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# Empowering Women through Safety at Work: An Experiment with SMEs in Urban India

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*Journal of Development Economics*
Registered Report Stage 1: Proposal

# Empowering Women through Safety at Work: An Experiment with SMEs in Urban India

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**Abstract**

This study investigates the role of workplace safety in empowering women in SMEs in urban India. We design and evaluate a large-scale randomized controlled trial offering sexual harassment training to employers and employees across the universe of retail markets in Delhi. The intervention focuses on increasing awareness, reshaping attitudes, and improving business practices related to workplace safety, with outcomes measured at both employer and employee levels. We also test the effectiveness of three motivational nudges – gender equality, legal compliance, and peer influence – in encouraging firms to adopt the training. By examining take-up patterns and intervention impacts, this study provides critical evidence on addressing sexual harassment in resource-constrained settings and its broader implications for business practices in a never-before studied context. The findings contribute to understanding how targeted interventions can promote safer workplaces for inclusive growth and gender equity in low-income urban labor markets.

**Keywords:** sexual harassment, female employment, workplace safety.
**JEL codes:** J16, J24, J81, O15, O18.
**Study pre-registration:** AEARCTR-XXX (We will complete pre-registration prior to the start of the study.)

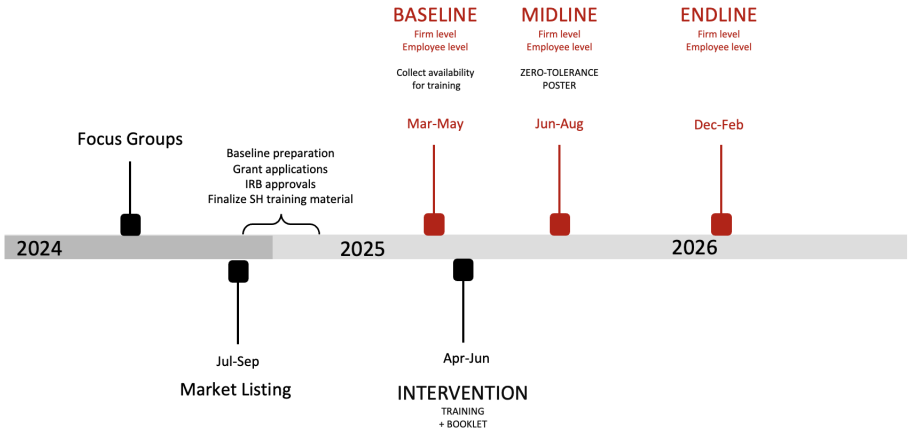



Figure 1: Proposed project timeline

**Proposed Timeline**

The overall duration of the project is 18 months. We conducted scoping activities and focus groups discussions in 2024. Subsequently, we conducted a census of all firms in all markets in Delhi, between July and September 2024, which will constitute our sampling framework.

**Baseline:** The baseline will be rolled out in March 2025.

**Intervention:** We will deliver a sexual harassment training intervention to treated firms after the baseline. At baseline we will take firms' availabilities within the next 4 weeks for them to participate into the first session of the sexual harassment training.

**Post-Training Survey:** Following the training, we will conduct a short post-training survey with treated employers and employees to test their understanding of the training material. Employers will also be handed a booklet that provides essential information on sexual harassment and grants quick access to key information in the training as well as allows employers to pass on the information to employees either not present on training days or new employees.

**Midline:** The midline will take place 3 months following the baseline (Jun-Aug 2025). At the end of the midline survey, we will hand employers a Zero Tolerance Poster, and reshare the training videos using an online link so that employers can consider retraining their employees or provide training to new employees.

**Endline:** The endline will take place 6 months following the midline (Dec 2025-Feb 2026), hence 9 months following the intervention.

# Reporting checklist for Stage 1 submissions

| Section | Item | Description and details to report | Reported? |
|---|---|---|---|
| Cover page (required) | Title | Informative title specifying the study design, population, and interventions | Yes |
| | Date of latest draft | Date of when the prospective review article was last edited | Yes |
| | Study pre-registration status | Link, registration identifier, and registry name (or intended registry if not yet registered) | Yes |
| | Keywords | Up to six keywords, to be used for indexing purposes | Yes |
| | JEL codes | Up to six codes | Yes |
| Abstract (required) | Abstract | Summarize research question, outcome variables, methodological framework, and contribution in less than 150 words | Yes |
| Timeline (required) | Expected completion date | Expected date for completion of the pre-specified research design | Yes |
| Introduction | Background and relevance of the study | Brief overview of previous research, and relevance of the research question(s) for the field of economic development | Yes |
| | Research question(s) | | Yes |
| Research design | Basic methodological framework | Outline of the identification strategy in your study (experimental/non-experimental) | Yes |
| | Hypotheses | Pre-specified hypotheses to be tested in the study and reported as primary findings in the Stage 2 full manuscript | Yes |
| | Outcome variable(s) | Definition of the main outcome variable(s) and (if applicable) secondary outcome variable(s) | Yes |
| | | Specification of how outcome(s) will be constructed from the dataset | Yes |

| Section | Item | Description and details to report | Reported? |
|---|---|---|---|
| | Intervention(s) | Details of the intervention (when, where, how, by whom) | Yes |
| | | Number of treatment arms and whether they are exclusive or overlapping | Yes |
| | | Randomization strategy | Yes |
| | | Blinding strategy (if applicable) | NA |
| | | Instructions and supporting materials for administering the intervention | Yes |
| | | Source(s) of exogenous variation | Yes |
| | Theory of change | How and why the intervention is predicted to lead to certain effects | Yes |
| | Sample | Specification of unit of analysis (individuals, organizations, countries, etc.) | Yes |
| | | Data source(s) | Yes |
| | | Projected sample size and statistical power calculations | Yes |
| | Variations from the intended sample | Specification of the degree of attrition that may threaten the robustness of the study | Yes |
| | | Strategies to deal with attrition, non-compliance with the assigned treatment, etc. | Yes |
| | Data collection and processing | Type of data, collection method/data source(s), and timeline for collection | Yes |
| | | Rule for terminating data collection/stopping rule | NA |
| | | Data management plan | Yes |
| Empirical analysis | Statistical method(s) | Main evaluation method(s) and underlying assumptions | Yes |
| | | Rules for handling missing values | Yes |
| | | Definition and rules for handling outliers | Yes |
| | Multiple hypothesis testing | Strategies to prevent false positives | Yes |
| | Heterogeneous effects | Anticipated heterogeneous effects and theoretical justification | Yes |

| Section | Item | Description and details to report | Reported? |
|---|---|---|---|
| | Statistical model | A functional (mathematical) form of the causal mechanism explored in the study | Yes |
| | | Specification if regression model is linear, generalized linear, or other | Yes |
| | | How standard errors will be calculated | Yes |
| Limitations and challenges | Challenges in the study implementation | Potential objective circumstances that might jeopardize the implementation of the proposed study design | Yes |
| Administrative information (required) | Ethics approval | Statement confirming that all necessary ethics approvals are in place | Yes |
| | Funding | Funding sources in the suggested format | Yes |
| | Acknowledgments | List of (non-author) individuals who provided help to the research project | Yes |
| Bibliography | Bibliography | References can be in any style or format as long as the style is consistent | Yes |
| Other items | Appendices | Tables and figures | Yes |

# 1 Introduction

The fear of sexual violence and harassment has been found to negatively impact female labor force participation around the world (Adams-Prassl et al., 2024; Chakraborty et al 2018; Cook et al., 2021; Folke & Rickne, 2022; Siddique, 2022). Research suggests that creating safer workplaces has the potential to act as a catalyst in encouraging more women to join the workforce (Jayachandran, 2021). If the lack of safety at work acts as an additional constraint on women's labor force participation – on top of existing barriers such as cultural norms and mobility challenges – then improving safety can attract more women, contributing to firms' productivity and inclusive growth (Hsieh et al., 2019). This is especially crucial in a country like India, where female labor force participation is low, and the stigma associated with sexual harassment remains high (Klasen & Pieters, 2015; Fletcher et al., 2019; Borker, 2021; Sharma, 2023).

One way to tackle sexual harassment (SH), particularly in the workplace, is to offer training to both employers and employees about how to recognize sexual harassment and how to address it effectively. However, evidence on the effectiveness of such trainings remains limited, even as it has become a core component of most anti-sexual harassment workplace regulation in many countries (Roehling & Huang, 2018).

In this context, our study asks two research questions:

1. How effective is sexual harassment training in raising awareness, improving understanding, and fostering better business practices and workplace climate in small firms in contexts with low awareness?

Many low-income countries, especially those with deeply patriarchal norms, are characterized by very low awareness of what constitutes sexual harassment and even less knowledge of firm-level policies that can improve workplace climate and safety for women. To the extent that interventions exist to improve the workplace culture for women, they are tailored to large, formal sector, corporate firms. To provide much-needed experimental evidence on the effectiveness of sexual harassment training in improving workplace culture and safety, we have designed an intervention that offers sexual harassment training to employers and employees, men and women, in small retail firms in Delhi. This is critical in the Indian context, where current levels of awareness of SH are significantly lower than in Europe or North America. Our training is targeted specifically for the urban retail sector and is based on an engaging and interactive set of videos. The training incorporates realistic scenarios that individuals may face and reflects the local legal landscape for small and medium enterprises in India. It was developed with input from organizations that work on workplace sexual

harassment, like the Red Dot Foundation, through its flagship program, Safecity, and the Martha Farrell Foundation, and follows guidelines from the literature on successful training programs.

2. What motivates employers to provide sexual harassment training, and how can we leverage these motivations to optimally target SH training to maximize participation and impact?

Many large firms, especially in Western countries, offer these amenities largely to avoid lawsuits. This has resulted in individuals often taking these trainings inattentively, merely to check a box (Dobbin & Kalev, 2020). At the same time, properly targeting these trainings is crucial for policymakers, as poorly targeted ones could lead to some backlash, potentially negating any positive average effects (Dobbin & Kalev, 2019). We believe potential participants vary in the extent to which they are influenced by different motivations for taking up SH training. While our aim is to increase take up and maximize the impact of the training, the two may not necessarily go in the same direction. With this in mind, we aim to identify whom we *can* nudge into adopting the training and whom we *should* nudge, i.e. which nudges are most effective in increasing take-up, and maximizing the impact of the training. We focus on employers primarily motivated by (i) intrinsic beliefs about equity, (ii) fear of legal repercussions related to workplace sexual harassment, or (iii) peer recommendations.

By identifying the predictors of the most successful compliers – those firms that adopt the training and implement its lessons effectively – we can maximize the impact of these interventions. The heterogeneity may also help explain why the evidence on the effectiveness of SH trainings is mixed (at best).

