Increase of Gang Rapes in India - Essentaility of Social Marketing

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Abstract

Every day in the print media in the front pages, Rape news are appearing and TV, Radio in the news day by day increasing. It is evident that the close persons who is associated, those people only doing these crimes. Media’s are buzzing everyday bringing the cases of rapes of children & women. If the measures are not taken like population counts are increasing the same way rapes may also increase.

Rape is a crime, which has a shocking effect on the survivors; it is an unpleasant dream. The result includes depression, fear, guilt-complex, suicidal-action, diminished sexual interest. etc., Victim becomes afraid, society looks at them in a different view, they can’t enjoy equal status. The incident rape more revealed more loss will occur in the society as of present situation. The victims are rare who face the situation after rape with courage and fight against and also live themselves happy. People who are very near to victims doing these works. India’s last general election in 2009, an estimated 30% of lawmakers had criminal charges against them, which included rape and murder.

It is regret that in India a good law makers and excellent laws were there, but same way the law breakers, loop holes, dragging the cases happening. Even though it is not impossible to remove the rape from society by proper strategies, steps, awareness, laws implemented from house, parents, relatives, society, law, education, teachers & Government.

It is required to prevent the rapes by knowing the reasons for rapes and to take the measures. What making the people to rape, why the people are not aware of the consequences, whether rapes are happening by ignorance. It is required to prevent the crime rather than crying after it happening. So, it is required to society to make the awareness of rape and its consequences physically, mentally on the victims, the law should punish the offenders seriously like death penalty, so that one can’t dream such an activity.

Keywords: Gang rape, rape awareness, prevention of rapes, protection from rape, law of rapes

1. Introduction:
Rape is a stigma which exists in the society from a long time. The dictionary meaning of word rape is “the ravishing or violation of a woman.” The rape victim i.e. a woman as woman cannot commit rape due to biological reasons. She is traumatized after the event; it is very difficult for a woman to come out of this trauma. Rape in India is a cognizable offence. There are many provisions in various Acts. The word rape is legally defined u/s 375 of Indian Penal Code, 1860. It defines the rape and also prescribes its punishment. Whenever a man penetrates or does sexual intercourse with a woman without her consent or will it amounts to rape.

“In every 10 hours, a girl of the age of 1-10 is being raped in India. Reacting to a recent incident in which a minor was raped by a constable and his accomplice in a moving car in the national capital, Vyas says, “This is a special case and it should be dealt with a fast track court. On many occasions, complains do not get registered on time and then it is very difficult to prove that rape actually happened. It should be registered within 24 hours of the incident.”

The accused believe they can get away with it. Officials are corrupt and easily bribed (some are even committing rapes themselves). Women are shamed and humiliated when they come forward because of the backward notion that it’s the woman’s fault (even when the ‘women’ are young children). If they make a case, it becomes public knowledge and their families and society shun them in many cases as they are then seen as ‘damaged goods’. If unmarried they will have great difficulty
getting married. Courts don't always do justice for the victim and find rapists not guilty for ridiculous reasons.

Predators know this and take advantage of it. Even if they get caught, if they have enough money or influence, nothing will happen to them. A woman would have to turn the case into a media circus to have a chance at justice and 90% of rape victims in India would not do so out of fear and shame.

There is a need for review in certain provisions under various laws related to rape so that victims get justice.

The courts and the legislature have to make many changes if the laws of rape are to be any deterrence. The sentence of punishment, which normally ranges from one to ten years, where on an average most convicts get away with three to four years of rigorous imprisonment with a very small fine; and in some cases, where the accused is resourceful or influential - may even expiate by paying huge amounts of money and get exculpated. The courts have to comprehend the fact that these conscienceless criminals - who sometimes even beat and torture their victims - who even include small children, are not going to be deterred or ennobled by such a small time of imprisonment. Therefore, in the best interest of justice and the society, these criminals should be sentenced to life imprisonment.

2. Literature Survey:

The Delhi gang rape death sentences won't make India safer for women[1]
India should be ashamed: Being born a girl isn't 'a crime'[2]
Parents of Delhi gang rape victim call for death penalty for Killers.[3]

On Dec 16th 2013 the very sad incident of Delhi gang rape happened. The father of the 23 year old victim of the Delhi gang rape looked up and addressed camera directly: "It is a crime to be born a woman in India."

Judge Yogesh Khanna said Mukesh Singh, 26, Vinay Sharma, 20, Akshay Thakur, 28, and Pawan Gupta, 19, had murdered a "helpless victim" and that their use of an iron rod proved they had intended to kill her. "There were no mitigating circumstances for committing this inhuman and brutal attack on the victim," he said. The fifth accused, Mukesh's brother Ram Singh, was found hanging in his prison cell earlier this year and the sixth member of the gang, a juvenile, was sentenced to three years in a reform home last month.

