



# PINK TAX -A GENDER-BIASED TAX IS BEING IMPOSED!

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## **ABSTRACT**

“I raise my voice not so that I can shout, but so that those without a voice can be heard. We cannot all succeed when half of us is held back”.

~Malala Yousafzai<sup>1</sup>

If ever given a thought to recall the time when and where women in the majority weren't subjected to discrimination, all we are left with a dishearten word that is women “should”, Even the world wide web “Google” is speechless and shows the opposite thousands of results showing how many times women have faced brutal discrimination just based on how God made them in the bodies of female. As far as, belief and faith say God made female bodies as a boon but unfortunately, we humans managed to twist this notion too. Pink Tax, is a tax imposed on products that are consumed by female customers, The cherry on the cake is some items that have the same material and are just as closely cloned as of ‘MEN ITEMS’ just painted in ‘PINK’. So, is the pink colour behind the evil deed of discrimination? Are we really equal? Directly marketed by female’s cultural expectations which are propagated by non-other than the MEDIA. The essentials used by women are imposed by heavy tax (as compared to male products), and the hard part comes where we cannot avoid but have to buy with the dictatorship of the tax imposing authorities. Legislation within India and abroad, with open arms, accept the gender-based discrimination of consumers. ‘Consumer being the king’ is a quote found quite frequently in every other store but wonder if they forgot about the queens of their state. Indian Government reduced down 12% of taxes on menstrual sanitary products after a huge campaign held up by activists<sup>2</sup>. Obviously, this wouldn't be an illustration of pink expense considering the fact that feminine clean items are utilized exclusively by one part of society. A wide range of products is consumed by women which are specifically available for them; with the tax imposed no other option is left, but to pay and buy the female necessities. So, no matter how hard one tries to explain the invisible cost women pay under the name of the tax, as research and many-voiced feminists suggest is unjustifiable. Further, the research paper would be briefing the same.

<sup>1</sup> Quote from – Malala, I raise up my voice (2017).

<sup>2</sup> BBC News on 21<sup>st</sup> July 2018.

## 1. Introduction

Women have been subjected to discrimination ever since the gender kept the faith and believed that one fine day things will get into their favourite parts too, but less were they knowing that nothing was going to change unless they stand up and voice up for themselves. Women collectively started knowing their rights and they started realising that this is no more an era of medieval times or the old stone age where nobody has the abilities and capabilities and understanding of a higher note. Far in early times, women were seen less of humans and were never given the exact or same privileges as prevailed by the males or as society saw them 'Alpha Males'. Education was not a prominent right for women, voting was not a right that was exercised by them, women were not allowed to drive and if talking of today's time feminists in Saudi Arab<sup>3</sup> grabbed this simplest of rights by a huge amount of protests and just one year back they were granted the right to be able to drive, a normal person still goes with a stereotype that if a girl is driving isn't a proper driver and is a danger to the other people on the road, however, while in these deep thoughts he might be the one who causes the accident but yet again the women driver is to blame, talking of the least women at some parts were not even treated in mere decency as they were asked to sit somewhere lower than men or somewhere else.

Everything stated above are just the crux examples of what women have faced and still face on daily basis. Women still fight every day for their basic necessities whereas, men enjoy as if it is their fundamental right by birth given to them by the ultimate divine power. Women still in some parts of the country aren't able to voice up, few females are still facing violence whether it be a domestic, workplace, or public even. Some women never get to choose their life partners and are tied to a person they don't even know and are subjected to harassment and ill-treatment for the rest of their lives, and some misfortunes are given honour killing as a reward as soon as their families get tested the womb, they are in they are a 'girl child'. This goes on and on and the sad part is there is no limit to the ironies and misogynies. While the research paper focuses on the topic of different sorts of discrimination the furtherance of the paper will be dealing in the below writeups.

Pink Tax is a tax imposed on women it is gender-based discrimination that is suffered by the females at large due to the imposition of tax on just the basis of 'pink' colour or the feminine touch. Pink Tax is imposed on the products which are designed and launched in the market specifically for them and this brings the 'invisible tax' at play, the irony is that the same products are available for the male population at a very less and reasonable cost than of what females bare. Assembly woman Jackie Speier was the first to state that this was the first state law of its kind. Before this was known as "gender tax" to explain the discrimination of price.<sup>4</sup> After a lot of tension rising in the New York state, the Consumer Affairs Department of New York examined about 794 products that were out in the market for sale irrespective of the age of customers.<sup>5</sup> Pink Tax overshines all aspects of discrimination when it was also denoted as 'Tampon Tax'. The Tampon is a product that is designed for the hygiene of women during their painful menstrual cycle, it is designed to absorb the blood during menstruation. Tampon was given the title of "luxury item", a basic necessity of a female is given the position of luxury and on the other hand, the condoms and sex boosting medicines aren't given the tag of luxury items, and even the basic human medical necessity is stated under a 'luxury item'.

