

FINAL REPORT

Project: Effective Communication Strategies to Prevent and Counter Violence Against Women

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Recipient:

Global India Fund, Inc.
5162 38th Street, N
Arlington, VA 22207
United States of America

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Overview Summary: Global India Fund organized 5 communication training workshops focused on the prevention and treatment of gender-based violence for local policy makers, community activists, community and organization leaders, and youth leaders in 5 second-tier cities of India. Each workshop included experts from the United States, Nepal, and India. Global India Fund worked in close partnership with Samhita Social Ventures and Girl Rising to develop the content, organize, and implement the workshops, to ensure successful outcomes during and after the workshops. Further, a web presence (<http://commsagainstgbv.goodcsr.in/>) was created to provide participants with materials and social media (Facebook and What's App) groups were created to keep participants and speakers connected to one another for follow-on projects and collaboration. The following report provides details on each workshop and a summary of key outcomes

Summary of the 5 Workshops: The 5 workshops focused on several key themes and skills including 1) defining and naming violence in the local community; 2) gender discrimination and stereotypes as it relates to violence; 3) the power of storytelling for GBV awareness and advocacy; and 4) designing social media campaigns for local awareness and advocacy. All of the workshops followed a similar agenda with minor adaptations based upon speakers present at the workshop (local and global) and logistics surrounding the field visits to programs. The following sections provide details for each workshop (Please See Attachment A: Agendas and Attachment B: List of Participants and Speakers).

GBV WORKSHOP: VIJAYAWADA

Global India Fund, together with partners Samhita Social Ventures and Girl Rising, held a 4-day workshop in Vijayawada on effective communication strategies to combat gender-based violence from December 5th - December 9th 2017. Over 4 days, the workshop experts from the US and Nepal, along with local organizations and representatives from local government

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machineries shared their experiences on mitigating GBV. Further, experts focused on the function of strategic behavior change communication and shed light upon gaps and chasms that must be filled with collaborative efforts. Fostered by experiential learning and group activities, the participants were capacitated to leverage communication strategies in order to mitigate and eventually end gender-based violence.

The context and extent of gender-based violence was set by a first-hand account of a GBV survivor. A poignant account of a child being repeatedly struck in her own house with mundane household items and a child striving hard to becoming perfect for the fear that she would be beaten for her own shortcomings. Normalizing this abuse, the child now a mother herself feels as though she too, can strike her own child. However, her own trauma and suffering urges her to be a better parent. Once the first-hand account finishes, the participants were asked to share their reactions and responses to the account. Most participants confessed to feeling helpless and disappointed. The narrator, Indrani Goradia, the US expert and Founder of Indrani's Light Foundation is then called on stage, and participants are given the opportunity to ask her questions. This resulted in an interactive session wherein the implications of gender-based violence on the mind of a young child were discussed. After this exchange, Ms. Indrani laid emphasis on how overcoming abuse is indeed possible with companions of courage, hope, and resilience. To help participants perform their duties of understanding the issue of GBV intently, and subsequently offering help to its survivors, Ms. Indrani referenced examples of "snorkeling", and "scuba diving". As in the case of snorkeling, one is on the surface, breathing the air that everyone is breathing and looking down/towards the situation. On the contrary, when scuba diving, you have an oxygen tank attached to your back, and you are one with the school of fish, immersed in their realities and circumstances. Applying the same principles to understanding GBV, she contended that when one is interacting with a target group, one must not limit themselves to the superficial understanding of the issue. Instead, one must immerse themselves and see what it is like to be living their reality. Building on the example of scuba diving, Ms Indrani underscored the importance of the oxygen tank in keeping one afloat. When in the field and among the target group, one's "oxygen tank" must reflect values of self-compassion, mindfulness, and common humanity. Ms Indrani's session concluded with her demonstrating Dr. Dan Siegel's Hand Model of the Brain that can help one exercise more control over their feelings of resentment and anger by being aware of the cognitive process at play.

A panel discussion comprising of Ms. Sharmila Thapa (South Asia Expert; Founder, Samida Women Development Forum), Dr. B Keerthi (Technical Support Manager, Vasavya Mahila Mandali), Mr. N Sanjay, Inspector General of Police (Guntur Range), and Ms Indrani Goradia was moderated by Dr. Amita Vyas (Founder and Director, Global India Fund; Professor at George Washington University). The panelists discussed GBV challenges specific to Vijayawada; experiences of Ms. Sharmila in Nepal; and the police's initiatives to

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mitigate GBV. Mr. N Sanjay shared the initiatives of the police such as Mahila Police Volunteers wherein women over the age of 21 years are recruited as volunteers to help and support girls and women who have faced crimes against themselves, and seek to report it. These volunteers, playing the role of an elder sister or a peer, demystify police procedures, and encourage survivors to fight against such oppression.

