

India: Compared to the other studied countries, women are most sidelined in news. In recent years the situation has deteriorated. India presents the second largest revenue opportunity from engaging more women.

The good news:

- Over 40% of health editors in India are women. (There is a significant difference in women's representation in news leadership in national and regional media across all specialisms. Among health editors, 78% in national news media are women vs. only 8% in regional news media).
- A potential cumulative revenue opportunity of \$11bn by 2027 and \$38bn by 2032 exists globally from engaging women. For India, the opportunity is \$487m by 2027 and \$2bn by 2032

The challenges that women face along the news value chain:

- Women are more marginalized in both news leadership and in coverage in India than in the other five countries. 1 in 10 editors-in-chief, 1 in 7 business editors (only 4% in regional news) and 1 in 5 political editors (none in regional news) are women.
- This is in line with the poor representation of women in political structures: only 9% of government ministers and 15% of members of parliament are women. The pro-male social norms are strongest in India, where, for example, 8 in 10 members of the public believe that men make better business leaders than women.
- Women are often excluded from the news leadership culture even when in leadership positions. This results from them often being token hires or systematically sidelined even when in power. The safety gap between men and women (including journalists) in India is amongst the highest globally.
- Every voice of a woman in online news is drowned out by that of six men. This ratio is significantly worse than the global ratio of 1 woman to 3.3 men.
- Almost 9 in 10 Indian women believe that the media portrays women in stereotypical sidekick roles. News coverage of stories focusing on gender issues, including seven fundamental gender gaps, is largely absent from news coverage despite women's low ranking on the Women, Peace and Security Index in India.
- There are 12 solutions themes which news providers can use to interrupt existing journalistic biases and to intercept the marginalization of women in news leadership and in coverage (see Summary of solutions themes in report).

No.	Area	Part	Fig.	US	UK	South Africa	Kenya	Nigeria	India	India (Nat.)	India (Reg)	Av. of 6	Global	Source
News Leadership (Women)														
1	Proportion of editors-in-chief who are women (2022)	1	4	35%	37%	37%	19%	18%	10%	11%	8%	26%		AKAS Editors Analysis (2022)
2	Proportion of political editors who are women (2022)	1	6/8	31%	20%	46%	0%	16%	20%	34%	0%	25%		AKAS Editors Analysis (2022)
3	Proportion of economics/business editors who are women (2022)	1	6/13	60%	30%	50%	31%	26%	14%	23%	4%	34%		AKAS Editors Analysis (2022)
4	Proportion of health editors who are women (2022)	1	6/11	71%	59%	51%	67%	45%	43%	78%	8%	51%		AKAS Editors Analysis (2022)
5	Proportion of foreign editors who are women (2022)	1	15	31%	34%									AKAS Editors Analysis (2022)
News Leadership (Women of Color)														
6	Average proportion of surveyed editorial roles held by women of color (2022)	1	7	8%	1%	25%								AKAS Editors Analysis (2022)
7	Proportion of editors-in-chief who are women of color (2022)	1	7	13%	3%	20%								AKAS Editors Analysis (2022)
8	Proportion of political editors who are women of color (2022)	1	7/10	3%	0%	29%								AKAS Editors Analysis (2022)
9	Proportion of economics/business editors who are women of color (2022)	1	7/14	9%	4%	21%								AKAS Editors Analysis (2022)
10	Proportion of health editors who are women of color (2022)	1	7/12	6%	0%	31%								AKAS Editors Analysis (2022)
11	Proportion of foreign editors who are women of color (2022)	1	7/16	4%	0%									AKAS Editors Analysis (2022)
12	Proportion of working population who are people of color - 50% of working population of color (2022)	1	5	21%	8%	46%								US Census Bureau (2022), AKAS estimates (2022), Statistics South Africa (2022)
News Coverage														
13	Indicator of how many more times men are quoted than women (Masculine vs. feminine pronoun analysis, Jan-May 2022)	Intro	1	1.7	2.0	2.0	2.8	5.0	6.3				3.3	AKAS analysis of GDELT (2022)
14	Indicator of the proportion of online news coverage containing gender equality references (Jan-Jun 2022)	new	new										0.44%	AKAS analysis of GDELT (2022)
15	Proportion of online news coverage containing any of the 7 gender gap terms [pay, health, power, confidence, safety, authority & ageism gaps] (Jan 17 to Mar 22)	2	26										0.02%	AKAS analysis of GDELT (2022)
Societal Context														
16	Proportion of members in the lower or single house who are women (2022)	1	8	29%	35%	47%	21%	4%	15%					Inter-Parliamentary Union Open Data, ranking as of 1st July 2022
17	Proportion of ministerial positions held by women (2021)	1	8/28	46%	24%	48%	30%	10%	9%					Inter-Parliamentary Union Women in Politics 2021 report (2021)
18	Rank on Women, Peace and Security Index 2021 (out of 170)	2	31	21	9	66	90	130	148					PRIO Centre on Gender, Peace and Security and Georgetown Institute for Women, Peace and Security (2022)
19	"In general, men are better political leaders than women" (% of respondents who agree with this statement)	2	Based On 33	24%		53%	48%	70%	72%					UN Women, 2022
20	"In general, men are better business executives than women" (% of respondents who agree with this statement)	2	Based On 33	18%		44%	33%	54%	75%					UN Women, 2022
21	"In the media women are typically portrayed in traditional female roles (wife, mother, caregiver or supporting tasks)" (% of respondents who agree with this statement)	2	Based On 33	65%		74%	74%	81%	87%					UN Women, 2022