The target beneficiaries are about 10 Crores women of state of Uttar Pradesh. 1090 - Women Power Line is an unprecedented initiative – for it goes where even women’s own families won’t. Every woman has a family and whenever she is in trauma her entire family is affected. So effectively all 20 Crores plus people of Uttar Pradesh are direct beneficiary of WPL.

Before launch of WPL total number of harassment cases registered were as low as 1900-2000 cases in a year in entire Uttar Pradesh. (Ref. NCRB Data) After launch of WPL-1090 the number of cases registered has risen to as high as 2,00,000 cases per annum indicating almost 100 times higher registration. In an about one and half year it has resolved more than 2.5 Lakhs complaints, and if one woman has a family of six, then in a way WPL-1090 has more than 15 Lakhs beneficiaries in one and half year time span.

Where was the problem and how it was addressed: the problem lies in lethargic criminal justice system that takes years to resolve even petty cases. So if a woman registers a case, her defamation is guaranteed but whether she would get justice on time remains extremely doubtful. The existing system discourages woman to go and file cases whereas WPL encourages women to speak up and register complaints without going to a police station or getting defamed.

WPL aims to make about 90 thousands power angels across the state. A power angel is a special police officer as per act and represents a bridge between masses and the state machinery. They are supposed to raise concerns of girls in their area of influence, raise it to 1090 and then Government Machinery does the needful at the back end.   
 WPL is also spreading awareness about Women Empowerment by conducting workshops and seminars in schools and colleges. WPL aims to continue to make about one lakh Power Angels every year, continuously for 5-6 years. As by then saying “no to nonsense” will be imbibed in them through learned behaviour. It is difficult to change mindset of older generation of women, but easier to train the younger generation. So WPL aims to target the younger girls at school and women at college to stand up for their self-esteem and dignity. WPL aims to completely change mindset of women & not just stop each individual incident of harassment.

So far WPL-1090 & PA has received unprecedented success and has millions of admirers.