC measures implemented, as well as the durability of the commitment to the project goal expressed by the range of stakeholders. Increasing the number of vehicles participating would also highlight any issues in the scalability of the project. Thirdly, in any subsequent implementation, it is important to create a larger space for external agents to participate in the project activities and contribute to the decision-making process if need be. This includes not just the Traffic Police, but also the media.

- + By providing the media a space for partnership, the project and more importantly, its overarching objective, would receive the publicity that it requires to be successful on a large-scale.
- + By generating mass awareness through the electronic media, a large segment of Pakistan's mostly illiterate population can be reached.
- + By enabling the Traffic Police to be part of the workshops or FGDs, the external variables affecting Decent Transport for women would be brought to the fore, and the Police would be more willing to commit wholeheartedly to the project, and perhaps also assist the monitoring process.

The Government – a key stakeholder having the greatest influence – must be included in a subsequent run of the project, to subsidize the economic costs faced by participating transport owners as well as to directly emphasize the Sexual Harassment Act it has recently passed. Finally, a post-project evaluation of the beneficiaries and stakeholders must be a key component of the project processes, as it would generate invaluable feedback and learning. We believe a combination of these factors would ensure greater success and smoother running of any implementation of ensuing Decent Transport projects.



ANNEXURE

PROJECT BROCHURE



Decent Public Transport for Working Women

(A PILOT PROJECT OF ILO)

The women in Pakistan are not fully contributing to their country's development because the environment to work, in general, is difficult and un-supportive. Women commonly face inappropriate behavior and harassment on the streets, at the work place and in public places. The government has been trying to increase the number of women employees for the last several years, but even the minimum quota of 5% remains unfilled. The one of the reason is the hurdles faced by the women to work outside their homes to earn an income for their livelihood.

The disadvantages associated with the poor physical access to services may be felt by a wider section of the society but there is substantial evidence to suggest that the impacts on women are particularly severe because of stronger constraint on female mobility. For many women, especially those with limited formal education, market trading presents a key livelihood opportunity, but accessing markets tends to be particularly challenging for women. Other potential openings for earning recognized as an important factor for spreading risk and thus insuring against deep poverty - may be similarly restricted by distance and limited mobility.

It has been explored that women either face social constraints and, therefore, do not attempt to get into employment situations or they are discouraged by the aggressive work environment. Those who do come out to work, have to fight for their rights and get legal support to carry on. The attitude of their male colleagues and the management is usually not conducive and does not encourage women to exercise their right to work and contribute to the economic development of the society.

Discrimination and harassment experienced by women at home, on the streets, in the public transport, in public places and at their work places. There is an urgent need for a stronger focus on gendered mobility and access issues with in the development community: transport remains a neglected

Objectives:

- Gather empirical evidence of women's issues in public transport
- Devise communication campaign aimed at influencing behavior change
- Implement BCC and monitor its effectiveness

Selected Route for Pilot Test

- Rawalpindi to Islamabad

No. of Vehicles for Pilot Test

- Existing Toyota Hiace (10) on same route

BCC Evaluation Mechanism

- Comparative Analysis with Control Group (Vans of same route)

Incentive Mechanism

- Best Attitude with Women

Target Beneficiaries

- Working Women using public transport

Supporting Stakeholders

area among gender specialists and transport specialists are still reluctant to take on gender issues. In the meantime the prospects for many women who live in areas characterized by poor physical accessibility and inadequate transport will remain poor: the implications in terms of their inter-generational transfers of poverty are evident.

In essence the pilot would aim to change behavior of male counterparts through effective and targeted communication in a manner that behavior changes are actually tracked and monitored throughout the pilot phase. At the end of the pilot, this applied research should become a template for replication on a wider scale.

LIST OF FGDS AND INTERVIEW RESPONDENTS

Working Women

Sr.	Name	Age	Education	Occupation of MWE	Sec/LSM
1	Rani	34	F.A	Supervisor NGO	B
2	Ghazal	25	F.A	Supervisor FIA	B
3	Rowt	25	F.A	Lab In charge	B
4	Brishna	25	F.A	Supervisor CDA	B
5	Naheed	34	Matric	Supervisor	B
6	Samia Feisal	27	M. A	Sales Woman	B
7	Farveen	32	Matric	Business	B
8	Nayab	26	B.A	Boutique	B
9	Farheen	31	B.A	Nursing Supervisor	B

Women Student

Sr.	Name	Age	Education	Occupation of MWE	Sec/LSM
1	Shereen Rehmat	18	FA	Supervisor or EPB	B
2	Sana	19	FA	Supervisor CDA	B
3	Samina Ali	22	FA	Clerk CDA	B
4	Farheen Ali	23	BA	Supervisor CDA	B
5	Karin Perviz	22	FA	Beauty Parlour	B
6	Misbah Zaheer	19	FA	Shoes Shop	B
7	Anila	21	FA	Spare parts Shop	B
8	Fouzia Zaheer	19	FA	Tandoor	B
9	Naila Abbas	19	BA	Supervisor	B

Guardian Group

Sr.	Name	Age	Education	Occupation of MWE	Sec/LSM	User Ship
1	Safdar Shah	38	Middle	Shop	B	Working woman
2	Muhammad Shoji	36	Matric	Property	B	Working woman
3	Ashram	35	Matric	Tailor	B	Working woman
4	Cohabit Naas	36	Matric	Garments	B	Working woman
5	Humid	38	Matric	Furniture	B	Working woman
6	Makassar Ali	35	Matric	High school teacher	B	Working woman
7	Sultan Mohammad	36	B Com	Shop	B	Working woman

Conductor Group

Sr.	Name	Age	Education	Occupation of MWE
1	Arid Shah	22	Middle	Taxi driver
2	Naas Shah	21	Primary	Conductor
3	Atta-ur- Rehman	23	Primary	Conductor
4	Nisar Ahmad	30	Middle	Conductor
5	Mohammad Khan	20	Middle	Cloth shop
6	Abdur Rehman	18	Primary	Work shop
7	Abdul Aziz	20	Middle	Driver
8	Ramiz Ali	20	Middle	Driver
9	Imran	21	Primary	Printing

Driver Group

Sr.	Name	Age	Education	Occupation Of MWE
1	Adnan	24	Matric	Driver
2	Shabir Ahmad	28	Under Matric	Van Driver
3	Muhammad Khalid	23	Primary	Driver
4	Abdul Waheed	25	Matric	Driver
5	Wajahat Mumtaz	25	Primary	Driver
6	Zul Qaisar	24	Middle	Driver
7	Muhammad Sarfaraz	28	Primary	Driver
8	Muhammad Sohail	25	Middle	Driver
9	Naseer ul Islam	26	B.A	Driver
10	Usman	20	Primary	Driver

List of In-Depth Interviewees

Sr.	Name	Occupation
1	Malik Shabbir	Enterprise Owner
2	Haji Ikhlaq	Enterprise Owner
3	Raja Abid	Enterprise Owner
4	M. Rehman	Enterprise Owner
5	Malik Sultan Awan	Head of Transport Union
6	Munshi Naveed	Transportation Bodies/Contractor

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