We propose to answer these questions in the context of Delhi, the largest urban center in India. India's female labor force participation rate (FLPR) has faced a declining trend since the 1990s till 2018, with a marginal increase thereafter. This is despite strong economic growth, educational expansion, and improved infrastructure. Urban labor force participation for women is especially low at a national average of 32%, and even among urban centers, Delhi has a particularly low FLPR of 21% in 2023-24.[1] Research suggests that safety concerns might play an important role in explaining low urban female labor force participation (Siddique, 2022). According to anecdotal evidence from focus group discussions conducted by our team in two Delhi markets, 20% of workers report experiencing sexual harassment in the workplace, and 75% of workers mention it as a significant factor in low job satisfaction. This is true all over the world: Folke and Rickne (2022) find that women in Sweden are more likely to face sexual harassment and more likely to quit their jobs when they do. A lack of

[1]Data from the Annual Report of the Periodic Labor Force Survey, 2023-24.

workplace safety may limit women's ability to choose whether they want to work and hinder their path to economic empowerment.

We propose a randomized controlled trial to be implemented across 236 retail markets that we have identified across Delhi.[2] We first randomize clusters of firms within markets to different marketing pitches which represent the three motivations identified above, aiming to understand who can be nudged into taking up the training. We will then follow up to study how different nudges lead to varying levels of take-up. Among firms who express an interest in participating in the training, we randomize at the firm-level to either receive an offer for sexual harassment training or serve as a control group. We then study the impact of the training on a range of firm, employer and employee-level outcomes, including awareness of and attitudes towards sexual harassment, change in business practices at the firm and workplace culture, including incidence of sexual harassment, and, finally, women's labor market engagement.

Our project engages both men and women to improve workplace culture and safety. We hypothesize that sexual harassment training will prompt employers to implement stronger anti-harassment policies, encourage male colleagues to intervene as active bystanders, and equip women with the knowledge to navigate incidents of harassment. By increasing awareness and knowledge of rights and responsibilities, the training enables individuals to act against inappropriate behavior, fostering a sense of control over their work environment. By targeting 5,000 firms across 236 retail markets in Delhi, we aim to improve the workplace culture for women, enabling them to enter and remain in the formal labor market.

Our primary contribution is to the literature on the effectiveness of sexual harassment (SH) training, with a specific focus on workplace settings. Research on SH training remains sparse and heavily concentrated in specific contexts. The most comprehensive review to date, by Roehling and Huang (2018), titled "Sexual Harassment Training Effectiveness: An Interdisciplinary Review and Call for Research," analyzes 60 studies spanning disciplines such as management, psychology, occupational health, and law. Of these, only six studies were conducted outside the United States—two in Canada, and one each in Australia, Germany, the Netherlands, and Malaysia. Moreover, over half of the studies focused on small samples of undergraduate students, leaving workplace settings and global contexts significantly understudied. While research on the effects of SH training in workplace contexts is limited overall, the influential studies by Dobbin and Kalev (2019, 2020) in the social psychology literature provide key insights into its potential impact. Analyzing data from 805 companies over

[2]A market refers to an urban cluster consisting of a concentrated area with multiple retail stores. These markets can vary in size and shape, typically representing a central location where businesses operate within close proximity to one another.

32 years, they explore how the implementation of new SH programs affects the representation of white, Black, Hispanic, and Asian-American women in management. Their findings informed several aspects of our study design. Their findings reveal that manager-focused training is particularly effective because it frames harassment as a managerial challenge and equips managers with tools to address it, casting them as problem-solvers rather than potential perpetrators. This insight informed our study design, particularly in how we crafted our peer pitch to emphasize these aspects. In contrast, employee-focused training that emphasizes a forbidden-behavior curriculum has demonstrated limited effectiveness and, in some cases, has even heightened gender-role hostility among men. Research by Potter and Moynihan (2011) highlights the potential of bystander-intervention training as a more effective approach. These insights directly informed the design of our training, which heavily emphasizes bystander intervention strategies while deliberately avoiding a forbidden-behavior or accusatory "pointing fingers" style. Moreover, Dobbin and Kalev argue that sustainable reductions in harassment require systemic cultural change within organizations, which aligns with our approach of repeated training sessions for both owners and employees to maximize reach and engagement. In the economics literature, recent studies have started to explore the impact of SH training in various contexts, though its effects in workplace settings remain understudied. For example, Amaral et al. (2024) find that training gender focal points or key teachers in schools about gender-based violence reduces its incidence among school staff, though it does not affect boys' perpetration. Similarly, Sharma (2023) demonstrates that SH awareness training for men reduced harassment reported by women in their peer groups in a university setting. In new work in the military context, Folke and Rickne (2024) implement an information-based intervention in Norwegian military boot camps to address attitudes that normalize harassment. Their intervention—providing information on peers' tolerance toward harassment and women's relative job performance—resulted in long-lasting improvements in attitudes and negative and large but statistically insignificant effects on harassment prevalence. Our study builds on this emerging body of work by rigorously testing the impact of SH training on workplace outcomes through a large-scale experiment. To our knowledge, this is the first large-scale experimental study to provide evidence on the effectiveness of SH training in the workplace. This paper addresses a significant gap in understanding the effectiveness of this training in workplace settings. Through a large-scale experiment, we examine SH training in small firms in urban India—a context representative of the working environments of hundreds of millions of workers across urban centers in the Global South. By focusing on this understudied yet critical setting, our study contributes to a more comprehensive and global understanding of the effectiveness of SH training interventions.

The second contribution of this paper is to understand the effectiveness of different mo-

tivational levers for take-up of the sexual harassment awareness training. We will identify which pitch is most effective in encouraging take-up of the training as well as the employer characteristics that are correlated with take-up within each pitch type. This is especially important given limited state capacity to effectively mandate trainings for employees of SMEs. Moreover, the effectiveness of training may be dependent on the intention with which it is taken up and the subsequent training transfer (Medeiros & Griffith 2019). Our study will allow us to examine whether training effectiveness is likely to vary by intrinsic employer characteristics, such as gender attitudes.

Our third contribution is to the literature that seeks to understand the factors influencing workplace culture and climate more broadly. Workplace climate is widely recognized as a key determinant of employee retention, performance, and productivity (Judge et al., 2001; Martinez et al., 2015; Srivastava et al., 2018; Castro et al., 2022). Alan et al. (2023) demonstrate that training programs designed to promote cooperation and trust among employees can significantly improve the relational atmosphere in the workplace. Specifically, such programs reduce toxic competition, increase reciprocity, and enhance workplace satisfaction. Various factors have been shown to shape workplace climate, including female management (Alan et al., 2023; Adams-Prassl et al., 2024), people management skills (Hoffman & Tadelis, 2021), and supportive leadership (Haeckl & Rege, 2024), among others. However, none of these studies examine the impact of sexual harassment awareness training on workplace climate and business practices—a critical gap that our project seeks to address."

Finally, we contribute to a growing literature on the interaction of workplace safety and women's labor force participation. As we have discussed, several studies find that fear of sexual violence discourages women from participating in paid employment outside the home (Adams-Prassl et al., 2024; Chakraborty et al., 2018; Cook et al., 2021; Folke & Rickne, 2022; Siddique, 2022) and distorts their educational choices (Borker, 2021). We contribute to this literature by examining whether improvements in workplace safety can encourage more women to enter and remain in the workforce. Similarly, on the demand side, providing training to employers who lack awareness about how to address sexual harassment could increase their willingness to hire female employees.

# 2 The intervention

## 2.1 Background and context

Surveys show that public safety is a key concern in urban centers around the world, particularly in India and in Delhi. 92% of women in Delhi report having experienced sexual

harassment in public spaces, and 95% of women feel unsafe walking on streets, using public transport, waiting for it, or even walking in marketplaces (UN Women & ICRW, 2013). These fears deter many women from seeking employment. The Nirbhaya case of 2012, a tragic rape case that received widespread media attention, intensified these fears; 82% of women surveyed in Indian cities after the incident reported adjusting their work schedules to leave offices earlier (Basu, 2013). In our own field scoping activities in two Delhi markets, we find that 20% of female employees in the urban retail sector in Delhi report having faced sexual harassment in the workplace, highlighting the importance of workplace safety for female employment.

The 2013 Sexual Harassment of Women at Workplace Act, commonly known as the POSH Act, was a significant step toward improving workplace safety for women in India. The POSH Act defines and condemns sexual harassment in the workplace in all cases. Additionally, it mandates that firms with more than 10 employees form an Internal Committee to investigate sexual harassment claims. For firms with fewer than 10 employees, or in cases where the complaint is against the employer, the Act mandates that every district must establish a Local Committee (LC) to receive and address such complaints. The Act also requires firms to report sexual harassment cases in their annual reports and conduct workplace training to raise awareness and prevent harassment. Non-compliance with these mandates can result in penalties, including fines and the cancellation of business licenses. Unfortunately, while the POSH Act provides a comprehensive framework, enforcement and awareness vary widely and remain overall low, limiting its full impact (Arora et al., 2024).

India's challenges with enforcing anti-harassment policies reflect broader trends seen in other low and middle-income countries. A mixed-methods study across several African nations further highlights the challenges in ensuring the effectiveness of such measures. In this study, Blumell and Mulupi (2023) found that instituting anti-sexual harassment policies alone did not significantly reduce the prevalence or reporting of sexual harassment in organizations. The only measurable impact of these policies was observed among participants who had received training on the policies, as training increased both awareness of the policies and the likelihood of organizational action. These findings provide suggestive evidence that training may play a critical role in translating legal frameworks and policies into meaningful preventive measures, especially in contexts where enforcement and general awareness are low.

## 2.2 The sexual harassment intervention

**Sexual harassment training videos.** We have developed a sexual harassment training intervention in consultation with two organizations with significant experience in this field – the Red Dot Foundation, which operates the prominent program Safecity, and the Martha Farrell Foundation.

The training is designed to be interactive, engaging and inclusive, ensuring it is not only informative but also actively involves participants. It is 30 minutes long and includes videos that recreate real-life scenarios, Q&A sessions, and dynamic interactions, helping to avoid the pitfalls of passive, boring training sessions. The training also incorporates behavioral modeling by using video-based scenarios demonstrating both desired and undesired behaviors. These error-based examples highlight the consequences of poor decisions, emphasizing the importance of proactive responses (Taylor, Russ-Eft, & Chan, 2005).

This format is designed to be accessible, allowing employees to complete the training anywhere in the firm with headphones, providing a degree of privacy that encourages participation. Videos are in Hindi, with English subtitles. Our training is tailored to the workplace environment specific to the urban retail sector and aims to integrate the topic into broader discussions about workplace culture, strategy, and customer service.