Day 2 of the workshop was singularly focused on leveraging communication strategies to target underlying behaviors and attitudes of social issues. Ms. Nidhi Dubey, India Country Director for Girl Rising presented the social fabric of communication, and put forth World Health Organization's principles of effective communications.¹ Cornerstones of successful Social and Behavioral Change Communication (SBCC) i.e. mass media, mid-media, and interpersonal communication were discussed with participants actively sharing examples from their own projects and interventions. Ms. Nidhi drew attention to ensuring that SBCC strategies have thorough Monitoring and Evaluation (M&E) plans in place. Success stories such as those of the Pulse Polio campaign and Girl Rising's own campaign were shared with the participants to strengthen understanding of SBCC. Participants were then divided into groups wherein they identified an issue within GBV, and drafted their own SBCC using the framework that Ms. Nidhi explained.

Each one of the three groups identified a unique issue within GBV and presented their action plan. The issues identified were child abuse, early and forced child marriage, and online safety. Each group identified tentative timelines and milestones; channels of dissemination; on-the-ground activities; influencers and partnerships they would reach to; and the change they would like to achieve. Participants, after going through the exercise of drafting an SBCC strategy in collaboration with others, said that they found this exercise extremely useful. Seshu, a participant, shared, *"When we plan communication strategies according to this framework, there is little room for error."*

Ms. Richa Hingorani (Media and Communications Officer, Girl Rising India), building on the preceding session shared with the participants the critical role of digital media in today's increasingly digitized world. Digital media allows for the reach of the content to be amplified and helps generate interest on the issue at hand. After sharing principles to bear in mind when drafting digital media strategies, learnings and takeaways from Girl Rising India's We Dream, We Rise digital campaign. This short Public Service Announcement (PSA), disseminated by the Ministry of Women and Development across cinema halls, television networks, and radio channels, was the focal point of Girl Rising's digital campaign in October 2016. Sharing *We Dream, We Rise's* digital media strategy, participants were asked to draft their own strategies for the campaigns they had identified earlier in the day.

¹ Accessible, Actionable, Credible and Trusted, Relevant, Timely, Understandable

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Taking forth the takeaways of Day 2, Day 3 began with participants setting up their own Twitter handles and sharing updates from the workshops. Many first-time users were taught the basics of platforms such as Facebook, and Twitter, and encouraged to share updates from the workshops and their own projects.

For change to be sustainable and scalable, advocacy is an important tool. Ms. Indrani shared the multiple levels at which change must unfold for it to be accepted as a solution. Guided by principles of advocacy shared by Ms. Indrani, participants progressed to draft advocacy strategies for issues they had identified the previous day.

After sharing of advocacy strategies and plans, Dr. B Keerthi of Vasavya Mahila Mandali shared the organization's efforts to curb GBV in communities of Vijayawada through its wide gamut of programs. The participants, ahead of a field visit to VMM, were acquainted with its flagship programs through video snippets, and promotional brochures. Shortly after, the participants were taken to VMM office wherein they had the opportunity of observing and learning from two of their ongoing programs. One of the two programs trained eve-teasers on respecting, and honoring women, and ending practices of catcalling and street harassment. Participants had the opportunity of interacting with former eve-teasers that VMM trained using a reformative approach rather than a punitive one. The other program trained and counselled couples to break away from the practice of domestic violence, and participants were given the opportunity of engaging with both perpetrators of domestic violence and survivors. This field visit helped participants learn the realities of GBV, and also engage with both perpetrators and survivors- giving participants rare insights.

On the last day of the workshops, Dr. Amita Vyas recapped takeaways and highlights from the previous workshop days. Ms. Sharmila Thapa shared with the participants her own story of domestic violence, and how she fought all odds to live her life with respect and dignity. Tracing her journey from being a helpless woman seeking out help to a resolute woman who founded an organization to support single mothers, Ms. Sharmila said that her courage and determination to change the status quo of women in Nepal inspires her to strive harder each day.

Mr. Gautam Sawang, Commissioner of Police, Vijayawada City spoke at the concluding session of the 4-day workshop and opined, "Communication strategies are critical in overcoming gender-based violence, and such initiatives must start early on like in schools." He continued to share that changing the mindsets of people and how girls/women are valued is critical to ending gender-based violence. He pledged his unequivocal support to the cause, and vowed to push initiatives that welcome gender-equitable perceptions.

