

For Immediate Release

Stop selling books on sex selection: Girls Count to e-commerce websites

-On International Women's Day, civil society urges Amazon.in, Flipkart and Junglee to remove publications promoting gender-based sex selection from their websites

-Civil Society appreciates Naaptol for removing the book titled "Guarantee the Sex of Your Baby" on sex selection from its website

New Delhi, March 7, 2015: On International Women's Day 2015, Girls Count urges e-commerce websites to support the call for gender equality by removing publications that promote sex selection of foetus from their websites. In India, where strong preference for sons and aversion for daughters prevails, sale of such publications will fuel the practice of sex selection and the decline in the number of girls at birth.

Sex selection is one of the worst forms of discrimination and crime against women and girls. In India, the practice of sex selection results in the loss of nearly 6 lakh girls every year. Promotion and sale of publications on sex selection by online shopping websites defeats the purpose of the initiatives taken by the government, civil society, media and other concerned stakeholders to promote gender equity and helps keep alive the patriarchal values and mindset prevailing in our country.

The Pre-Conception and Pre-Natal Diagnostic Techniques (PC&PNDT) Act also prohibits all forms of advertisements related to sex selection services in India. As per the law, no person can issue, publish, distribute, communicate any advertisement, in any form, including on the Internet, regarding facilities of sex selection. But the online shopping platforms which cater to all age groups continue to sell books that help people choose the gender of the foetus.

Girls Count in order to stop the unlawful practice, started a petition through change.org in the first week of February 2015 urging people to sign the petition and raise their voices against online shopping platforms, namely Amazon.in, Flipkart, Junglee, Naaptol selling publications related to sex selection. Following this, people from across the country came ahead in support of the initiative. Condemning the practice of sex selection, the supporters called it unfair and unethical and urged both the buyers and sellers to stop the discrimination and help the nation fight against this age-old discriminatory practice. Subsequently, Naaptol removed the publication from its website, but Amazon.in, Flipkart and Junglee still continue to sell publications related to sex selection.

So far over 10,000 supporters have expressed their concern over sex selection and sale of such publications. One of the supporters of the petition from Kolkata says, "This is really ridiculous, I never thought a shopping platform like Flipkart is promoting this. I am frequently using Flipkart for online shopping now I need to think twice before using this platform."

On this International Women's Day, Girls Count on behalf of civil society and its supporters sincerely thanks Naaptol for removing the publication from its website and urges Amazon.in, Flipkart and Junglee to immediately stop selling books related to sex selection of foetus and support our call for greater equality in the society.

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