Not only in India but outside India too, we have been witness to the awkwardness that arises when one talks about the health of hygienic health of a woman, it is certainly treated still like a taboo in many places, and women

<sup>3</sup> BBC News (middle east) 5<sup>th</sup> June 2018

<sup>4</sup> <https://www.investopedia.com/pink-tax-5095458> Article on Pink tax by Amy Fontinelle, reviewed by Ebony Howard.

<sup>5</sup> New York City Department of Consumer Affairs. "From Cradle to Cane: The Cost of Being a Female Consumer, page 5.

are still observed not voicing up about themselves and the result is the 'pink tax' the price they have been targeted to pay, the invisible tax they have been paying now ever since because of how they also give their silent acceptance towards the taboo of their personal health is concerned. If the 'tampon tax' is imposed an individual spends around 35-45% more on each product (tampon) box. A survey published in 2019,<sup>6</sup> they found that 64% of females are not able to financially support their requirements and the rest few were just untouched by the concept of the whole crisis. "This is not a posh thing," said Anne Sebert Kuhlmann, an academic partner in the College for Public Health and Social Justice at St. Louis University. "It's a need". It influences a lady's self-appreciation, her feeling of pride, and her capacity to take part throughout everyday life."<sup>7</sup>

In India, there is a presence of this tax too prevailing and breathing to its fullest. Female consumers have to pay this invisible tax on their daily need items on a number of products that are specifically designed and launched in the market for female consumers or just in the colour pink. Although a sign of relief is when 12% of tax is struck down by the government and the voicing up and raise of women empowerment has given birth to many new aspects and government is directed towards taking some serious actions towards the imposition of discrimination against anyone; as our constitution provides us with the right to equality under the golden triangle of article 14, 19, 21<sup>8</sup> elaborately talk about the equality right as a basic right fundamental given to us irrespective of our gender, race, creed, colour, or orientation.

In ventures where items have been generally showcased dependent on sexual orientation, a few brands are starting to avoid generalizations and embrace non-partisanship, but still, they aren't enough in number to dissolve the market of those who are ruling the industry and market with pink tax imposition, the sad reality is pink tax is imposed upon the female customers as if that is something they have to go through and are liable to pay; resultant to which the silence is kept in tacked and Women pay a heavy price for the said same. A pink convertible or a doll may be recorded for young ladies on the web or in stores, while a blue truck or a slugging stick might be named as young men's toys. It's a moderately current marvel: According to an Atlantic article<sup>9</sup>, under 2% of toys were unequivocally promoted to either young men or young ladies in Sears list advertisements in 1975. By 1995, gendered toys made up generally 50% of the Sears list's contributions. For grown-ups, brands may point designated online promotions for family items to ladies, while an athletic gear organization may just depict men in their ads. According to a renowned and famous scientist, humans can't be just defined or explained by their genders but the stereotypes we have been used to do not accept this and say unlike what scientists do.

Several states have tried in passing a law against the discriminatory tax, the objective is to direct treacherous value inconsistencies out of presence. All things considered, ladies as of now procure less pay; for what reason would it be advisable for them to likewise pay more for identical items and administrations?

## 2. Historical Background

Lady, female, lass, Senora, femme, Judy, woman, all are synonyms to refer to the gender that is born as a girl child. The history talks with an abundance of rights enjoyed by the gender, then what caused the whole disturbance? When did we start practicing discrimination? When was the misogyny that came into play? Talking of our ancient times

<sup>6</sup> Even in the U.S., poor women often can't afford tampons, pads by Linda Carroll

<sup>7</sup> Even in the U.S., poor women often can't afford tampons, pads by Linda Carroll

<sup>8</sup> Indian Constitution, 1949.

<sup>9</sup> The Atlantic- Toys Are More Divided by Gender Now Than They Were 50 Years Ago -by Elizabeth Sweet

## 1.1 EGYPT

In the ancient Egypt, women had access to all sorts of rights and even enjoyed few rights which were of higher order as property rights, being a witness in the court etc. they were never considered less than men in any field. Most women had a spot with the lower class and worked nearby their life partners. Women were known to regulate farms or associations without their life partners or kids. Among the high social orders of society, a woman ordinarily didn't work outside the home, and on second thought regulated the workers of the family and her youngsters' academic. A special case is the material domain. Here women are all over validated as weavers. A letter found at Lahun and dating around 1800 BC names six female weavers <sup>10</sup>. In the Old Kingdom rich ladies regularly possessed their own families. There was working people one next to the other, and it isn't unprecedented to discover in the staff of a ladies' family different ladies with managerial titles. Particularly in burial chamber scenes of the periods, men are regularly served by men, while ladies are served by ladies. Here, the partition of genders is noticeable<sup>11</sup>. There were many women who were at the highest official roles and even were vizier of the kingdom, the biggest example of this is Nebet.