It broadly covers five key topics: (1) recognizing sexual harassment, (2) how to address sexual harassment in the workplace, including bystander intervention strategies for employees, (3) benefits of preventing sexual harassment, including effective strategies for bystander interventions, (4) legal obligations of workplaces under the POSH Act, including maintaining necessary reporting mechanisms for owner training, and (5) rights of workers under the POSH Act as well as numbers of helplines in case of an SH incident for worker training.

Our training incorporates several key principles aimed at maximizing its effectiveness (Miller, 2017). First, the training addresses key factors that enhance training transfer, as outlined by Burke and Hutchins (2007) and Medeiros and Griffith (2019), including (a) clearly defined learning goals, (b) content relevance, (c) practice and feedback, and (d) behavioral modeling and error-based examples. The training sets both short- and long-term behavioral goals, aiming to raise awareness and promote actionable outcomes, such as recognizing and preventing harassment.

Additionally, the training integrates "empower the bystander" strategies, recognizing the critical role of witnesses in addressing sexual harassment, as highlighted by Lee et al. (2019). Since sexual harassment is often witnessed by a third party, bystander intervention training equips individuals to recognize harassment, safely intervene, and support victims, equipping all employees to intervene in situations of harassment, rather than leaving them to choose between the roles of harasser or victim. We also emphasize the importance of

"encouraging civility" and "encouraging reporting". Recognizing that many women do not report harassment due to fear of retaliation, lack of trust in the system, or simply not knowing where to turn, our training outlines strategies for making reporting safer and more accessible.

While our initial training is concise to fit the practical needs of small urban retail firms, we recognize that effective training is ongoing and contextual. Hence, we will leave materials for ongoing use, particularly for training new employees and providing refresher trainings to already-trained employees. These materials include providing a booklet that summarizes the key learnings from the training videos that can be made accessible to all employees in the workplace. During midline surveys, that take place 2-3 months after the training, we will also offer firms a poster that reaffirms the commitment of the firm to eliminating sexual harassment in the workplace. The poster will include links to the training videos, so that new employees can be trained.

**Booklet on best practices.** We will provide all firms with a concise guide that provides essential information on sexual harassment, summarizing the main takeaways from the overall training program. It is organized into key categories such as recognizing harassment, understanding its impact on women's workforce participation, legal obligations under the POSH Act, and the benefits of preventing harassment in the workplace. The guide grants quick access to crucial information for both employers and employees, making it easy to refer to key points or address harassment-related issues as they arise. Additionally, it allows employers to pass on the information to employees who were not present during the training or to new hires, ensuring continuous reinforcement of a safe and respectful work environment.

**Zero Tolerance poster.** We also distribute posters to firm owners that they can put in the store to visually emphasize the firm's commitment to providing a safe, harassment-free workplace for women. During the training, employers choose from various poster designs, all similar in style and message to the one shown (see Figure 2 for an example of a poster).[3] While the designs differ slightly, they share a core message of zero tolerance for inappropriate behavior and include a QR code linking to an anonymous reporting platform that is operated by Safecity, a program run by the Red Dot Foundation. Approximately 2-3 months after the initial training, the selected posters are delivered for display. The posters act as visible reminders to employees and customers that harassment will not be tolerated and provides a discreet way to report incidents. The message, presented in both English and Hindi, ensures accessibility and emphasizes the importance of a respectful and safe environment for all.

[3]Focus groups indicated that employers often have preferences for elements orthogonal with the message, such as color palette or design styles. Anecdotally, we saw that allowing them to choose their poster fosters a sense of ownership, makes the initiative feel less top-down, and increases the likelihood of adoption and display.

Diverse illustrations of women make the message broadly applicable, while the QR code offers an easy, anonymous tool for reporting harassment. The tagline, "If it is unwanted, it is harassment", increases awareness and encourages immediate action.


Figure 2: The Zero Tolerance poster

## 2.3 Pitches to motivate take-up of training

We also aim to measure what nudges are effective in motivating employers to take up the training program, as well as measure differences in employer characteristics based on who selects into treatment under different pitches. To do this, we identify three pitches that we use to motivate interest in and take-up of the training program. See Appendix for more details on each of the pitches.

**Gender equality pitch.** We think of this first pitch as a standard pitch linked to intrinsic motivation and care for the cause. Indeed, it is common that when you are asking for help for a good cause or seeking funding, you appeal to the cause itself to inspire action and support. By highlighting the broader context of women's conditions in the labor market and linking the prevalence of harassment to issues of fairness and human rights, this pitch aims to emphasize the importance of addressing sexual harassment for a moral reason. We expect this pitch to attract those sensitive to these issues. This could include employers who hold gender-progressive beliefs but do not have the information needed to implement appropriate policies in the workplace. At the same time, we may be picking up those particularly sensitive to social desirability. Regardless, this approach is widely used and remains relevant.

**Legal compliance pitch.** Second, this pitch emphasizes the importance of compliance with the Sexual Harassment of Women at Workplace Act, highlighting the potential legal

and financial consequences of failing to provide a safe working environment. This pitch aims to motivate business owners to undertake the training by underscoring the legal obligations and the severe repercussions of non-compliance. It focuses on the necessity of the training to avoid penalties and ensure adherence to the law, providing a pragmatic incentive for participation.

**Peer recommendations pitch.** This pitch leverages social influence to encourage participation by highlighting the positive experiences of other business owners who have already undertaken the training. Prior research finds that perceptions of others' beliefs influences people's behavior (Bursztyn & Yang, 2022). We emphasize that we have successfully implemented the training with firms in two markets, and many owners and managers agreed to do the training themselves and for their employees.[4] We use quotes from these firms about their positive experiences with the training. The pitch focuses on the intrinsic desire to be part of a positive change and aims to update beliefs about what others consider appropriate behavior, especially for those who might be hesitant due to fear of judgment. By reducing the social stigma associated with initiating this change alone, this approach uses testimonials and satisfaction rates to foster a sense of community and shared responsibility. It motivates business owners to join the collective effort to create safer workplaces.

In all three pitches, we start with highlighting the challenges that women face in the workplace. All pitches also emphasize the practical benefits of these trainings and their link to worker productivity. We also highlight the collaboration with two established organizations, the Red Dot Foundation and the Martha Farrell Foundation, which have delivered training in multinational enterprises across the country for years, thereby enhancing the credibility of the training and its delivery.

# 3 Research design

## 3.1 Theory of change

Our theory of change is divided into two parts: one related to take-up of the training intervention and one related to the impact of the intervention.

### 3.1.1 Take-up of the intervention

For take-up, we hypothesize that firm owners are not uniform in their responses to motivational approaches but are instead differentially responsive to distinct levers of motivation. Specifically, we posit that firm owner types vary in the extent to which they are influenced

[4]These trainings were completed as part of scoping work conducted by the team in two Delhi markets.

by different motivations for investing in safer workplaces. While our aim is to increase take up and maximize the impact of the training, the two may not necessarily go in the same direction. This motivates our two-step theory of change.

We hypothesize that we can leverage different motivational levers to attract owners who vary in their intrinsic motivation to prioritize safeguarding of female employees and increase female labor force participation. To do so, our intervention leverages three motivational levers: (1) Gender-equity: appealing to owners who value gender equality and prioritize safeguarding female employees but likely lacked the tools to do so; (2) Commitment to compliance, targeting those who are motivated by the need to align with existing laws and ensure their practices meet established standards; and (3) Social alignment and peer influence, which resonate with owners who are inspired by observing their peers adopt similar measures. This third lever is particularly powerful for addressing sensitive or taboo topics, as seeing others take action can lower barriers to engagement, normalize the conversation, and foster a sense that participation is feasible and acceptable. By tailoring these motivational levers to the preferences of different firm owner types, we aim to enhance the reach and effectiveness of the training program.

We anticipate that these levers will attract owners across different parts of the intrinsic gender-equity attitudes distribution as follows:

- Owners with relatively more gender-progressive attitudes will be disproportionately motivated by the appeals of the gender-equity motivation.
- Owners with less progressive, or even regressive, gender-equity attitudes will be more motivated by the significant perceived legal risks associated with non-compliance—whether due to a stronger trust in institutions or a belief that they have more to lose if caught.
- Owners with positive or moderate gender-equity attitudes – particularly those who worry about being negatively perceived for engaging with a sensitive topic like sexual harassment – will be more persuadable by their peers' take up of the training. Hence, they will be disproportionately motivated by a pitch that highlights how their peers have participated in, and benefited from, the training.

Thus, by leveraging the three motivational levers, we will create incentives for owners with different levels of intrinsic gender-equity motivation to select into the sexual harassment awareness training.

Beyond identifying which motivational pitch is the most effective for training take-up, we will also explore which firm and owner characteristics predict responsiveness to each pitch,

beyond gender-equity attitudes. If such characteristics can be identified, then using the most appropriate pitch for promoting sexual harassment training can maximize take-up. While different motivational pitches may attract distinct types of owners, they might also vary in the overall number of owners they motivate to participate. This dual perspective will allow us to study the trade-off between the type of owners who select into the training and the overall participation rate, providing insights into both targeting and scaling strategies.

Additionally, we will conduct exploratory analyses to evaluate the longer-term effectiveness of training for employers who respond to each pitch, focusing not only on immediate take-up but also on key outcomes, such as increased sexual harassment awareness, and business practices. This analysis will provide insights into which pitch achieves the highest take-up and, crucially, which one drives meaningful learning and engagement with the training. Understanding these dynamics is essential, as encouraging participation from individuals whose motivations do not align with the program's objectives—or, worse, who react negatively—could undermine the training's overall impact.

The results of these analyses are particularly relevant in environments with limited state capacity to enforce laws or where targeting the entire population is not feasible. They are also valuable in contexts where regressive social norms can lead to a backlash against efforts to promote women's safety and wellbeing in the workplace.

### 3.1.2 Impact of the training

The training is designed to equip employees and employers with knowledge about the importance of a respectful workplace and practical strategies to address workplace harassment. This includes training participants on how to identify SH as well as empowering employees to demand better workplace practices, report incidents safely and to intervene to prevent SH incidents through bystander training. It also provides information on the legal framework regulating workplace harassment through the POSH Act. In doing so, the training aims to improve business practices, increase workplace safety, reduce the prevalence of SH incidents, improve employee morale, and improve labor market outcomes for women.

For the impact of training, we expect the SH training intervention to lead to changes in both employee and employer awareness about SH and behaviour in the workplace.