And finally, a press conference was held on December 8, 2017 from 2 pm to 4 pm.

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Our panel was honored to host the following speakers.

- Indrani Goradia, Founder, Indranis Light Foundation
- Amita Vyas, Founder and President, Global India Fund
- Gautam Sawang IPS - Commissioner of Police, Vijayawada
- Gabriel Hons-Olivier, Public Affairs Officer, US Consulate General Hyderabad

At the press conference, the media was given a brief round-up about the workshop and were given an opportunity to interact with our speakers and ask questions about the issue of Gender-Based Violence. Mr. Hons-Olivier shared the work done by the Consulate to counter the various negative consequences. The Commissioner, spoke about the role of communication in changing people's attitudes to GBV, and gave insights into the various interventions being implemented by the police force in the state of Andhra Pradesh.

We had more than 30 journalists from various print, wire and television agencies at the press conference. We received coverage throughout that week in newspapers such as the TOI, The Hindu, the Deccan Chronicle, Andhra Jyothi, New Indian Express and others.

GBV WORKSHOP: TRIVANDRUM

Second in the 5-part series, a workshop was held in Trivandrum on “Effective Communication Strategies to Combat Gender-Based Violence” from December 11th-December 14th. The workshop agenda is almost identical to the agenda for Vijayawada with slight changes to accommodate local experts and organizations. The first day of the workshop devoted to context-setting began with Ms. Indrani Goradia's own account of being a GBV survivor. She shared her story of abuse that took place over a number of years during her childhood. She yearned to be perfect and accepted being struck for her ‘mistakes’, little realizing that she had no role to play in her abuse. Ms. Indrani's story moved the gathered participants, both men and women, and encouraged them to take a stance on the issue of GBV. Ms. Indrani, then, progressed to use examples of “snorkeling” and “scuba diving” to help participants distinguish between perfunctory and deeper understanding of an issue. She also highlighted that while garnering a deeper understanding of the issue, it is important to approach the situation with values of self-compassion, mindfulness, and common humanity. Explaining the science behind what happens when one feels a bout of anger, Ms. Indrani demonstrated Dr. Dan Siegel's Hand Model of the Brain to cultivate a more nuanced understanding of how one can be in control of oneself, and exercise restraint. Dr. Gita Gopal, Former Gender Advisor, Kerala Government followed Ms Indrani's session with state-specific insights and perspectives. Paradoxically, Kerala is one of the best performing states in the country (on indicators of education), and yet reports high incidences of crimes against women. Dr. Gita highlighted how despite the high education rate in the state, women do not have any participation or voice with only 7% of legislative members in

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the state being women. She propounded the belief that marriage is the be-all and end-all for women and must be (and can be) overturned with communication strategies that are also community-based strategies. After a Socratic-style lunch, a panel with Ms. Kavita Rani, Nirbhaya Fund, Department of Social Justice, Ms. Sharmila Thapa, Founder and President, Samida Women Development Forum, and Ms Nidhi Dubey, India Country Director, Girl Rising discussed the practices that normalize GBV in our communities and how it can be overcome. The panel was moderated by Dr. Amita N. Vyas, Professor of George Washington University and Founder of Global India Fund. Each of the panelists shared their organization's efforts to bring about a mindset shift, and the gaps they have identified through the course of their work.

Day 2 of the workshops saw a range of local experts and speakers sharing a myriad of perspectives on GBV. The day opened with Ms. Sharmila Thapa's moving personal account of domestic violence, and how the absence of an organization that provided support to survivors, and single mothers prompted her to start her own organization. Her story helped highlight for the participants how one's struggles can diminish with resolute determination and valor. A powerful story often encourages us to switch perspectives and think differently-an important factor Ms. Nidhi Dubey highlighted in the presentation she made after Ms. Sharmila's account. Ms. Nidhi shared with the participants why SBCC can initiate a behavior change, and lead to girls being valued equally as boys. Sharing success stories of Pulse Polio campaign, and Girl Rising's own campaigns, Ms Nidhi emphasized upon aspects of SBCC that must be taken into consideration when drafting an SBCC strategy. Participants were then divided into groups, and asked to formulate their own strategies. The two groups identified issues of sexual assault and rights of indigenous women respectively as themes on which their SBCC shall be based. Each group identified tentative timelines and milestones; channels of dissemination; on-the-ground activities; influencers and partnerships they would reach to; and the change they would like to achieve.