Women enjoyed their livelihood the same as men did until their word discrimination was coined and came into play.

## 1.2 Greece

Greece women were lacking behind in terms of rights being provided to them but still, we're having some rights too where they could enjoy the rights of private property and possession.

Freedom of Movement was exercised and enjoyed by them until the stage where Archaic Age was found.<sup>12</sup>

## 1.3 Rome

Like Athenian law, Roman act came into force by men for men. Ladies had no open voice and no open job after the first century BCE and therefore only worked on until the sixth century BCE. Freeborn women have traditionally Rome were residents who possessed legitimate benefits and privileges that were not extended to non-residents or slaves. Despite this, Roman culture remained dominated by men, and women were barred from voting, holding public office, or serving in the military. Elevated women used marriage and childbearing to exert influence in government. During the Roman Republic, the mothers of the Gracchus siblings and Julius Caesar were praised as admirable women who excelled in their children's careers.<sup>13</sup>.

## 1.4 India

Ladies during the Vedic time frame delighted in high status with men in all parts of life. Works by old Indian grammarians, for instance, Patanjali and Katyayana suggest that women were instructed in the early Vedic period. Apparatus Vedic sections recommend that ladies wedded at an experienced age and were presumably allowed to choose their own spouses in an event called swayamvar or live-in relationship called Gandharva marriage.<sup>14</sup> The Rig Veda and Upanishads notice a few ladies' sages and soothsayers, remarkably Gargi Vachaknavi and Maitreyi

<sup>10</sup> Marc Collier, Stephen Quirke: *The UCL Lahun Papyri: Accounts*, Oxford 2006, ISBN 1-84171-907-2, 144-145

<sup>11</sup> Henry George Fischer: *Egyptian Woman of the Old Kingdom And of the Heracleopolitan Period*, Second Edition, revised and augmented, New York 2000 ISBN 0-87099-967-2, pp. 19-10 online

<sup>12</sup> Nardo, Don (2000). *Women of Ancient Greece*. San Diego: Lucent Books. P.28.

<sup>13</sup> A.N. Sherwin-White *Roman Citizenship* (Oxford University Press, 1979), pp. 211 and 268; Bruce W. Frier and Thomas A.J. McGinn, *A Casebook on Roman Family Law* (Oxford University Press, 2004), pp. 31–32, 457, *et passim*

<sup>14</sup> Majumdar, R.C.; Pusalker, A.D. (1951). "Chapter XX: Language and literature". In Majumdar, R.C.; Pusalker, A.D. (eds.). *The history and culture of the Indian people, volume I, the Vedic age*. Bombay: Bharatiya Vidya Bhavan. p. 394



(7<sup>th</sup> century BCE)<sup>15</sup>. Indeed, even in the act of Homa (custom including fire, and contributions to fire), each mantra or Shloka is addressed to Swaha, the spouse of Agni, rather than Agni himself. Devi Bhagavata Purana: 9.43, says that all solicitations to Agni must be made through his better half as it were. And even after the godly phase where more of humanly existence erupted India has given birth to many Heroic female figures and there are numerous examples to this statement.

So, if given a thought upon that when everything in Ancient India was at least as favourable for women then what exactly happened where women were degraded and were subjected to discrimination. These were the examples of few countries and the status of women in their ancient history, further, the events that occurred led to the change of minds of men or say male-dominated society, where then women were looked less upon. The change of minds came in when men started to have a hold of society and thought that women were below them.

Women when were treated like some property that men own and men were the ones who could make and take decisions for them because men thought that women were not capable and didn't showcase the proper brain skills. There were many countless years of women facing discrimination until they decided to start speaking for their rights and to take control of their own lives. One of the events which came in limelight was when women started to raise their voice for Voting rights, this became a very big movement that was carried on for years. The capacity to cast a ballot, and how ladies were restricted or disallowed from casting a ballot, is one of the central and, attributable to the anecdotal and suffragette evolution, presumably one of the most notable components of sexual orientation difference. The capacity to vote is a fundamental human right because it allows you to add your name to the list of state authorities who will answer your concerns. Given the power that government has to make decisions that affect people's daily lives, it's important that those who are influenced (of voter turnout) have a say in who makes those selections.

