Women Power Line-1090, it’s objective is to empower women so she helps herself and become confident. That’s why it’s not a helpline, it’s a Women Power Line-1090. The objective is to make a new society free of all evils against women, a new society where women have dignity & self-respect.

The roots of widespread crime against women lie deep in our society. In Indian society most girls grow up listening these two common words “IGNORE” & “TOLERATE”. The young girls are repeatedly taught and trained not to raise their voice against wrongs whatsoever they are. They are exposed to all kinds of restrictions that their brothers don’t face. In a way these girls are regimented for many long years to first ignore and then tolerate. When these girls turn into young women , they don’t speak up against anything wrong done to them. In fact our society systematically kills their resistance to wrong doings and she starts tolerating. She tolerates simple teasing, then serious harassment, groping, stalking, vulgar comments, when she joins work place again she tolerates, and when she gets married again she is subjected to humiliating domestic violence. And this helplessness stems from women’s lack of readiness to raise their voices – largely on account of an apathetic attitude of authorities towards such crimes. This encourages heinous crimes such as acid attacks, rapes, etc. This encourages heinous crimes such as acid attacks, rapes, etc.

So if we have to make a society where women has self respect and dignity we will have to devise a methodology where we teach & train our young girls to speak up, and not to tolerate slightest of non-sense, to bring Zero Tolerance against Crime against Women. For this these young girls will have to speak up loud and raise concerns. But big question remains, who would listen?  
  
Women Power Line (1090 WPL) & Power Angels is an answer to that very inimical problem plaguing the Indian society: sexual harassment, and at its roots misogyny shrouded in the patriarchal mindset of our society. Legal reforms must find an echo in social reforms and they figured that one way to achieve this is by empowering women to talk by giving them a dedicated platform that is secure, supportive, discreet, and most importantly, empowered to act. 1090 – WPL became that platform.

WPL-1090: is a 75 workstations based round the clock call center to take complaints from all women of Uttar Pradesh via all possible ICT channels. It is state of the art internet telephony & cloud computing based solution, very advanced yet user friendly solution.

Power Angels are young girls who are designated as Special Police Officers as per law. These power angels have been chosen from all strata of society. The objective is that every classroom, every street, village or hamlet must have at least one Power Angel who is connected to State through WPL-1090 and who could speak on behalf of those timid hesitant girls.

It is a call center-based service for women run by the state police force, where the police use their law-enforcing function only as a last resort, and instead, help identify the perpetrator and counsel him into mending his ways. All women across state can call 1090 or register at <http://1090up.in> or 1090App any kind of women specific issue.

WPL ensures strict vigilance on identity of the complainant and that complainant always talks to a women police officer. The complainant is never called to any police station and WPL follows up her case for feedbacks for at least 2 months before its final closure. In action taken course, WPL counsels, reprimands gives chances for behavior improvements to perpetrator, sometimes even family members of perpetrator are summoned to give formal apology. WPL keeps sending bulk sms as a reminder legal action against perpetrator remains last resort.

The objective is to reform society not to solve individual complaints. WPL-1090 & PA works as a vaccine to this very inimical problem. So far results of this initiative have been extremely encouraging.