State Director of Kerala Mahila Samakhya Society, Ms. Usha P.E. addressed the participants on empowering women to lead change themselves. Sharing her organization's work, she highlighted the efficacy of dance-drama in bringing forth issues of GBV sensitively. Ms. Usha made a formidable point stating that "induced consent or forced consent is taken to believe as willful consent."

Dr. Usha VT, Head, Centre for Women Studies, Pondicherry University addressed + the common pitfalls concerning GBV, and the chasms that must be readily filled by local organizations. Stating that gender-based stereotypes are introduced in childhood, entrenched in adolescence, and unfortunately acted upon in adulthood, she suggested that efforts to alleviate GBV be introduced in schools. Identifying shortcomings of surveys and similar machineries, she observed that women are often defined in relation to man

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compromising on her individuality. To counter GBV, she suggested that police personnel be trained and sensitized on effective approaches to handle sensitive cases.

Following the SBCC session, Ms. Richa Hingorani (Media and Communications Officer, Girl Rising India), shared with the participants the critical role of digital media in today's increasingly digitized world. Through this session, participants learnt that digital media strategies must have SMART² objectives. Girl Rising India's case study *We Dream, We Rise* digital campaign was shared to showcase how a successful digital media campaign is built. Participants were walked through the strategy that was pushed during the campaign's launch in 2016. Using SMART objectives, the campaign was able to reach 25 million people and garner over 600,000 views. Additionally, perceptions and actions among adults examined through the survey led by George Washington University revealed that 92.9% of respondents believed that the campaign was convincing, and 88.2% felt inspired after watching the campaign. Based on takeaways from this campaign, participants were then asked to draft digital media strategies for the issues they had previously identified. The group work revealed enriching results with both groups presenting skits and visual references of the videos they would like to create. Each group shared their campaign hashtags; campaign timelines; the Call to Action they would have the campaign push out. One of the participants, after presenting their digital media strategy, said, "With this group work activity, I now know why my previous social media campaigns did not garner any support".

Day 3 of the workshop began with participants helping one another set up social media profiles, and share updates from their personal accounts. This was followed by an inspiring session lead by Ms. Sharmila Thapa wherein she shared her experiences that led her to set up an organization that now supports single mothers and survivors of GBV. Her personal experiences prompted her to look for help in every nook and corner of her city, but in vain. She consulted with her friends, sought legal help, reached out to family members with little respite on the horizon. She fought against the mounting odds, researched on the issue, and founded her organization. Ms. Sharmila says that she wishes no girl has to go through the turmoil and upheavals she braved to blossom into a confident, self-made woman today. She continues to take on newer challenges and create the much needed dialogue around women's rights in Nepal.

The next session of Day 3 focused on the Ms. Indrani shared the multiple levels at which change must unfold for it to be accepted as a solution. Advocacy must take place at home, regional, and state levels for a larger change to be achieved. Guided by principles of advocacy shared by Ms. Indrani, participants progressed to draft advocacy strategies for issues they had identified the previous day.

² Specific, Measurable, Attainable, Relevant, Time-Bound (SMART)

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For an issue as sensitive as GBV, the police personnel must also be appropriately trained and sensitized so as to not compound difficulties faced by survivors. Ms. Nishantini, IPS-Commandant Women Police Battalion, Kerala Police shared enriching insights; bettered the understanding of the responsibilities of the police force; provisions under which cases can be reported; and the limitations of the force. Ms. Nishantini reiterated that it is the mindset of the society that must undergo a change to bring an end to gender-based violence. Making extremely pertinent points, Ms. Nishantini also said that the courage of the accused needs to be broken and fear of law must be instilled in the society to keep them from offending on these accounts. She also said that victim's mental well-being must be restored through concerted efforts. Concluding her session, Ms. Nishantini pledged to support efforts to end gender-based violence.

After these stimulating sessions, the participants visited Ability Aids India International wherein they had the opportunity of listening to firsthand accounts of survivors, some of whom overcame gender-based violence and others who continued to face it. Moving stories of women belonging to varying age groups brought to the fore that women are believed to be weaker sex, and their male partners routinely resorted to hitting them sometimes injuring them near fatally. These stories reflected struggles, prejudices, biases, courage, resilience, and triumph, and put across the extent of the issue, and the adverse effects it has on a woman's spirit, and strength.

The concluding day of the workshop began with groups working on fine-tuning their advocacy strategies, presenting it, and discussing it with one another for feedback.