Four found guilty of Delhi gang-rape[4]

Two shocking incidents of rape were reported at Bowenpally police station, Hyderabad. In the first incident, a 30-year-old businessman kidnapped a class IX student from Bowenpally and allegedly raped her for two-and-half years in captivity. In the second incident, a 22-year-old woman was allegedly raped by her uncle and, due to the assault, she became pregnant.

In March 2011, Mool Chand Bhati, 30, a photo album designer from Mallikarjun Nagar in Bowenpally, had kidnapped a 15-year-old girl from his neighborhood by luring her with an offer to take her photographs. The girl was then class IX student at a local school. After luring the girl, Bhati took her on a bike to an undisclosed location in the city and sexually assaulted her. Subsequently, he abandoned his wife and child in the city and took the girl along with him to Uttarakhand. From there, Bhati shifted the girl to several states, including Haryana, Delhi, Chandigarh, Chhattisgarh, his native place Rajasthan, and finally settled in Punjab.

They threatened to kill me with a beer bottle: Mumbai gang rape victim recounts the horror[6]

"Rape is not the end of life. I want strictest punishment for all the accused and want to join duty as early as possible". This is the message the young photo journalist has sent out from her hospital bed to people who feel outraged at her gang rape by five men at the abandoned Shakti Mills compound on Thursday evening.
Braveheart demands life term for rapists: 'I want no other woman in this city and country to go through such a brutal physical humiliation perpetrators should be punished severely as they have ruined my life. No punishment short of a life term will take away my pain and humiliation and physical abuse I underwent. Rape is not the end of life. I will continue fighting.' "She is recuperating from her injuries and trauma. She is still not completely out of trauma but she is composed," said Nirmala Samant Prabhawalkar, a member of the National Commission for Women who met the 22-year-old gangrape victim convalescing at Jaslok Hospital. Reflecting the toughness and strength of character, the journalist, working as an intern with an English magazine, also wants to be back on duty. "I want to join duty as early as possible," the victim, who was sexually assaulted while on an assignment, told Prabhawalkar.

Indian gang rape victim Suzette Jordan goes public with her story[7]

Suzette Jordan was gang raped and thrown out of a car half-naked, in the dead of night. This was known as the Park Street rape victim. She doesn’t want to be silent with blurred image. She said that she was brutally raped, tortured but alive to fight. Her rape pushed her into shadows. She couldn’t even to go to the nature calls for that she was taking the help of her father. Her daughter is figured out Park Street rape Victim, looked weird ways and passing the comments while she was going to school in the morning by the people. She was so depressed and was popping antidepressants, Sleeping pills. Jordan said that she would have been dead if her babies and parent not supported.

11-year-old gang-raped by relatives of her brother-in-law in MP[8]

On June 2-3 of 2013, a minor girl was gang raped by her brother-in-law in Rumpura village near. Ramakant Kushwaha (19) and Sube Kushwaha (20) asked the 11-year-old girl to come to their place under the pretext of charging her mobile phone, they said. They took her to a nearby agriculture field and raped her.

3. Findings
- The four convicted in the Delhi rape case were all illiterate and had to sign documents with their thumbprints, but they were probably familiar with the latest Bollywood films whose stars could easily be called upon to back such campaigns.
- Ultimately the conversation must continue. Since the Delhi gang rape the discussion over each newly reported rape has subsided faster and faster with social media moving swiftly on to lamenting the fall in the rupee or arguing over India’s foreign film entry to the Oscars, while the everyday rapes, acid attacks, domestic abuse and violence continue quietly in the background.
- Rape is happening by close relatives, cousins, teachers etc.,
- Victims are not ready to register the case. Law is not punishing severly.
- Fear of Media, name will become public, the society will see the victims in a different angle.
- Decreasing Sex Ratio: For every 1,000 boys under the age of six there are only 914 girls, with some states reporting figures as low as 830. India’s last general election in 2009, an estimated 30% of lawmakers had criminal charges against them, which included rape and murder.

4. Suggestions
Rape prevention [9]
How to Prevent a Potential Rape[10]
How to Prevent Sexual Abuse and Rape in India[11]
- By House:
  - Parents, Relatives & Close Associates by strict adoption of culture:
    - They should have the awareness and consequences of the rape. In the traditional systems of India, once the girl became 10 years old, she should not sleep with his father on the same bed. Only mother has to take care of all personal things. Are we following this? This is the
question. India’s culture is rich and heritage, if everyone follows their culture properly, then a lot of crimes can control.

