

Kristof is right that prejudice declines as villagers see women in action – and particularly as they produce results. We work with more than 65,000 elected village women leaders in India and see there are three keys to accelerating this process: building the capacity of women leaders, ensuring that states actually transfer resources and decision-making to local levels so women can get things done, and mobilizing the power of media to transform attitudes. We've encouraged the publication of literally thousands of success stories of grassroots women leaders, and we can see that prejudice is reducing and people's lives are improving. This is the only path to a vibrant future in rural India, and we are sticking to it.

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