**Impact on employees.** For employees who are trained, the SH training intervention is expected to influence outcomes through the following mechanisms: 1) increasing awareness of what constitutes SH and how to address it, and 2) changing attitudes towards SH and norms regarding acceptable workplace behavior. This can increase worker voice or demand for better workplace practices from the employer and/or perceived costs for inaction in terms of such practices. These two mechanisms, in turn, will push employers to increase the

adoption of business practices that improve workplace climate, such as instituting redressal mechanisms for complaints, holding open and frank discussions with employees where they are encouraged to report their concerns about workplace behaviors and dealing with potential misconduct towards female employees with seriousness and urgency. The adoption of such business practices will lead to improvements in workplace culture and lead to reduced incidences of sexual harassment. Finally, improved workplace experiences should lead to improved worker outcomes, such as higher retention of women and the increased willingness of employees to refer women to work in the firm.

The training may also reshape perceptions among employees, especially among those who have experienced harassment. Heightened awareness can lead employees to view their workplace more negatively, increasing their willingness to report harassment and demand safer conditions. We also expect differences along the lines of whether harassment is stemming from customers or coworkers. Since customer behavior is less likely to change in response to the intervention, we may expect complaints of sexual harassment against this group to increase as female workers now have increased confidence to identify and report such incidents. On the other hand, for cases of sexual harassment by coworkers, we do expect the prevalence of sexual harassment incidents to decline, even as women are more likely to identify and report such incidents.

Even though we expect the overall prevalence of sexual harassment incidents to decline, the confidence of women to identify and report such incidents could increase. This is likely to be important in workplaces with prevalent harassment. For male employees, backlash against the training could lead to reduced worker satisfaction, and a reduced desire to work with female colleagues. This will be true for men who perceive the changes in business practices and workplace culture to be negatively targeted at them.

**Impact on employers.** For employers who are trained, the SH training intervention, in addition to increasing awareness of and attitudes towards SH, is also expected to 1) increase awareness of the importance of safe workplaces in increasing worker productivity, and the hiring and retention of female workers, and 2) improve understanding of how to change business practices to improve the workplace climate. This can motivate owners to proactively make the workplace safer, potentially helping reduce incidents with current workers and retain female employees. However, some employers, based on their underlying attitudes, might reduce female hiring, fearing misuse of complaints mechanisms (Bhalotra et al., 2024). The overall impact on female labor market participation in treated firms may depend on the distribution of employer types, the shift in this distribution because of the training and baseline levels of harassment.

## 3.2 Primary hypotheses

Based on the theory of change we outline above, we specify the following testable hypotheses:

### 3.2.1 Take-up

**H1A:** Different employer types will respond differently to alternative motivations for training: intrinsic motivation driven by a commitment to gender equality, a focus on compliance with legal requirements, and social alignment through peer influence and reputational considerations.

**H1B:** The following employer characteristics predict take-up rates differentially in each of three motivations:

- Index of gender progressiveness (gender attitudes)
- Index of legal costs (importance of being a good citizen, trust in institutions, cost of getting caught when breaking the law, risk aversion)
- Index of reputational concerns (social desirability bias (Dhar et al., 2022), stigma associated with sexual harassment)

### 3.2.2 Impact of training

**H2A:** Training increases **awareness** of SH, knowledge of the legal framework governing SH, SH prevalence, importance of SH in reducing female labor force participation, and knowledge of bystander strategies to address SH, creating a foundation for action for workers and owners.

**H2B:** Training improves **attitudes** towards SH, by reducing the perception of the prevalence of false reports and the tendency to blame victims, fostering empathy and accountability.

**H3A:** Improved awareness and attitudes of owners should increase owners' use of **business practices** to actively prevent and address sexual harassment to promote safe workplaces, while for workers it should increase worker empowerment through **increased demand for safe workplaces.**

**H3B:** Through improved awareness and attitudes of workers and owners, training improves **workplace culture**, job satisfaction, and quality of relationships with supervisors and colleagues.

**H3C:** Through improved awareness and attitudes, training leads to a decrease in sexual harassment incidents from co-workers, while potentially increasing self-reported incidents as

victims and bystanders become more aware of what constitutes sexual harassment and/or feel more empowered to report harassment. This implies that the net impact on self-reported sexual harassment incidents arising from coworkers is ambiguous. On the other hand, training will not affect sexual harassment incidents from customers, while potentially increasing reporting of incidents. Among these cases, the net impact on self-reported sexual harassment incidents from customers could be positive.

**H4A:** Through an improved workplace environment, training increases **female employee retention** and the willingness of employees to **refer women** to work in the firm or in similar firms in the sector.

**H4B:** Through increased awareness and the implementation of business practices that improve workplace safety, training should increase the willingness of employers to **hire women** to work in the firm. However, for some employers, exposure to such training programs could make them less likely to hire women. The impact on the number and proportion of female employees is theoretically ambiguous.

## 3.3 Hypotheses about heterogeneous treatment effects

We will additionally explore heterogeneity in the treatment effects on our primary outcomes, focusing on employer and firm-level characteristics that are hypothesized to influence responsiveness to the training intervention. Specifically, we propose the following hypotheses related to heterogeneous treatment effects:

1. Training will have a greater impact on employers with higher scores on the **Index of Gender Progressiveness** (those firms more likely to be motivated by the gender equality pitch), as they may already have a stronger intrinsic motivation to adopt measures promoting gender equality.

2. The effect of training may vary based on scores on the **Index of Legal Costs** (those firms more likely to be motivated by the legal compliance pitch) and the **Index of Reputational Concerns** (those firms more likely to be motivated by the peer recommendations pitch), as motivations for taking up the training may not align perfectly with adopting its messages. For example, employers with lower gender progressiveness may still participate in the training out of concern for legal compliance, but it is an open question whether the training will effectively shift their attitudes or practices. Moreover, there may be a risk of backlash among these employers in the form of increasing beliefs about false reports and victim blaming. Similarly, firms motivated by peer influence and reputational concerns may take up the training to align with social norms or maintain their social image, but they may lack the attitudinal predisposition

to fully embrace its content. These analyses will help us shed light on the relationship between pre-existing motivations, training take-up, and eventual outcomes, refining strategies to maximize both participation and impact.

3. Training will be more effective in firms with a higher **pre-intervention share of female employees**, as these workplaces may already be more attuned to issues of gender dynamics and workplace safety.

4. The **intensity of training** within a firm will influence its effectiveness: if a higher share of employees completes the training, we expect that its impact will be amplified. Firms where both employer and employee training sessions are completed are hypothesized to experience stronger improvements in awareness, attitudes, and workplace practices. We will analyze different dimensions of training intensity, including the share of employees trained and whether both employer and employee training components were completed, to explore these dynamics further.

# 4 Methodological framework/identification strategy

We use an RCT to examine the differential effect of offering different nudges to treatment on take-up by firm-owners. We do this by randomly assigning defined clusters of firms to receive either no pitch, or one of the three pitches emphasizing gender equality, legal compliance and reputational concerns, respectively.

Among firms that select into training, we randomly vary whether an individual firm receives the training or not. This allows us to arrive at causal estimates of the average treatment effect, while controlling for selection into the treatment.

We describe the design of the RCT in greater detail below.

## 4.1 Market listing and creating clusters

**Market listing.** We have performed a market listing exercise to list every urban retail market in Delhi as well as every firm in each market. Our starting point was a list of neighborhoods identified in each tax ward in the city as defined by the Delhi Government's Department of Trade and Taxes. We used Google Maps to search for retail markets in each neighborhood, where a market is a cluster of retail firms, and made a list of all such markets. After defining this list, we sent a team of surveyors into each market to verify the market, identify its boundaries, and collect observable characteristics for every firm within the boundaries of the market. Specifically, we collect information on firm name,

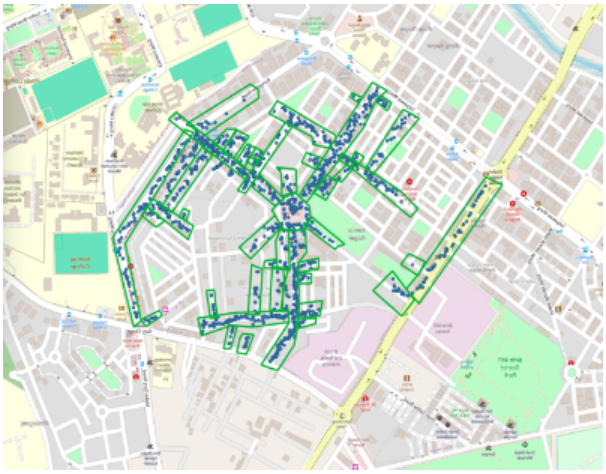
GPS location, address, floor occupancy, width, whether the firm is open or closed, and firm characteristics such as products or services sold and whether it is likely to be a brand. We also collect information on the observed number of employees, number of female employees and whether the owner/manager is female. Through this exercise, we list 97,124 firms in 236 markets.

The markets are characterized by a high density of occupation and range from markets along a single street to markets spread across multiple blocks of streets. They are usually open 6 to 7 days a week from 10-11AM to 8-10PM. Firms in these markets span multiple sectors, with the largest including: apparel sellers (25% of firms), grocers (9% of firms), cafes and restaurants (9% of firms), electronics sellers (8% of firms) and pharmacies and healthcare providers (5% of firms).

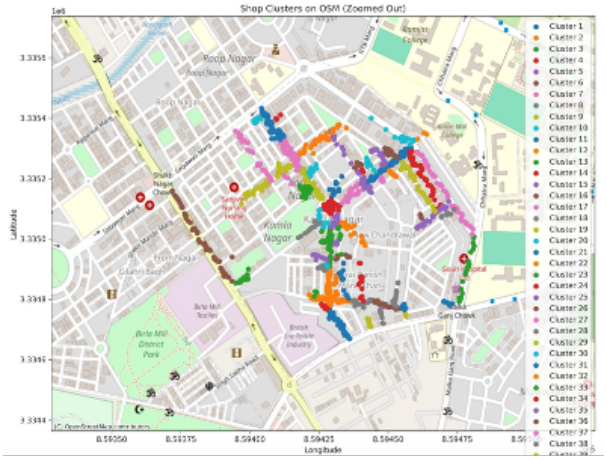
**Creating clusters.** We next create clusters of firms based primarily on whether they are located in a single lane. To do this, we plot all the listed firms in a market on a map and use GIS software to manually draw polygons around clearly geographically defined lanes. After creating the polygons, we use the firm coordinates to assign each firm to a polygon or a lane. Each polygon thus comprises a cluster of firms. We then use k-means clustering to break up very large clusters of more than 100 firms into smaller clusters. This process maximizes accuracy, enabling precise categorization for our sampling while maintaining a structured understanding of the spatial distribution of firms.[5] Similarly, we combine clusters with fewer than 50 firms with neighboring clusters. This gives us clusters of between 50-100 firms. We are in the process of completing the cluster creation exercise and anticipate creating more than 350 clusters of firms across 236 markets.