- **Dressing Styles:** The females should wear such a dress which should not tempt the males.
- **Relatives & Close Associates:** Parent should keep an eye on their relatives with whom they are living, and associating, may be the school vans, auto rickshwas etc.,
- **Education:** Now a days it is become inevitable to send the girls
- **Increasing rapes by relatives & close associates.**
- **Usage of Language:** Phrases such as “I’ll thrash you”, and “I’ll give you such a tight slap” are commonplace, bandied around by both parents and teachers alike.
- **Physical violence from family members:** Ninety per cent of sexual attackers are known to their victims, dispelling the myth of attackers as evil monsters.

**General applicable to all.**

- Carry items that can call attention to you if needed (such as whistles and personal alarms).
- Consider taking a self-defense class, which can give you self-confidence and provide useful skills and strategies for different situations.
- Do not hitchhike. If your vehicle breaks down and someone offers to give you a ride, ask the person to call for help while you stay locked in your vehicle.
- If someone tries to assault you, scream loudly or blow a whistle.
- If you are walking or jogging, stay out of secluded or isolated areas and arrange to do the activity with at least one other friend, rather than alone. It is best to do these kinds of activities during daylight hours.
- Keep car doors locked while driving, check the back of your car for intruders before getting in, and park in open, well-lit areas.
- Keep doors and windows locked.
- On public transportation, sit near the driver or up front if possible. Avoid sitting near groups of young men who are obviously with one another.

**When out by yourself:**

- Avoid becoming isolated with people you do not know or do not trust.
- Be aware of where you are and what is around you. Do not cover both of your ears with music headphones.
- Keep your cell phone charged and with you.
- Stay away from deserted areas.
- Try to appear strong, confident, aware, and secure in your surroundings.

**At parties or in other social situations, take the following steps:**

- Go with a group of friends, if possible, or keep in contact with someone you know during the party.
- Avoid drinking too much. Do not accept drinks from someone you do not know, and keep your drink or beverage close to you.
- Do not go somewhere alone or leave a party with someone you do not know or feel uncomfortable with.
- **Through no fault of your own, you may find yourself in situations where you are being pressured into sexual activities you do not want. Some things you may try include:**
  - Do not be distracted, especially by technology.
  - Learn to trust your gut instincts.
  - Be aware of your surroundings at all times.
  - Understand that your hairstyle could benefit an attacker.
  - Consider how you dress.
  - Use your loudest voice if you have any doubts.
• Carry defensive items only if you know how to use them.
• Yell, shout and draw attention to yourself.
• Call Police by using number “100”
• Take a basic self defense course, such as Rape Aggression Defense (RAD). Contact your local police office for programs such as RAD.
• Stay careful at parties and bars.
• Think and practice being careful at dance clubs or other places with loud music. Sometimes it is so loud that nobody will be able to hear you cry for help.
• Work on being assertive. If somebody is giving you unwanted attention, tell them to back off. There is no need to be polite when somebody is making unwanted sexual advances.
• Plan. If a rapist is in your car and is sitting in the passenger seat with a weapon to you, they will tell you to go somewhere where they are less likely to be witnessed.
• Understand that Vans are the #1 vehicles used in rapes.
• Practice being careful when going into your house or car because someone could easily push you in and lock the door behind you.
• Keep personal information private. Don’t advertise your info verbally or on the Internet. Also, be very wary of meeting up with anyone whom you meet on the Internet.
• Understand vulnerability factors:
  • Walk with confidence.
  • Notice and leave identifying marks. A large bite mark on their face, punctured eyeball, deeply scratched leg, ripped out piercing etc. is easily identifiable, as are memorable tattoos, etc. Think kill.
  • Never get into a potential rapist's car or allow them into yours if you can avoid it.
  • Learn "SING". This means Solar Plexus-Instep-Nose-Groin, the four attack points you should focus on if grabbed from behind. Elbow them in the solar plexus, stomp on the foot as hard as you can, and when they let go, turn around and jam the palm of your hand into their nose in an upward motion, then finish with a knee to the groin. This may disable your assailant long enough for you to get away.
  • Remember, you have the right to mutilate your attacker.
  • Keep legal and advised types of sprays, pepper and chili powder in your bag.
  • Remember to improvise. Whatever you have on you can be used as a weapon in some way or form.
  • Tell your attacker that you have an STD, such as herpes or hepatitis.
  • As cliche as it is, avoid going out at night. If you see one, try to get on a bus. DO NOT think you need to be nice. Be rude and hateful.
  • Don’t underestimate your abilities. Rapists do not necessarily look like criminals. They could be your boss, a teacher, a neighbor, boyfriend or girlfriend, or relative.
  • Raise your personal boundaries. Keep your inner-self protected psychologically and physically. Realize predators can spot easy targets through a quick psychological or visual glance.