The workshop drew to a close with a panel discussion comprising Ms. EM Radha, Member, State Commission for Women (Kerala), Ms. Indrani Goradia, Ms Nidhi Dubey and moderated by Dr Amita Vyas. Ms. Indrani and Ms. Nidhi brought attention to the underlying cause of this long-standing issue: mindset and behaviors. The closing remarks came from Ms. EM Radha as she announced that a new department for women and children is being set up to address such issues of GBV, and ensure that women enjoy their rights to the fullest.

Ms. Mandeep Kaur, Program Officer at the U.S. Embassy gave final remarks on the importance of these workshops and building ties between the U.S. and India to learn from one another, and to collaborate on strategies to end GBV.

The press conference was held on the last day of the workshop, December 14, 2017.

Our panel included:

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- E.M. Radha, Member, State Commission for Women, Kerala
- Nidhi Dubey, India Director, Girl Rising
- Indrani Goradia, Founder, Indranis Light Foundation
- Amita Vyas, Founder and President, Global India Fund

At the press briefing media personnel spoke to our panel members about the work being done by the Kerala government to counter and prevent GBV. The press raised queries about the implementation of the IPC 498-A which refers to domestic violence. E.M Radha gave an overview of the work done by the Kerala State Commission for Women.

There were more than 20 journalists from the print and TV. We received coverage in Chandrika, Metro Vartha, Kerala Kaumudhi and e-papers such as Suprabhatam, Thejas, and Deepika. You can find attached clippings of the same.

GBV WORKSHOP: BHOPAL

The workshop in Bhopal was held from 8 April - 10 April. More than 50 participants attended the 3 day workshop in Bhopal ranging from NGOs, social activists to students. The workshop launched with Dr. Amita Vyas from Global India Fund introducing all the participants and showcasing Girl Rising videos related to sexual abuse on a girl child in Egypt.

The first session was by Dr. Karen McDonnell, Professor at George Washington University & U.S. Expert on Behavior Change Communication Programs for the Prevention and Treatment of GBV and Examples of Evidence-Based interventions from the U.S. and Other Countries. She talked about the hotline she helped in set up in USA for GBV survivors and presented data on the impact of the helpline.

The next session was by Dr. Nitasha Nagaraj who presented the use of social media in advocacy plans. She helped set-up participants on twitter, how to tweet and a step by step guide on effective posts, using hashtags and handles, images. Majority of the participants did not have twitter handles before the workshop and were quite excited about posting their learnings from the workshop.

The last session for the day was by Jaya Luintel, CEO of Storykitchen in Nepal & South Asia Expert, on Storytelling And Advocacy for Social Change: Lessons Learned and Best Practices. Jaya compared the social structures in India and Nepal and challenged the patriarchal element common in both and its effect on women. She also talked about her work with women in armed conflict areas and about the healing role of giving the survivors the opportunity to talk about their stories.

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After gathering learnings from both the session, the participants were divided into groups and asked to brainstorm on Developing a Local Advocacy Strategy Using Storytelling - advocacy in their local community or within the organization they work in; how do we convince people that GBV is an important that issue that we must all work towards eliminating; how can we use storytelling as part of our advocacy plan.

The last session for the day was a short visit by Rashmi Gupta, ASP, Crime who interacted with the participants and talked about the local GBV cases in Bhopal.

Day 2 of the Bhopal workshop kicked off with participants presenting their advocacy strategies through presentations, plays, poetry, music, and story boards. Through these advocacy plans, participant teams tackled issues like child sexual abuse, domestic violence, female infanticide, and the binary gender roles that we have come to accept today in the Indian society. Their detailed advocacy plans included strategies like - use of pledges to involve the larger community in the discourse of and action against child sexual abuse, and use of social media to spread stories of gender based violence and encourage communities to take stand against it. One of the teams also came up with a hashtag #EnoughIsEnough to promote a message against gender based violence.

Post the presentations, Nitasha from the Global India Fund presented the #WeDreamWeRise campaign as an example for a successful attempt of using social media to take a cause to an audience of over 25 million people. She mentioned that the social media campaign had helped bring to the forefront several discussions on empowerment, and has propagated the message that “we want to dream as big for our girls as we do for our boys.” She also provided several tips and strategies on how to design an effective social media campaign and what are the questions one has to keep in mind while designing the same. Following this, Shreya Agarwal from Samhita Social Ventures elaborated on the power of social media, using impact of the workshops conducted in Vijayawada and Trivandrum in December, 2017 after which the participants were given another group task wherein they had to design successful and implementable social media campaigns to tackle issues under gender based violence.