Casting a ballot right was granted to ladies a lot later than men, and regularly this was accomplished through hard-won fights. The testimonial development (especially connected with the initiative of Millicent Fawcett)<sup>16</sup> tried to accomplish uniformity for ladies through quiet and lawful means like petitions, though the suffragettes were more assailable in their activity. In the UK this development is most popular through crafted by Emmeline Pankhurst who established the Women's Social and Political Union (WSPU) in 1903. This gathering endeavoured to enter parliament, pestered individuals from parliament, harmed and bound themselves to property and therefore confronted maltreatment from the media and were truly attacked by the police. Later National Union of Women's Suffrage Societies (NUWSS) was formed by 17 individuals and The NUWSS took on a serene and non-angry methodology. Individuals accepted that achievement could be acquired by contention and schooling. The association attempted to raise its profile calmly – and legitimately – with petitions, banners, pamphlets, schedules and public gatherings. By 1914 the NUWSS had developed to around 54,000 individuals. Practically the entirety of its chiefs and the greater part of its individuals were centre or high society, and generally, they lobbied for the decision in favour of the working class, property-possessing ladies. Nonetheless, common ladies joined the NUWSS, as well, and a few individuals perceived that they required the help of all women. Like the NUWSS, the suffragettes additionally utilized banners, flyers, public gatherings and walks in their mission. The WSPU sold 20,000 duplicates of their paper, Votes for Women, every week. At the point when the First World War

<sup>15</sup> H. C. Raychaudhuri (1972), Political History of Ancient India, Calcutta: University of Calcutta, p.67–68

<sup>16</sup> <https://www.bl.uk/votes-for-women/articles/suffragists-and-suffragettes#:~:text=In%20the%20wake%20of%20this,%2C%20led%20by%20Millicent%20Fawcett.> [Accessed on 9:53, 30<sup>th</sup> September, 2021]

broke out in 1914, the suffragettes and suffragists halted their mission on the side of the public authority's conflict exertion. In 1918 – after the conflict – a few ladies were given democratic rights.

After this, many historic movements were upheld in favour of women. Women were entitled to exercise their rights and live a standard of livelihood, in different fields and different aspects women started acknowledging their rights and started prevailing them and spoke out against any sort of discrimination done against them. One of such incidents came out when feminists started campaigning against the pink tax. Women were again made to suffer by being imposed a tax that is an invisible price they pay to use the products which are of their need but different from what men use. Men products which are quite similar to what women use just in pink colour or which are specifically designed for women are much lesser in price than that of the price women have to pay for their daily needs and necessary items.

Different countries have imposed pink tax by their different virtues and as they felt like without any hesitation towards the sense where women would be the targeted payers of this said invisible tax.

a) California

In 1996, Governor Pete Wilson of California executed the Gender Tax Repeal Act of 1995<sup>17</sup> expecting dealers to charge ladies and men a similar cost if a help took a similar time, cost, and ability to give. It was explicitly focused on administrations like hair styles, cleaning, clothing changes, vehicle fixes, and different administrations—not at items. At that point, the expression "sexual orientation charge" was utilized to portray this sort of obvious value segregation. A prior adaptation of the bill that additionally designated items didn't pass.

b) US

Speier, who supported the 1995 California act, additionally presented a Pink Tax Repeal Act at the government level in 2016.<sup>18</sup> The bill has been once again introduced a few times yet has not passed.<sup>19</sup> Its reason for existing is "to disallow the evaluating of shopper items and administrations that are significantly comparable if such items or administrations are valued contrastingly dependent on the sex of the people for whose utilization the items are planned or showcased or for whom the administrations are performed or offered". Companies abusing the law would be considered disregarding the Federal Trade Commission's unreasonable or beguiling demonstrations or practices rules influencing highway business.

c) New York

In 1998, New York City's then-chairman, Rudy Giuliani, marked a bill pointed toward forestalling retail foundations, for example, haircutters and cleaners from putting together costs exclusively with respect to sexual orientation. It permitted the city's Department of Consumer Affairs to gather fines from violators. In particular, the law forbids the presentation of prejudicial valuing, which means you shouldn't see a sign that says "ladies' hair style \$45, men's hair style \$25" when you stroll into a New York City beautician.<sup>20</sup>

d) India

In India we don't have any believable information to show the presence of pink expense. This brings forth the contention that pink duty is non-existent in India. In the Indian setting it would be more able to say that we don't have any pink expense imposed on ladies' items as such however we do have clear sexual orientation value

<sup>17</sup> Official California Legislative Information. "Bill No: AB 1100."

<sup>18</sup> Congresswoman Jackie Speier. "Congresswoman Speier Introduces Pink Tax Repeal Act to End Gender-Based Pricing Discrimination. [Accessed at 10:47 on 30<sup>th</sup> September, 2021]

<sup>19</sup> GovTrack.us. "H.R. 5464 (115th): Pink Tax Repeal Act.

