



pepsi smash

What is PepsiSmash?

Global snack and beverage giant PepsiCo is trying to smash a courageous group of workers in West Bengal, India, who formed a trade union. In 2013, workers at 3 warehouses contracted exclusively by PepsiCo to handle Frito-Lay products registered their new union with the authorities. They were harassed, assaulted by company goons and then 162 workers out of 170 employed in three warehouses were brutally fired.



How does it work?

In May 2013, in response to protests, they were allowed to return to work, but under conditions that strip them of their human rights. They were told they can return to work if they declare they will never again join a union, made to sign false statements which they were told were legally binding, and told to cut up their union cards and step on them as they walked into the warehouses. Those who refused were told they will never work again and that they will be blacklisted by all local employers.

Holding strong

Despite threats, harassment and hardship, **28 of these unfairly dismissed workers stood up against** these major violations of basic rights. Together with the IUF, the PepsiCo Frito-Lay Workers Action Committee is demanding reinstatement of these workers with full back pay and guarantees that they can exercise their right to form or join a union without fear of reprisal. PepsiCo rejects these demands.



"No one in my village gets a job with Pepsi anymore. They have all been black-listed." With my child approaching school age, the situation is dire for Action Committee leader **Rajit Debnath** and his family. Rajit's mother was diagnosed with a kidney disease last year. After losing his job, he was unable to afford treatment. The disease claimed her life.



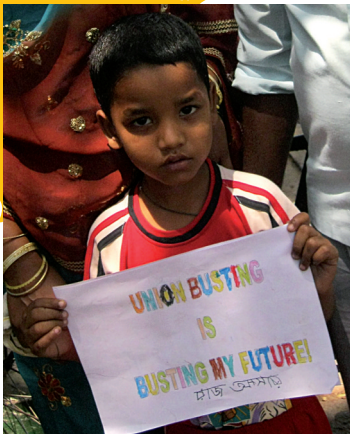
Since he was terminated for union activism, Action Committee member **Aktar Ali** depends on irregular construction work. "When I had my job, I was sure that I would be able to send my kids to school and get them a proper education. But now I know that the slightest problem at home will force me to take at least one of them out of school."



Gautam Sardar supports a 7-member household but has had no regular work since being fired from the warehouse. His father needs eye surgery. Gautam has become heavily indebted to the village moneylender but insists: "They must give us our jobs back and let us enter the warehouse not only as workers but as union members as well."



PepsiCo CEO **Indra Nooyi's** total compensation for 2013 came to USD 18.6 million – a 7% jump over the previous year's package. A low-paid worker at PepsiCo's warehouses in West Bengal, India would need 14,055 years to earn what the top boss made – providing they renounced their human rights and managed to keep the job.



Fun for you?

Frito-Lay products are a PepsiCo “Fun-for-you” brand, alongside their “Good-for-you” and “Better-for-you” brands. **For the Action Committee members, warehousing Frito-Lay products has been neither fun nor good.** Perhaps it would have been “Better” if they had not attempted to exercise their rights – defending them has brought only severe hardship, blacklisting and indebtedness.



Human Rights at the workplace?

PepsiCo in 2012 formed a “Human Rights Operating Council” to, according to the company, “ensure” PepsiCo meets the international standards set out in the United Nations Guiding Principles on Business and Human Rights. What are they doing about these **blatant violations**?

These Principles are based on international human rights instruments, including Conventions of the United Nations’ International ILO which guarantee workers the right to form unions and to bargain their employment terms and conditions. **PepsiCo also has a “Human Rights Workplace Policy”** which states that “freedom of association means associates shall have the right to assemble, communicate and join associations of their choice”.

There’s not a word here about the right of workers to form and join trade unions, or about the management responsibility to recognize those unions and enter into good faith negotiations. PepsiCo knows what’s happening in these warehouses: the abuses have been brought to the attention of both Indian and corporate management. **PepsiCo refuses to act to ensure that workers’ rights are respected.**



Pepsico Frito-Lay warehouse workers need your support!

Actions by unions across India have shown solidarity with the workers and the campaign will continue until all workers are **reinstated** at their jobs with **full back pay** and full guarantees that they can **form or join a union** without fear of reprisal.

What you can do:

- visit www.pepsismash.org to send a message to PepsiCo;
- deliver a message to PepsiCo in your city to express concern about the company's violations of basic rights;
- join us on Facebook: **Pepsico-Workers-Rights**
- contact us to learn more about how you can help: iuf@iuf.org