Figure 3 depicts an example of how we create cluster units within a single market. First, as depicted in the first image, we manually create polygons depicting lanes using GIS software (Figure 3a). Second, we assign firms within polygons to clusters and then use k-means clustering techniques to break up very large clusters (Figure 3b). Finally, we recombine smaller clusters below a size of 50 into single clusters, to arrive at our final set of firm clusters within the market (Figure 3c).

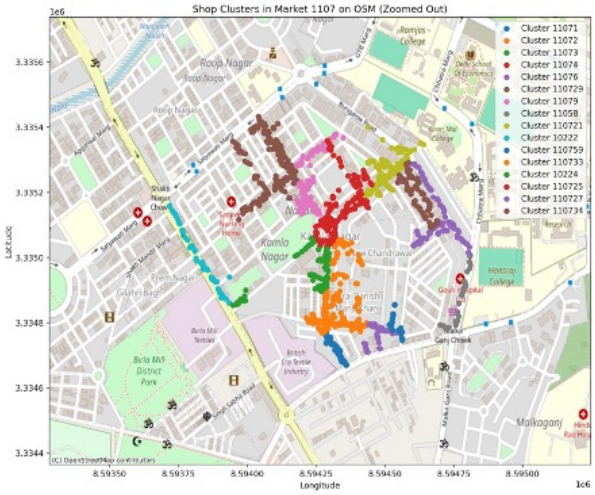
[5]We also considered two approaches that were fully automated to save resources and ensure precision. The first approach involved using Open Street Maps (OSM) to map firm coordinates to street addresses. We used OSM's API with Python and Nominatim to extract street-level addresses across 10 markets. However, the data resolution was inadequate, as many addresses were only mapped to the tehsil or community level, lacking the necessary street-level details. This prevented us from accurately categorizing the firms for our study. In the second approach, we directly did k-means clustering of firm coordinates, based purely on geographic proximity. Unfortunately, this approach failed to account for the complex and irregular market geography, leading to clusters that did not align with actual streets or market structures. This made it difficult to use for our intended sampling strategy. We ultimately settled for an approach that combines manual identification of lanes and automated creation of clusters.



(a) Manually drawing polygons




(b) Mapping clusters




(c) Combining clusters

Figure 3: Creating clusters within one market

## 4.2 Sample selection

From our listed firms across 236 markets, we include the following firms and clusters:

- We include firms in the following sectors: apparel sellers, beauty product sellers, spas and salons, cafes and restaurants (approximately 41.8% of all firms). We include these firms because these sectors have the highest share of firms with at least 1 female employee, according to our market listing data. [6]
- We exclude firms that are listed as permanently or temporarily closed (11% of firms).

After filtering out ineligible firms, we are left with 37,171 firms across 236 markets. The characteristics of all firms across markets and eligible firms in our sample are described in Table 1.

We do not create clusters from only eligible firms since we want to ensure that our clusters are geographically relevant in that they are primarily built around single streets. At the same time, the inclusion of firms from relatively women-friendly sectors does not create spatial distortions. As Figure 4 below shows, we have spatial variation in the firms that employ women in a representative market and such firms are not concentrated in specific clusters or in specific parts of the market. Rather, they are evenly distributed throughout the market.

Similarly, Figure 5 shows that the firms we include in our sample (filtered firms) are distributed across the market and are not concentrated in specific parts of the market.

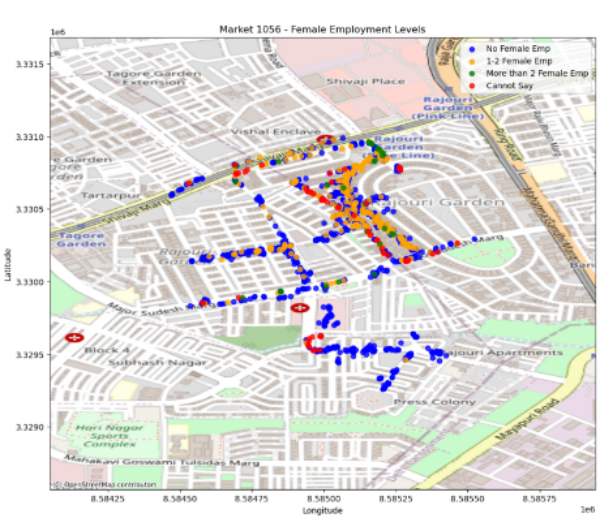
We drop all clusters with fewer than 40 eligible firms and then we randomly sample 250 clusters from among the remaining clusters across the 236 markets with at least 40 eligible firms to include in our study. Within each cluster, we randomly draw 40 firms for inclusion in the study. This gives us a total of 10,000 firms across 250 clusters. Based on our experience

[6] Despite being the sectors with the highest proportion of firms employing at least one female worker, they are still predominantly male-dominated, with the share of firms with at least one female employee ranging from 9% to 47%, based on our market listing data. So for example, in café's and eateries, only 9% of firms have at least one female employee, meaning that 91% still have none. In apparel and footwear, over 50% of firms do not employ any women. Our study only excludes sectors where there are virtually no women at all. Our decision to do so was driven by several considerations:

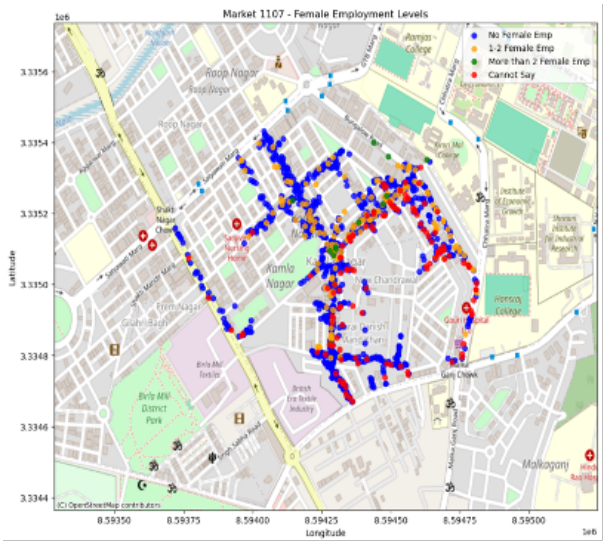
1. Potential for low take-up: During our scoping activities, we engaged with firm owners in sectors with no female employees, and their predominant response was, "This is not useful or relevant to us since we don't employ women." This signaled a high risk of low take-up in such firms. 2. Measurement challenges: Measuring sexual harassment incidents meaningfully requires the presence of women in the workplace. While we could assess intermediate outcomes such as awareness, learning, and changes in attitudes and beliefs, capturing labor market outcomes—such as increased hiring or referrals of women—would likely lack sufficient statistical power. Achieving measurable impacts in such environments would be challenging, as any meaningful changes in female labor market participation would likely unfold over an extended period, given the numerous existing barriers that deter women from even considering employment in these establishments. 3. A phased approach: We view this study as a crucial first step. If we observe strong positive effects in our current sample, it will provide a solid foundation for future interventions in fully male-dominated firms.

Table 1: Firm and market characteristics

| | Mean all firms | SD all firms | Mean sample firms | SD sample firms |
|---|---|---|---|---|
| **Physical Size** | | | | |
| Number of floors | 1.01 | 0.14 | 1.02 | 0.16 |
| **Female Employment** | | | | |
| Share of firms with any visible female employees | 0.06 | 0.23 | 0.11 | 0.31 |
| Share of firms with any visible female manager | 0.05 | 0.22 | 0.09 | 0.28 |
| **Status** | | | | |
| Share of permanently closed firms | 0.11 | 0.31 | 0.00 | 0.00 |
| Share of temoporarily closed firms | 0.04 | 0.19 | 0.00 | 0.00 |
| **Sector** | | | | |
| Sells clothing products | 0.25 | 0.43 | 0.63 | 0.48 |
| Groceries and general goods | 0.09 | 0.29 | 0.00 | 0.00 |
| Cafes and restaurants | 0.09 | 0.28 | 0.21 | 0.41 |
| Sells electronics products | 0.09 | 0.28 | 0.00 | 0.00 |
| Sells hardware and home improvement products | 0.08 | 0.28 | 0.00 | 0.00 |
| Self-care, hygiene and beauty | 0.07 | 0.25 | 0.16 | 0.36 |
| Pharmacies | 0.05 | 0.21 | 0.00 | 0.00 |
| Sells automotive products | 0.05 | 0.22 | 0.00 | 0.00 |
| Jewelry store | 0.03 | 0.17 | 0.00 | 0.00 |
| Other | 0.20 | 0.40 | 0.00 | 0.00 |
| **Market characteristics** | | | | |
| Has a police outpost | 0.91 | 0.28 | 0.93 | 0.26 |
| Has gender segregated toilets | 0.35 | 0.48 | 0.39 | 0.49 |
| Has access to bus/metro | 0.96 | 0.20 | 0.98 | 0.15 |
| Has full cctv coverage | 0.37 | 0.48 | 0.38 | 0.49 |
| Can be accessed by car (more than 50%) | 0.86 | 0.35 | 0.82 | 0.38 |
| Has full public lighting | 0.67 | 0.47 | 0.64 | 0.48 |
| Observations | 97124 | | 37171 | |




(a) Market 1




(b) Market 2

Figure 4: Spatial variation in firms employing women in two representative markets.


(a) Market 1


(b) Market 2

Figure 5: Spatial distribution of firms included in our sample compared to all firms in 2 markets.

during field scoping activities, we expect 50% of firms we approach to agree to join our study and complete the baseline survey. We will therefore achieve an expected target of 5,000 baseline surveys, with 20 firms in each of 250 clusters.

## 4.3 Randomization into treatment

We use a two-stage randomization design in our study, which we describe below. The research design is depicted in Figure 6.

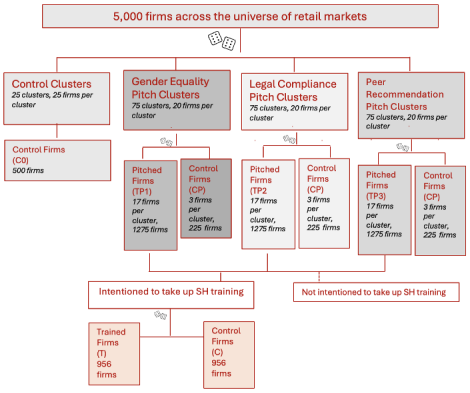



Figure 6: Design of the RCT

**Cluster-level randomization.** In the first stage, to generate exogenous variation in the type of pitch firms receive, we assign treatment pitches to different clusters of firms thereby creating four treatment arms: a control arm and arms for each of the gender equality pitch, legal compliance pitch and peer recommendations pitch. Of the 250 study clusters, we allocate 75 clusters to each of the three pitches and 25 clusters to the control group, which does not receive any pitch. The randomization takes place prior to baseline roll-out.