<sup>20</sup> Archives of the Mayor's Press Office. "Mayor Giuliani Signs City Council Bill No. 804-A into Law."

separation in items and administrations. Pink tax prevails its origin and in disguise is seen enjoying its status in India too. Indian women have to deal with this on a daily bases and as a mere example a haircut normally for guys can be done under 100 to 150 bucks whereas, women pay a sum of around about 400-500 bucks normally for a haircut. Men go around making fun of the part where women pay thousands of bucks in the salon and still look the same, but while joking they forget that they are indirectly stating the irony that women for bare minimum service have to pay heaps of money and whereas guys (men) pay an eminent amount and receive the best of services and products both valuably and quantitatively.

### 3. Actuality of Discrimination

The main genuine endeavours to accomplish fairness for ladies happened during the 1800's. During the early piece of that century, coeducational examinations at the college level were presented interestingly, state laws were passed which permitted ladies to hold their property after marriage. Additionally, the main ladies' freedoms show was held. Numerous who upheld ladies' privileges became dynamic in the abolitionist development during the Civil War period. Some even turned out to be notable public speakers, an extraordinary occupation for ladies at that point. Pink tax has been in the hot topics of most of the tables. Pink tax in all different countries have been a struggling part for feminist's voices and organisations. The mission for equity proceeded after the Civil War. In 1869, the Wyoming Territory passed a law which permitted ladies to cast a ballot and serve on juries. A few other western regions and states consequently allowed ladies the option to cast a ballot. Ladies' privileges advocates were shocked that the Fifteenth Amendment, which was approved in 1870, precluded the states from preventing casting a ballot rights on the ground from getting race, however not based on sex. In 1878, Congress considered a Constitutional correction giving ladies the option to cast a ballot. Albeit the change fizzled, it was renewed each year for a time of 40 years. The development for ladies' testimonial was driven, among others, by Susan B. Anthony, who was captured for casting a ballot in an official political decision, and by Lucy Stone, who was one of the primary American ladies to hold her last name by birth after marriage. Ladies were at last given the sacred right to cast a ballot, which gave that "the right of residents of the United States to cast a ballot will not be denied or shortened by the United States or by any State by virtue of sex."<sup>21</sup> The ladies' freedoms development lost its stimulus after the confirmation of the Nineteenth Amendment. It was not until the 1960s that it recaptured its energy. With more ladies dismissing the customary job of housewife and entering the work power, there was an expanded interest for equivalent freedoms and openings. Accordingly, Congress passed the Equal Pay Act of 1963, which denies bosses from oppressing representatives on the ground of sex regarding the terms of remuneration. The next year, Congress instituted Title VII of the Civil Rights Act of 1964, which boycotts segregation in work based on sex, among different grounds. Guys, just as females, have been allowed assurance against sex separation.<sup>22</sup> In 1972, Congress presented the Equal Rights Amendment (ERA) to the states for confirmation. Fundamentally, the ERA banned all segregation on the ground of sex. Notwithstanding, the ERA endured rout after the fundamental number of states neglected to confirm it inside the compulsory ten-year cut-off time. Until this point in time, ladies are as yet battling with the issue of fairness in their own and expert connections. 35 years after the entry of the Equal Pay Act, ladies have still not accomplished correspondence in compensation.

<sup>21</sup> 1920 (19<sup>th</sup> Amendment)

<sup>22</sup> Equal Pay Act and Title VII

Talking about very own country, India is determined to address sex and ladies driven issues through common participation with the G20 gathering of nations, Union Minister of Women and Child Development Smriti Irani has said that the Minister, passed on India's fortitude with the G20 for advancing sexual orientation correspondence and ladies' strengthening among accomplice nations, while tending to the main G20 Ministerial Conference on Women's Empowerment held at Santa Margherita Ligure, Italy in a mixture design. Irani joined the 'Sexual orientation Equality Ministers of the G20' in resolving to advance sex equity and strengthening of ladies through participation and coordination at all significant fora, per a public statement gave by the Ministry of Women and Child Development. "The Minister featured the different drives embraced in India by Prime Minister Narendra Modi drove government towards cultivating sexual orientation correspondence, guaranteeing better medical care and reinforcing ladies' wellbeing and security," the delivery expressed. The meeting recognized the normal destinations and shared liabilities to propel the objectives of uniformity and advancement of ladies and young ladies in all circles including STEM (science, innovation, designing and math), monetary and computerized education, climate and manageability. The G20 contains 19 nations and the European Union. The 19 nations are Argentina, Australia, Brazil, Canada, China, Germany, France, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the UK and the US.