Attack:
  o If you notice, the easy targets are a straight line. Eyes, nose, mouth, throat, solar plexus, breasts (if a woman), stomach, groin, knees, and instep.
  o Only fight back if they make the first move. Otherwise, you could be charged with assault. Don’t beat them up before anything happens.
  o Whenever possible, use your knee to deliver a sharp upwards blow, as hard as you can, to a male attacker's crotch/groin area to temporarily disable him, allowing you some valuable time to make a quick escape.

Mark opposite person:
  o It is also helpful to, if they are down for good, to leave a little note such as a piece of jewelry or a bandana or anything that is yours with them so they can be identified later on. Better yet, leave as many scratch marks, bites, bruises, or (as gross as it is) spit.
Tell Attacker as you are diseased
- Tell attacker that you are having HIV or other dangerous disease.

Get Sympathy:
- Tell your attacker that you are pregnant. There is a possibility the attacker may feel some sympathy or remorse and may stop the rape.

Get Education to prevent the rape:
- Anti-sexual violence education is the key to prevention.
- Beware of victim blame and rape myths. The only person responsible for an assault is the perpetrator. If you have been assaulted, no matter what you do, or do not do, in any case, it is not your fault.
- Keep gas in your car. Be practical and do not take any chances. If you know you are going for a long trip, keep track of your gas and make many stops to fill up.

Tell your Teacher:
- Children and young girls: Recognize eve teasing or sexual harassment. Eve teasing is the term used in India when a stranger makes a remark about your body, dress or the way you walk or about your posture. He may also make cat calls. It usually happens in public places. It can also happen in schools. Tell your teachers when it happens.
- Learn more about the human body. Ask teachers to teach you about male and female body development, reproduction system and puberty.

Recognize sexual abuse and rape
- If a male touches your sexual parts or rubs his body against you, or inserts an object or his hand or his sexual part into your body, it is not a gesture of affection. It means the person is molesting you and/or raping you.

Beware of during play, religious functions/ parties
Beware when someone touches your sexual parts.
Beware when someone tempts you with a treat.
- If your male relative or family friend tells you to come to his house or room alone, promising to give you an attractive gift or treat, refuse. Ask him to bring the gift out where everyone can see it. Tell your parents if he forces or threatens you.

Attract attention:
Tell someone the first time it happens.
Report immediately.
Travel in a group.
Use safe roads.
Take ladies seat in bus and train.
Pull chain or bell:
Older girls and women- Beware of your body’s reaction to danger.
Recognize three reactions by the body when in danger- the body may freeze i.e., you may feel paralyzed and unable to scream for help, or you may fight or you may try to run away from the situation i.e., flight.

Keep yourself strong and fit.
Exercise regularly and eat well and drink sufficient water.
Take self-defense classes so that you are prepared for fight or flight instead of giving in. It could be karate or judo or any other
Travel in groups if you are working at a call center or you are on night duty.
Avoid lonely, dark streets.
Beware when you go jogging. Carry a weapon.
Aim for the eye. Try to poke his eye or groin with your nails or sharp weapon when you are attacked. Or kick or jab on the groin with your knee.
Carry chili powder spray.
Seek protection. Approach the nearest women’s welfare organization in your city/town if you are being raped or molested at home.
Some cities offer 24/7 support on phone for abused victims. Check in the telephone directory if your city or town has one.

Learn job skills. Most Indian women—even those who are highly educated and employed—are financially and emotionally dependent on men—fathers, brothers, brothers-in-law, uncles, grandfathers. If you are being sexually abused by any of these and want to move out, plan to be financially independent first. Get training in 1-2 job skills.

If you are living alone, Always keep your door locked and bolted.

Put solid curtains on windows of bedrooms and bathrooms so that no one can peep in.

Avoid conversations with door salesmen.

Fix an eye hole and a chain to your front door so that you when someone knocks, you can see who it is.

Keep a spray bottle of pepper or chili powder and a knife always within reach in the house.

Have a pet dog. The noisier ones are better because they attract attention when they sense their mistress is in danger.

5. Conclusion

As long as law is not seriously implemented, such cases will repeat. Nothing is impossible, if the Government constitutes the committee and make the strategies and implement by the law and educate the society by creating awareness of social marketing like Polio eradicating, then it is possible to make true of Gandhi’s dreams of real freedom i.e women should walk in the midnights without any fear.

Parents, Teachers, NGO’s make the awareness of rape and guide the children about the consequences, then it is possible to prevent.

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