This randomization allows to obtain causal estimates of the differential effect of the offer of different pitches on take-up. We use a cluster design approach to allow for the possibility of spillovers within clusters. Based on focus group discussions in the market, firm owners are not likely to interact with firms outside their lanes, so we ignore the possibility of spillovers across clusters and focus only on spillovers within clusters.

**Firm-level randomization.** Within each pitched cluster, we will approach 40 firms to join our study. Of these 40 firms, we will randomize 6 firms to be a part of a control group (CP). These firms will not be offered any training program. The control firms are selected to allow us to measure the presence of spillovers of treatment within the cluster, if any. The remaining 34 firms will be randomized to be offered the pitch treatment that is specific to

their cluster (TP1, TP2 and TP3).

Firms that opt for the training are likely to be different from those who are not interested in it, e.g. they may be more gender-progressive to begin with and highly motivated to create a diverse workplace. A simple comparison of firms that are offered training with firms that are not offered training would give us an intent-to-treat effect of the offer of the intervention, but we are also interested in identifying the average treatment effect on firms that are willing to take-up training. This is a particularly important estimate in a context where state capacity to enforce compliance with the law is low and where selection into providing female-friendly workplace amenities is likely to play an important role in explaining variation in workplace culture across firms.

Therefore, we randomize whether respondents with a positive intention to take up the training receive it, irrespective of the initial pitch type. Specifically, among those pitched who said yes to the training, we randomize if they are indeed offered it or not. Randomizing the training within those who agree to participate allows us to compare similar firms – all of which opted for the training program – and thus isolate the treatment effects of the training program for that group (i.e., comparing T with C). This will be framed to respondents as a phased rollout, which, if successful, is likely to be expanded to all who expressed interest.

Informed by our scoping work, we anticipate approximately 50% of firms will complete the baseline, which gives us a per-cluster average of 20 firms that complete baseline, of which, on average, 3 are control firms (CP), and 17 firms are pitched the treatment (TP). We estimate a take-up rate of the training, among firms who do the baseline, of 50%. This is again informed by our scoping activities. We therefore have approximately 8.5 firms per cluster that are intentioned to take up training, which is a total of 1912 firms across 225 clusters. These 1912 firms will be randomly assigned to receive the training or not receive the training with equal probability.

To summarize, we anticipate the following sample sizes across different treatment arms that complete the baseline survey:

## 4.4 Main comparisons

Our main comparisons are the following:

1. To measure differential take-up by pitch, we compare pitched firms across clusters assigned to the three pitches for gender equality, legal compliance and peer pitch (TP1 vs TP2; TP1 vs TP3)

2. To measure the average treatment effect of the SH training on firms that select into treatment, we compare firms that receive treatment with firms that select into training

Table 2: Summary of firm and cluster counts

| **Group** | **Number of firms (total)** | **Firms per cluster (average)** | **Number of clusters** |
|---|---|---|---|
| Control firms in control clusters (C0) | 500 | 20 | 25 |
| Control firms in pitched clusters (CP) | 675 | 3 | 225 |
| Pitched firms in pitched clusters (TP) | 3,825 | 17 | 225 |
| *Pitched firms in pitched clusters (TP)* | | | |
| Gender equality (TP1) | 1,275 | – | 75 |
| Legal compliance (TP2) | 1,275 | – | 75 |
| Peer recommendations (TP3) | 1,275 | – | 75 |
| Total firms that take up @ 50% rate (TU = T+C) | 1,912 | 8.5 | 225 |
| Total treated firms (T) | 956 | 4.25 | 225 |
| Total control firms (C) | 956 | 4.25 | 225 |
| Total firms (C0 + CP + TP) | 5,000 | 20 | 250 |

but do not receive treatment (T vs C)

3. To measure spillover effects from training within clusters, we compare control firms which are not pitched in the pitched clusters with control firms in control clusters (CP vs C0)

We also consider additional comparisons to identify characteristics that predict owner take-up, including separately by pitch, as well as test for the presence of spillovers, which we detail in Section 6.

# 5 Data and outcome variables

## 5.1 Data collection

The main data sources for this study are three rounds of surveys of both employers and employees: baseline, midline, and endline. The baseline survey is structured to include a gender-neutral but persuasive opening to maximize participation into the survey from all employer types in all treatment and control clusters. The pitch takes place towards the end of the survey, depending on treatment status. Right after the pitch, we measure the intention to take-up the treatment along with availabilities for when the training can take place in the following 4 weeks. We ask some questions after completing the training intervention to

test whether the respondents have understood the training material — we refer to this as the post-training survey. We then conduct follow-up surveys at midline and endline.

For the data collection, the research team has a successful history of collaboration with Data Analytics Insights Research and Advisory Services (DAI), a professional survey firm with experience in the local context. All surveys will be conducted through the software SurveyCTO, where consistency checks are built into the program. Additionally, random back-checks will be performed to verify the quality of the data.

We are also exploring the possibility of collecting administrative data from Safecity, operated by the Red Dot Foundation, on incidences of sexual harassment. These will be based on time-stamped and geo-coded anonymous reports of sexual harassment that are logged onto their online platform.

## 5.2 Outcomes

Based on the hypotheses defined above, we define four domains of outcomes of interest. The first domain addresses take-up, the second domain addresses awareness and attitudes, the third domain addresses improved business practices and workplace culture, and the fourth domain addresses female workforce participation.

**Sexual harassment.** Sexual harassment prevalence is a particularly hard outcome to measure. Asking about personal and sensitive experiences can lead to under-reporting for a variety of reasons, including fear of judgment, retaliation, stigma, or concerns about confidentiality. Furthermore, there is an inherent link between reporting and awareness, which adds another layer of complexity. An increase in reported incidents may not necessarily reflect a true rise in the occurrence of harassment but rather a heightened awareness or willingness to disclose such experiences. This underscores the difficulty of distinguishing between the actual prevalence of harassment and changes in reporting behavior. We use a variant of the Sexual Harassment Experiences Questionnaire (SEQ) developed by and widely tested Fitzgerald (1988); Fitzgerald et al. (1995) which includes 17 items categorized under gender harassment, unwanted sexual attention, and sexual coercion, grouping some questions by severity to reduce survey fatigue and cognitive load on the survey respondents. Further, due to their objective format, the questions do not rely on the awareness of sexual harassment of women reducing concerns about increased reporting due to awareness. Additionally, we draw on insights from Boudreau, at al. (2023) work in the Bangladeshi garment sector on innovative measurement techniques. While some methods, like hard garbling, are less applicable due to firm size constraints, their insights on reporting dynamics and measurement challenges inform our approach.

Table 3: Outcome variables and data sources

| Outcome | Construction of variables | Source of data |
|---|---|---|
| **Domain 1: Take-up** | | |
| Intention to take up treatment | Does the owner agree to take up training when pitched | Employer survey |
| Actual take-up of treatment | Is training administered to at least one worker of the firm/to the employer | Enumerator observation |
| **Domain 2: SH awareness, victim blaming, gender and risk attitudes, beliefs** | | |
| Information about SH (index) | Knowledge of the law against sexual harassment, bystander intervention techniques, perception of prevalence of sexual harassment, and recognizing harassment | Employer and employee survey |
| Attitudes towards SH (index) | Measuring victim-blaming attitudes and perception of the share of false reports | Employer and employee survey |
| **Domain 3: Workplace environment, Sexual harassment, and business practices** | | |
| Take-up of intervention (index) | Take-up of intervention, including putting up posters and using the booklet provided after training | Employee survey (for treated firms) |
| Business practices to reduce sexual harassment (index) | Beliefs about reporting behavior, having conversations with colleagues about SH, confidence to address SH complaints, perception of employer commitment to fight SH, and actions taken to address harassment (e.g., signing a petition to form a local committee) | Employer and employee survey |
| Workplace culture (index) | Workplace satisfaction, collegiality, and perception of supervisor/owner support | Employee survey |
| Reported incidents of sexual harassment | Faced by self and others | Employee survey |
| **Domain 4: Labor market outcomes** | | |
| Referral of women in your network to work at the firm | Willingness of employees to refer females in their network to an internship in their firm or to work in the urban retail sector in Delhi | Employee survey |
| Support by employees to hire women | Perception that the workplace is attractive to women, measured via incentivized resume rating exercises comparing male and female interns | Employee survey |
| Openness of employers to hire women | Employers' willingness to hire women, measured by incentivized resume rating exercises comparing male and female interns | Employer survey |
| Female employment | Whether the firm has any female employees | Employer survey |

**Incentivized resume rating exercise.** As part of our study, we conduct an incentivized resume rating (IRR) exercise during the midline to measure employer preferences and decision-making processes in hiring, building on the framework established by Kessler et al. (2019).

In practice, we inform employers at baseline that we will offer them a chance to enter the "Big Talent to Small Business Job Program". As part of the program, we select firms by lottery and give selected firms the opportunity to hire an intern whose costs we will cover for a period of four weeks. This incentive is designed to encourage participation and facilitate the collection of data on hiring preferences through Incentivized Resume Rating. Employers are presented with pairs of hypothetical candidate profiles, constructed using real-life candidate attributes (e.g., work experience, training institute degrees). The profiles vary systematically along dimensions such as gender, but also name of past employers, and date of birth, while holding other key characteristics constant (education, languages). This design allows us to infer preferences based on observable attributes without introducing bias due to a perceived lack of realism. Although employers are informed that only the names are anonymized for privacy, the profiles are entirely hypothetical. Employers who select a profile are subsequently matched with an intern from our database who most closely aligns with their stated preferences.

The IRR allows us to assess hiring preferences and detect potential shifts in willingness to hire women due to the intervention. By comparing responses between treatment and control groups, we aim to evaluate the intervention's impact on employer behavior. This approach provides a robust mechanism to identify changes in discriminatory practices and deepen our understanding of how interventions influence hiring dynamics.