Whenever browsing, whether it be in a store or online, there is a decent chance that a woman will pay more for a product than a masculine one. The price of someone who is a woman is that extra, which might indeed be just as considerable as 50%. This is not unique to India; women pay more for products and services than boys and men in all capitalist economies around the world. This financial discrepancy is recognized as the 'pink tax,' or more precisely, it's the 'gender tax.' The trouble begins with the appellation. The term "pink tax" has long been seen in the media, primarily in the West, and it feeds with the stereotype of colour scheme women and girls with the colour pink, "The misnomer 'pink tax' displeases people. It is indeed ludicrous to always have pink for girls and blue for boys. We can use a variety of terms instead of continuing the trivialization,"<sup>23</sup> Ritu Dewan, former President of the Indian Association for Women's Studies and Vice-President of the Indian Society of Labour Economics, believes. Her work on gender economics has earned her recognition, Gender tax does not apply in India, as according majority sentiment. On the surface, a gender tax on items & services would seem to be hard to implement. However, subsequent analysis indicates that women pay more for a product than males. If seeking for a regular round-neck cotton T-shirt (of a very well Indian brand) web, the men's version costs Rs.399, although the women's version costs Rs.419 — a 5 percent premium. Similarly, V-neck t-shirts are priced differently for men and women, with men have to pay Rs 305 and women spending Rs 359. For women, these are not finer or more detailed apparel. "It is a question of what goes into the product,"<sup>24</sup> remarked Harish Bijoor, Brand Founder of Harish Bijoor Consults Inc. There can be no such thing as a pink tax or a pink discount. It's all about the garment's quality, whether that's a round neck or a various version of cotton. It's impossible to assess something from yard to yard." Producers and marketers would believe that when it comes to their aesthetics and grooming, women are prepared to invest more. Companies are keen to create far more money from women even though it is part of their marketing approach. As a corollary, razors for women are more premium than razors for males. For comparison, a three-blade razor for men costs Rs 230, whereas a similar razor for women charges Rs 499.

<sup>23</sup> Ritu Dewan, former President of the Indian Association for Women's Studies (IAWS) and Vice-President of the Indian Society of Labour Economics (ISLE).

<sup>24</sup> Harish Bijoor, Brand Founder of Harish Bijoor Consults Inc



Economies of scale could be a counter-argument to this pricing imbalance. Because more men are acquiring razors, the growing demands helps to even out the price and lower it. Similarly, there are various deodorants for which women would pay a gender tax. Men's deodorants cost an average of Rs 250 for a 100 ml canister, whereas women's deodorants cost an average of Rs.185 for a 50 ml bottle, such as a difference of 48%. Women and men, but at the other contrary, are entirely unfamiliar with the concept of the pink tax, or gender tax. In a survey of individuals between the ages of 18 and 25, 67 percent that they've never heard of either terminology. Remarkably, 93 percent of respondents believed that women were billed more for identical consumer products than men. During the huge movement in India for the elimination of the Goods and Services Tax (GST) on sanitary napkins<sup>25</sup>, a sense of this asymmetrical pricing or 'taxing' women disproportionately for products was brought home. Response to popular outrage and initiatives by women's organisations and gender activists, the 12 percent GST was scrapped in July 2018. On the surface, it appeared like women had triumphed because a component critical to their health and hygiene had been marked down. In reality, sanitary napkins were almost as expensive, and indeed out of reach for the majority of the Indian women. This is attributable to the fact that factories could no longer claim an input tax credit. "The preponderance of our decisions in life are determined by marketing and advertising". With this in mind, we are lured to treatments that claim to want to help us feel prettier, fairer, or more desirable. Surely, we pay the "supplemental' cost for this"<sup>26</sup> Dr. Surbhi Singh, a licensed gynaecologist and the founder and president of the 'Sacchi Saheli' menstrual awareness NGO, made a comment.

A few observers accept that sex charge is certifiably not a highly contrasting issue. Publicizing proficient and analyst Geeta Rao, said, "There are sure classifications where men's items are more costly, and there are others where results of ladies are costlier. For instance, ladies' preparing and excellence items are undeniably more costly than men, however matching suits for men will quite often be more costly than for ladies. Bicycles and vehicles focusing on men are definitely more costly than vehicles and bicycles focusing on ladies." While Mr. Bijoor says, "Class of items which are offered to ladies more, there is without a doubt a superior which is put on these items and administrations. Exactly the same thing happens to things identified with kid pieces of clothing. A specific tone may cost unique in relation to the next. It'll be inappropriate to say that it's a pink expense. On the off chance that at all there will be a pink Bolero dispatched by Mahindra, all things considered, it would go at a markdown over the customary adaptation. Since the thought will be to give it at a markdown to ladies as opposed to request a premium. "Indra Nooyi" may make 'woman chips' a thing in India possibly<sup>27</sup>. Are oats impartial or would it be a good idea for them to be customized explicitly for ladies' bodies and evaluated distinctively too? Is the scope of unbiased items unrealistic in a market driven by hyper-division and benefits at-any-cost?

"With regards to scents and shoes, you will see they can be similarly costly for people. In the design classification, a decent format to investigate is the wedding section. On the off chance that you check out the accentuation on the wedding linen or gems or that large number of embellishments that go into making a lady of the hour, versus every one of those that go into making a husband to be, you'll see there is an immense dissimilarity. Some of it is most certainly made by marketing, advertising and a push from the advertisers; some is sex generalizing. There is a review which says that ladies purchasers are more vulnerable to showcasing in light of the fact that it requests to our 'lower' confidence, yet I don't know I concur with that completely,"<sup>28</sup> said Geeta Rao. Combine this with

<sup>25</sup> <https://www.bbc.com/news/world-asia-india-44912742>. Accessed on 12th October at 11:43 pm.

<sup>26</sup> Dr. Surbhi Singh, a licensed gynaecologist and the founder and president of the 'Sacchi Saheli' menstrual awareness NGO

<sup>27</sup> <https://theprint.in/opinion/after-breasts-indra-nooyi-gives-women-a-new-thing-to-worry-about/33930/>. Accessed on 17<sup>th</sup> October, 2021 at 12:55am

<sup>28</sup> Taking Action: Achieving Gender Equality and Empowering Women. (Author Geeta Rao Gupta) on 2<sup>nd</sup> November 2021.

the way that ladies regularly procure not as much as men in a similar work. This can around 20% less, on a normal. There is a sex pay hole across callings – from celebrities to cultivate work – which is weighted against ladies. Also, they frequently wind up paying more to utilize the item that men do. The issue of tax collection and sexual orientation has not been approached in a serious way or examined in incredible profundity. Sex charge comes in such countless ways. The GST on handled wheat (atta) impacts ladies more in light of the fact that they are principally answerable for taking care of the family.

“We are discussing an ordinary normal helpless lady of the country, to whom even a distinction of Rs 3 for every kg on charge section is tremendous”<sup>29</sup>, said Ritu Dewan. On the off chance that you take a radio taxi, you would in any case be making good on a sexual orientation assessment, or 'Pink Transit Tax Talking', as characterized in a report by Wired. As a lady, you may book a taxi for reasons of security, particularly around evening time. Yet, in case you were a man, you may have utilized public vehicle and laid out a lot of less”. Everyone will say that streets are streets. Yet, obviously, streets and sexual orientation are connected. The fact is who utilizes them, where do they go and how regularly they are utilized," called attention to Dewan. Regardless of whether it is our urban areas or callings or commercial centres on the web and disconnected, there is no question that ladies are paying more than men to access and utilize comparative labour and products. However, sexual orientation charge isn't yet an issue that causes shock among ladies, even instructed and sex delicate ones. Sex assessment would be apparent, maybe, if we as a whole realized that it exists. Today, regardless of the delight that accompanies wearing a dark dress, it's unique to the self-important air I took in my frilly pink gowns. What's more, I'd arrive at the finish of my tie if any other individual guaranteed pink as their top choice, which incidentally, was each young lady I'd at any point known. this sentimentalism with pink was unadulterated joy and nothing related with it might at any point be horrendous. But, it's unexpected how off-base I've been demonstrated today. Pink duty is a type of sex-based valuing where ladies are ordinarily charged more than people for a similar item. It's anything but a duty that is applied on items utilized by ladies, rather, it's a beneficial value that requires individuals utilizing ladylike items to pay more. What's more, mind you, these are precisely the same items that are promoted diversely so ladies need to pay more. In 2015, having inspected five enterprises, 24 stores, 91 brands and 794 items, the New York City's Consumer Affairs Report referred to that by and large, ladies' items cost 7% more than comparative items showcased for use by men. Anne M. Rios, Executive Director of Think Dignity says that “For some, the expense of these items are restrictive, and whether or not choosing if they will eat or purchase feminine items, most of people will pick eating. This prompts unsanitary practices like utilizing old socks, clothes or garments as cushions, which can prompt critical wellbeing dangers like HPV and incontinence.”