# 6 Analysis

## 6.1 Take-up

Our objective is to measure the differential take-up rates across different pitches offered to firms. Since the type of the pitch may affect whether an owner takes up the training, we estimate the following specification:

$$Y_j = \beta_0 + \beta_1 \cdot \text{LegalPitch}_j + \beta_2 \cdot \text{PeerPitch}_j + \delta \cdot X_j + \epsilon_j \tag{1}$$

where $Y_j$ is the firm-level measure of take-up for firm $j$; $\text{LegalPitch}_j$ and $\text{PeerPitch}_j$ are dummy variables indicating whether the firm received the legal pitch or the peer pitch, respectively, with the excluded category being the gender equality pitch; $X_j$ a vector of

baseline firm controls and strata variables used in sampling and randomization. $\epsilon_j$ is the error term. The standard errors will be clustered at the lane/cluster level.

Our coefficients of interest are $\beta_1$ and $\beta_2$ which measure the relative effectiveness of the legal pitch and the peer pitch, respectively, relative to the gender equality pitch, in increasing take-up.

We will additionally explore whether baseline characteristics of firms and owners that select into training under different pitches vary systematically from one another.

## 6.2 Average effect of training

Our objective is to measure the average treatment effect of a sexual harassment prevention training on the outcomes listed in domains 2, 3 and 4, among small retail firms in Delhi. To do this, we pool all treated firms across all 3 pitches (T) and compare their outcomes with all control firms across all three pitches (C). Both treatment and control firms in this comparison have selected into training, mitigating selection concerns.

The pooled specification takes the following form:

$$Y_j = a_0 + a_1 \cdot \text{Treat}_j + \delta \cdot X_j + \epsilon_j \tag{2}$$

where $Y_j$ is a firm-level outcome from firm $j$. $\text{Treat}_j$ takes the value 1 for firms that select into treatment and are randomized into treatment and 0 if the firms intended to take up but were randomized into control. $X_j$ is a vector of baseline firm controls and strata variables used in sampling. $\epsilon_j$ is the error term. We use robust standard errors.

Similarly, for employee-level outcomes, we use outcomes and covariates measured at the level of employee i working for firm j and cluster standard errors at the firm level:

$$Y_{ij} = a_0 + a_1 \cdot \text{Treat}_j + \delta \cdot X_{ij} + \epsilon_{ij} \tag{3}$$

Our coefficient of interest is $a_1$, which measures the impact of treatment on firms that are interested in taking up training and are randomized into treatment relative to interested firms that are randomized into control.

## 6.3 Heterogeneous treatment effects

We will also explore heterogeneous treatment effects of the training along the dimensions specified in Section 3. We measure heterogeneous treatment effects with the following specification:

$$Y_j = a_0 + a_1 \text{Treat}_j + a_2 \text{Treat}_j \times H_j + \delta X_j + \epsilon_j \tag{4}$$

where $Y_j$ is a firm-level outcome from firm $j$. $\text{Treat}_j$ takes the value 1 for firms that select into treatment and are randomized into treatment. $H_j$ is a specified firm or employer-level characteristic along which we expect heterogeneous treatment effects. $X_j$ is a vector of baseline firm controls and strata variables used in sampling, including $H_j$. $\epsilon_j$ is the error term. We use robust standard errors for firm-level outcomes. Where we measure outcomes at the employee level, we use standard errors clustered at the level of the firm.

## 6.4 Spillovers of treatment

Our main treatment effects rely on comparisons between firms that are randomized into training (T) and firms that are randomized out of training (C), within a sample of firms that have all selected to take up the training. The estimated average treatment effects of training may be reduced if we believe that there are spillovers from the treated firms to the control firms in terms of increased awareness about sexual harassment or change in their behavior that affects business practices or the workplace environment at the firm. Such spillovers are unlikely to arise from the content of the training since only trained firms are offered in-person training at the firm. However, they could arise from conversations that take place between employers or employees at different firms about, for example, the importance of sexual harassment in the workplace or the need for training.

We intend to make the following comparisons to explore the possibility of spillovers of the treatment:

1. We will compare changes in the outcomes of the pooled firms that are randomized out of treatment (C) with changes in the outcomes of control firms in control clusters (C0) between baseline and midline/endline. While firms that select into treatment may be different from the average firm in the market, including on some outcomes, any differential change in the outcomes over the period of the study could point to the presence of spillovers of treatment from treatment firms to control firms.

2. We will compare control firms in treated clusters, which have not received any offer of training (CP), with control firms in control clusters (C0), to get an estimate of the impact of spillovers from treatment from treated firms in the same cluster (T), if any.

3. The firm-level randomization will also generate random variation in how many treatment firms are geographically close to control firms, which we can use to estimate across-firm spillovers in the spirit of Miguel and Kremer (2004).

## 6.5 Statistical power

Below, we present power calculations for our key outcome variables. The assumptions for these power calculations are based on scoping work conducted by the team in two Delhi markets. These activities involved developing a preliminary training program (currently being professionally animated) and conducting multiple rounds of user testing. The prevalence rates in our power calculations are based on our experiences with these activities.

**Take-up.** As discussed in Section 4, our sample includes 5,000 firms that will complete baseline surveys. These firms are located in 250 clusters, with approximately 20 firms in each cluster. Of these firms, we will pitch 3,825 firms in 225 cluster with an offer of training (TP firms), with 1,275 firms in 75 clusters each receiving the gender equality pitch (TP1), the legal pitch (TP2) and the peer pitch (TP3), respectively. Our power calculations for take-up of the training are presented in Table 4. These calculations are based on a clustered design where the type of pitch is assigned at the cluster level. We use a significance level of 5%, power of 80%, and an intra-cluster correlation coefficient of 0.15, calculated from the correlation of observed female employment at firms across clusters that we collected during the market listing exercise.

In scoping exercises in two markets, we identified a take-up rate of 40% for the gender equality pitch, which we take to be the baseline outcome for this group. Our study is powered for a minimum detectable effect (MDE) of 10 percentage points over and above this effect for both the legal pitch and the peer effect pitch (an increase of 23%). Given the results from our scoping activities, we are confident our study is well-powered to detect take-up outcomes.

**Average treatment effects.** We plan on pitching the treatment to 3,825 firms. Assuming a take-up rate of 40% for the gender equality pitch and increases of 10 percentage points in each of the other two pitches, we anticipate an overall take-up of approximately 50% across all three arms of treatment. Accordingly, an expected 1,912 firms will take up treatment, of which we randomly assign treatment to approximately 950 firms (T firms) and assign 950 firms to the control group (C firms). Our power calculations for average treatment effects of the training across outcomes are presented in Table 4. These calculations are based on an unclustered design since treatment is assigned at the firm level, and not stratified within clusters. We use one-sided hypotheses tests at a significance level of 5% and a power of 80%.

We show power calculations for outcomes that are reported by employers of firms as well as outcomes that are reported by employees. We assume we complete an average of 2 employee surveys per firm.

For domain 2 outcomes, we intend to calculate two indices - one for sexual harassment

awareness and one for sexual harassment attitudes. We are powered for MDEs of 0.13 SD for each index. We additionally show power calculations for those variables of the index for which we have prevalence estimates from scoping activities: sexual harassment awareness (whether the respondent can successfully identify 2 instances of sexual harassment out of 2 vignettes presented to them) and perception of false reports as a share of all sexual harassment reports (respondents are asked to guess how many out of 100 sexual harassment reports they think are likely to be false or fabricated). For sexual harassment awareness, we are powered for an MDE of 5 percentage points on a base prevalence of 76% (6% increase). For perception of false reports, we are powered for an MDE of a decline in 4 cases on a base of 36 out of 100 (10% decrease).

For domain 3 outcomes, we create two indices of business practices to address sexual harassment and workplace culture. Our study is powered for MDEs of 0.13 SD for each index. We also show power calculations for the incidence of sexual harassment, which will be asked only to women. Based on prevalence rates of 20% for workplace harassment in the urban retail sector, our study is powered for an MDE of a 4 percentage points decline (21%). As we discuss previously, however (hypothesis H3C), while we do expect the number of incidents of sexual harassment to decline with our intervention, the impact of our intervention on self-reported sexual harassment incidents is ambiguous, since increased awareness and empowerment could also lead to increased reporting by women.

For domain 4 outcomes, have four binary measures of willingness of both employers and employees to hire women at their firms. We power for two variables: the gender gap in the selection of an intern by the employer and by the employee.

To further increase power, we will add control variables using post-double-selection lasso and add baseline values of outcomes where they are available. This will ensure we have sufficient power to test our hypotheses.

**Attrition.** Given that we enroll all our participating firms into the "Big Talent to Small Business Job Program", we do not anticipate high rates of attrition. Firms that participate in the baseline study will all be offered the chance to hire an intern whose costs of training and salary for one month are covered by the research team. Firms are offered the chance to select an intern at the midline survey. Nonetheless, we report the sensitivity of our calculated MDEs to 10% attrition at the midline in both treatment and control groups, and to 20% attrition at endline in both treatment and control groups. We assume attrition is not differential across treated and control groups because all firms are participating in our internship program. These MDEs are reported in Table 5.

Table 4: Power calculations

| Outcome | Mean | SD | Count | | No Attrition | | 10% Attrition | | 20% Attrition | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | T | C | MDE | % Mean | MDE | % Mean | MDE | % Mean |
| **Domain 1: Take-up (clustered)** | | | | | | | | | | |
| Employer: Intention to take-up training | 0.4 | - | 1275 | 1275 | 0.10 | 23.18% | 0.103 | 23.59% | 0.11 | 24.09% |
| **Domain 2: Sexual harassment awareness (unclustered)** | | | | | | | | | | |
| Employer: Sexual harassment awareness (correctly identify 2/2 vignettes) | 0.50 | - | 956 | 956 | 0.06 | 12.82% | 0.067 | 13.50% | 0.07 | 14.32% |
| Employer: Perception of share of false reports out of 100 | 36 | 28.8 | 956 | 956 | -3.69 | 10.28% | -3.89 | 10.85% | -4.13 | 11.50% |
| Employee: Sexual harassment awareness (correctly identify 2/2 vignettes) | 0.50 | - | 1912 | 1912 | 0.045 | 9.04% | 0.05 | 9.54% | 0.051 | 10.12% |
| Employee: Perception of share of false reports out of 100 | 43 | 31 | 1912 | 1912 | -2.81 | 6.72% | -2.96 | 6.88% | -3.14 | 7.30% |
| **Domain 3: Workplace environment, sexual harassment, and business practices (unclustered)** | | | | | | | | | | |
| Employer: Index of business practices | 0 | 1 | 956 | 956 | 0.09 | - | 0.10 | - | 0.10 | - |
| Employee: Index of workplace culture | 0 | 1 | 1912 | 1912 | 0.09 | - | 0.10 | - | 0.10 | - |
| Employee: Sexual harassment incidence (asked only to women) | 0.2 | - | 1912 | 1912 | -0.03 | 19.23% | -0.03 | 20.24% | -0.04 | 21.35% |
| **Domain 4: Labor market outcomes (unclustered)** | | | | | | | | | | |
| Employer: Gender gap in selection of intern | 0.15 | - | 956 | 956 | -0.04 | 28.67% | -0.05 | 30.13% | -0.05 | 31.80% |
| Employee: Referral in social network (share of respondents refer a female from social network) | 0.28 | - | 1912 | 1912 | 0.04 | 14.82% | 0.04 | 15.64% | 0.05 | 16.61% |
| Employee: Gender gap in selection of intern | 0.29 | - | 1912 | 1912 | -0.04 | 13.86% | -0.04 | 14.59% | -0.05 | 15.45% |

**Notes.** Assumptions:

1. On average, we expect to survey 2 employees per firm.
2. Intra-cluster correlation is 0.15.
3. 50% of pitched firms will take up training.
4. Attrition is not differential between treatment and control groups.