## CONCLUSION

The pink tax is a great illustration of how the industrial sector has accomplished in promoting a blatant mischaracterization with a certain kind of beauty, capitalising on irrational concerns and the ambiguities in the human body. Because, of course, a conventional razor can't achieve the same results for women as it can for gentlemen. There was no need to be concerned, because the comparable razor, when presented in a pink wrapper with a flowery design and sold for an incremental Rs 200, might do wonders for the female counterpart. Fanning the fire is a ceaselessly enlarging sex pay hole. Hence, basically we are not compensating our individuals for the work they do while charging them more for the items they use. Attributable to a range of financial and primary

<sup>29</sup> Ritu Dewan waws the first-ever women Director of the Department of Economics, University of Mumbai, and the founder-member of the first Centre of Gender Economics.

reasons, ladies in India procure 19% not as much as men. This hole perseveres in each field — from key enterprises like IT to essential exercises like horticulture (where, unexpectedly 80% of the work is embraced by ladies). Envision a situation where you're stuck between flares that move at an angering pace and a savage uncouth dog. That is the thing that it seems like to be a lady in the labour force today. To battle this quandary, we really want to consider the circumstance. Substantial accentuation should be laid on spreading mindfulness and teaching each other with regards to the pink assessment. Utilize online media to additional our target by uncovering manners by which shoppers of these items are being taken advantage of I was acquainted with the subject through a post on Instagram. Furthermore, there is a deficiency of ladies in places of administration in our nation and this is an issue of basic significance. It is the need of great importance that we train and enrol ladies to be future agents of this country. Tending to imbalance in the work environment and enacting on the equivalent would be of much outcome too. We all as local acquaintances need to move forward and pursue assembling a bright society, where each tone has its own excellent spot. Allow us to meet up to enjoy pink in the manner it was planned to be, however not as a raspberry cart. One more indication of the financial dissimilarity made among people because of the male centric construction of society is "pink assessment". The term basically alludes to a sexual orientation-based value separation wherein ladies need to habitually pay more than individuals for same items and administrations for indistinguishable labour and products, which must be separated through the shade of the item and its bundling. This so-to-talk charge that causes the value contrast between the conventional or male arranged items and its female designated item partner is clear in all classifications of items and administrations, directly from toys for babies to help hardware for seniors. What's more is, there is scarcely any mindfulness about this value disparity in created and non-industrial nations the same. A study uncovered that as numerous as 67% grown-ups in India had never at any point known about the pink assessment. The initial occasion when this gendered valuing was brought to the public eye in India was through the development against the 12-14% GST exacted on the prohibited clean napkins and other ladies' cleanliness items. While contraceptives remain tax exempt and are viewed as fundamental merchandise, a "tampon charge" was forced on ladies' sterile items as they were viewed as an extravagance rather than a need. This started inescapable fights via web-based media, particularly twitter, under the mission's name #LahuKaLagaan, signifying "charge on blood". Online petitions against it excessively got in excess of 4,00,000 marks including those from activists, entertainers, legislators and jokesters and at last drove the public authority to renounce this "tampon charge" in 2018. Albeit the "tampon charge" development in India helped spread some mindfulness about it, pink assessment still significantly stays concealed in the commercial centre and is acknowledged as an unquestioning standard of society. Numerous online media developments all throughout the planet, for example, #GenderPricing and #AxThePinkTax—also have carried some regard for it yet their range is still exceptionally restricted. Making more mindfulness among purchasers is subsequently foremost in this fight against the pink expense. Staying alert with regards to the profoundly tricky accounts that fuel and legitimize the pink assessment is the initial move towards addressing it and hence making a move against it. It is urgent then, at that point, to make more discussion about this and to voice one's viewpoints to their friend gatherings and via web-based media stages. Further, one can intentionally decide to blacklist the results of organizations that do charge this pink duty by one or the other changing to their comparative nonexclusive or male situated items, or by changing to a completely unique brand that avoids charging the assessment. It is similarly as significant for purchasers to see the value in the endeavours of organizations that are effectively attempting to break this standard. Organizations will undoubtedly take perception of this mindfulness and change in purchaser inclinations which would influence their advertising technique and evaluating strategy. Burger King, for example, is as of now openly crusading against the pink

assessment. Billie, a membership razor organization, in its battle against the sex charge offers a reference markdown that it calls 'The Pink Tax Rebate'. This is the way forward for organizations to effectively join the battle against man-controlled society and benefit through becoming pioneers of progress as opposed to residual exploiters.

To achieve change in this cultural propensity for persecuting ladies monetarily, it is central that we break the subliminal harmful cultural ideas of ladies being simple, delicate and accommodating to the outlandish standards in general. What's more, the onus has arrived to effectively participate in this battle against the mistreatment and to urge others to do likewise. I trust that one day all the deal exploring ladies' customers would not need to benefit the entire year limits called the men's specialization.