### 6.6 Further empirical issues

**Control variables.** In all specifications, we will show results with and without selected baseline firm controls using double post LASSO selection (Belloni et al., 2014) techniques. We will also add baseline values of variables where available.

**Missing values.** In cases where covariates are missing but outcomes are available, we will follow an approach based on Lin and Green (2016): If a covariate is missing for no more than 10 percent of observations, then we will recode the covariate to the overall mean. If a covariate is missing for more than 10 percent of observations, then we will recode the covariate to the overall mean and add an indicator equal to one for observations with the missing covariate. In order to limit noise caused by variables with minimal variation, questions for which 95% of observations have the same value within the relevant sample will be omitted from the analysis and will not be included in any indicators or hypothesis tests.

**Multiple hypothesis testing.** We make use of indices where possible to reduce the number of hypotheses being test. Even so, within each of the domains of pre-specified primary outcomes, we will compute the False Discovery Rate (FDR) adjusted q-values that control for the expected proportion of rejections that are Type I errors over the primary outcomes within a domain. We will not correct for multiple hypothesis testing across domains, since these are functionally different.

## 7 Implementation challenges

Our ambitious project involves surveying 5,000 firms across Delhi three times and implementing sexual harassment training in over a third of these firms, guided by a rigorous experimental design. While maintaining timelines in such a large-scale project poses challenges, these are mitigated by factors such as the recent political stability in India, significant political support from the administration on the issue of female labor force participation, and our established partnerships with reliable survey and training providers, ensuring we are well-prepared to manage any logistical difficulties.

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# A Appendix – Pitches

The next three pitches are for the sexual harassment training intervention and are offered only to pitched firms (TP) and not control firms in control clusters (C0) or control firms in treated clusters (CP). The pitch offering the intervention is made after employers complete the baseline survey.

### A.0.1 Gender Pitch

[**Common**] Sexual harassment in the workplace is prevalent and a significant problem in India. Approximately 71% of workers will face sexual harassment at work, the majority of whom are women. According to a report, over 30% of women cite low workplace safety as a major challenge in joining the workforce. The fear of sexual violence, in particular, discourages women from staying in the workforce and often leads them to leave their jobs.

[**Pitch Specific**] Women are more likely to be victims of sexual harassment, which significantly undermines their dignity, well-being, and autonomy. Addressing this issue is essential to protect women's rights to live and work with dignity, respect, and equality. Ensuring a workplace free from sexual harassment is vital for fostering a culture of respect and equality, upholding the principles of justice and fairness for all. In the labor market in India, and especially in the retail sector, women face significant challenges. Despite an increase in the number of women working in the retail sector in India over the past few decades, their overall share in employment remains low and continues to decline. Specifically, in the retail sector, studies show that female workers make up only about 4% of the workforce.

Regular sensitization programs and training on preventing sexual harassment are instrumental in preventing incidents and creating a culture of respect and equality. These programs educate employees about their rights, define acceptable behavior, and empower them to recognize and address harassment. [Common] As part of our study, we are offering these trainings to business owners and employees in this sector to raise awareness about sexual harassment and help create safer, more respectful workplaces, free from any form of harassment. The session is completely free of charge, 20 minutes long and will take place within your firm. The content is delivered through videos on tablets that we provide, developed in consultation with experts on sexual harassment and workplace safety.

While many sexual harassment trainings in India are typically tailored for white-collar firms, CEOs, and HR professionals in corporate environments —and often require significant financial investment— our program is specifically adapted to meet the needs of businesses like yours. We understand that your business may not generate the capital for such expenses and that you may face unique challenges.

This training is conducted one-on-one by trained providers to ensure flexibility with your business operations. This way, not all employees or the employer will be occupied at the same time, allowing you to maintain regular business activities. Additionally, we will provide online access

to the training material for your future employees. We have received nearly a 90% satisfaction rate from business owners like you who have already participated in the training. Unfortunately we don't have enough funds to offer this program to all the firms in Delhi at once, but if you are interested, we can enter you into a lucky draw for a chance to receive free training.

[**Pitch Specific Pushback**] Moreover, we understand that you may not currently have female employees, but this training isn't just about preventing harassment against women employees – it's about creating a respectful and safe environment for everyone who interacts with your business, whether they're employees, customers, future hires or business contacts. By working with us we can ensure that [MARKET NAME] can develop a reputation for being a safe place for female employees and customers.

### A.0.2 Legal Pitch

[**Common**] Sexual harassment in the workplace is prevalent and a significant problem in India. Approximately 71% of workers will face sexual harassment at work, the majority of whom are women. According to a report, over 30% of women cite low workplace safety as a major challenge in joining the workforce. The fear of sexual violence, in particular, discourages women from staying in the workforce and often leads them to leave their jobs.

[**Pitch Specific**] The Sexual Harassment of Women at Workplace Act was enacted in 2013 in India to protect women at the workplace and address complaints of sexual harassment. According to the law, it is the duty of employers to provide a safe working environment for employees, including protection from customers or other business contacts.

Failure to comply with the provisions of the Act can lead to various penalties, including monetary fines, disciplinary action against the employer, or the cancellation, withdrawal, non-renewal, or approval of necessary licenses and registrations by the government or local authorities required to conduct business activities.

One key way prescribed by the law to help prevent cases of sexual harassment is through sexual harassment prevention training. The act mandates that employers organize workshops and awareness programs at regular intervals to sensitize employees to the provisions of the Act.

[**Common**] As part of our study, we are offering these trainings to business owners and employees in this sector to raise awareness about sexual harassment and help create safer, more respectful workplaces, free from any form of harassment. The session is completely free of charge, 20 minutes long and will take place within your firm. The content is delivered through videos on tablets that we provide, developed in consultation with experts on sexual harassment and workplace safety.

While many sexual harassment trainings in India are typically tailored for white-collar firms, CEOs, and HR professionals in corporate environments—and often require significant financial investment— our program is specifically adapted to meet the needs of businesses like yours. We understand that your business may not generate the capital for such expenses and that you may face unique challenges.

This training is conducted one-on-one by trained providers to ensure flexibility with your business operations. This way, not all employees or the employer will be occupied at the same time, allowing you to maintain regular business activities. Additionally, we will provide online access to the training material for your future employees. We have received nearly a 90% satisfaction rate from business owners like you who have already participated in the training. Unfortunately we don't have enough funds to offer this program to all the firms in Delhi at once, but if you are interested, we can enter you into a lucky draw for a chance to receive free training.

**[Pitch Specific Pushback]** I understand that your current workforce may not include female employees, but it's important to note that the Sexual Harassment of Women at Workplace Act applies to all workplaces, regardless of the current gender composition. The law mandates that employers take proactive steps to prevent harassment and create a safe working environment for all employees. Additionally, even if your business doesn't employ women now, this training prepares you for any future hires and ensures that your workplace is legally compliant and welcoming for everyone, including female customers and business contacts who may interact with your staff. By taking these steps now, you're also protecting your business from potential legal risks in the future. By working with us we can ensure that [MARKET NAME] can develop a reputation for being a safe place for female employees and customers.

### A.0.3 Peer Pitch

**[Common]** Sexual harassment in the workplace is prevalent and a significant problem in India. Approximately 71% of workers will face sexual harassment at work, the majority of whom are women. According to a report, over 30% of women cite low workplace safety as a major challenge in joining the workforce. The fear of sexual violence, in particular, discourages women from staying in the workforce and often leads them to leave their jobs.

**[Pitch Specific]** We're committed to helping business owners foster a safer and more respectful environment for women by offering free sexual harassment prevention training. Our recent outreach in Rajouri Market and Kamla Nagar Market saw an overwhelmingly positive response:

- XX % of employers eagerly signed up, not just for themselves but for their employees too.
- After the sessions, XX% found the training to be extremely or very useful.
- An impressive XX% said they're keen on receiving more training or resources from us.

But we didn't stop at training!

Together, we're building workplaces where everyone feels secure and valued. Let's keep the momentum going in [MARKET NAME] as well!

Show pictures and read 1-2 quotes: one with employer one with employees attentively participating in the training.

[Picture 1]

[Picture 2]

Quote 1: "XXX"

Quote 2: "XXX"

Don't be left behind—join other businesses in improving your workplace and attracting more customers!

**[Common]** As part of our study, we are offering these trainings to business owners and employees in this sector to raise awareness about sexual harassment and help create safer, more respectful workplaces, free from any form of harassment. The session is completely free of charge, 20 minutes long and will take place within your firm. The content is delivered through videos on tablets that we provide, developed in consultation with experts on sexual harassment and workplace safety.

While many sexual harassment trainings in India are typically tailored for white-collar firms, CEOs, and HR professionals in corporate environments —and often require significant financial investment— our program is specifically adapted to meet the needs of businesses like yours. We understand that your business may not generate the capital for such expenses and that you may face unique challenges.

This training is conducted one-on-one by trained providers to ensure flexibility with your business operations. This way, not all employees or the employer will be occupied at the same time, allowing you to maintain regular business activities. Additionally, we will provide online access to the training material for your future employees. We have received nearly a 90% satisfaction rate from business owners like you who have already participated in the training. Unfortunately, we don't have enough funds to offer this program to all the firms in Delhi at once, but if you are interested, we can enter you into a lucky draw for a chance to receive free training.

**[Pitch Specific Pushback]** Many businesses across 236 markets in Delhi have already benefited from this training. In fact, over XX% of those who participated so far expressed interest in additional training or resources. By participating, you're joining a growing community of business leaders in your sector who are committed to creating safer, more inclusive workplaces.

Moreover, we understand that you may not currently have female employees, but this training isn't just about preventing harassment against women employees—it's about creating a respectful and safe environment for everyone who interacts with your business, whether they're employees, customers, future hires or business contacts. By working with us we can ensure that [MARKET NAME] can develop a reputation for being a safe place for female employees and customers.