After lunch was served on the second day, Mr. James Fernell, the Cultural Affairs Officer from the U.S. Consulate in Mumbai addressed the participants via video conferencing. He emphasized the gravity of GBV and was glad to see a fair number of men in the audience as he felt that they too were an integral part of the fight against gender based violence and violence against women. After the session with Mr. James, Prarthana Mishra, Secretary of Sangini Gender Resource Centre in Bhopal, an organization that has been working in this space for 15 years almost, steered the discussion towards Madhya Pradesh and specifically Bhopal and helped in building a context of the history of gender based violence in these

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areas. She also mentioned the story of how Sangini began fighting this never ending battle and how the organization has evolved over the years in its attempt to address the issue of gender based violence. Following her presentation, the participants and organizers all left for the field visit to a one-stop crisis support center in Bhopal and learnt of how the processes of the center have been put in place in order to support survivors of mental, physical and sexual violence. As a part of the field visit, the participants also got an opportunity to interact with a representative of the Women Empowerment Department in Bhopal where they gained an understanding of the challenges in front of the government in order to implement programs concerning an issue as sensitive as gender based violence.

Taking forth the takeaways of Day 2, Day 3 began with participants sharing learnings from the workshop. The participants presented the social media campaigns that they aimed to implement in Bhopal. The issues ranged from domestic violence on housewives till child sexual abuse. The next session was facilitated by Prarthana Mishra from Sangini, local implementation partner. Survivors from GBV came forward to talk about their experiences with perpetrators and how they have built their life post the incidents. Most were domestic abuse survivors who had to take care of not only themselves but also their children. These women had reached out to seek justice for themselves and the women in the society. The workshop drew to a close with a panel discussion comprising of Dr. Karen McDonnell, Jaya Luintel, Ms. Prarthna Mishra, Dr. Nitasha Nagaraj, Jaideep Prasad, I.G. (Inspector General) and moderated by Dr. Amita Vyas. Mr. Prasad talked about the collaboration between civil society and public forces to counteract the multilayered issue of GBV. The press conference was held on the last day of the workshop.

GBV WORKSHOP: RANCHI

Global India Fund, along with partners Samhita Social Ventures and Girl Rising, held a 3 Day workshop in Ranchi on effective communication strategies to combat gender-based Violence from 12th to 14th April 2018. Over the course of three days, workshop experts from US and Nepal, along with local organizations and representatives from local government machineries shared their experiences on mitigating GBV.

The workshop included the following activities: highlighting the issue of GBV, its extent in the region and country, generated discussions on the underlying causes of the prevalence of GBV, and highlighted the role effective communication strategies could play in alleviating the issue. Further, experts focused on the function of strategic behavioral change communication and shed light upon gaps and chasms that must be filled with collaborative efforts. Fostered by experiential learning and group activities, the participants were capacitated to leverage communication strategies in order to mitigate and eventually end gender-based violence.

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The first day of the workshop began with a small introduction session of the team's speakers and the participants, followed by an audio visual story of an Egyptian girl named Yazmin and the story of her fight back. It gave participants an overview of the stereotypic "chain" that is being followed. This was followed by a session by James Dragon, Public Affairs Officer, U.S. Consulate Kolkata. The participants were very excited to hear from the US Embassy on their motivation in conducting these workshops in Tier 2 cities. Jamie Dragon appreciated the diversity in the crowd in terms of a good proportion of men supporting the fight against Gender Based Violence and learning how to address this issue in their own communities. He talked about how this is not fighting just for women' rights, but for the whole human race in general and hence needs a collective effort.

A context-setting session began with Ms. Indrani Goradia's own account of being a GBV survivor. She shared her story of abuse that took place over a number of times during her childhood. She yearned to be perfect and accepted being struck for her 'mistakes', little realizing that she had no role to play in her abuse. Later, that experience helped her to be a better parent. Indrani's story moved the gathered participants, both men and women, and encouraged them to take a stance on the issue of GBV. Ms. Indrani, then, progressed to use examples of "snorkelling" and "scuba diving" to help participants distinguish between perfunctory and deeper understanding of an issue. She also highlighted the essence of self-compassion, mindfulness, and common humanity.

Explaining the science behind what happens when one feels a bout of anger, Ms. Indrani demonstrated Dr. Dan Siegel's Hand Model of the Brain to cultivate a more nuanced understanding of how one can be in control of oneself, and exercise restraint. Participants then engaged in an interactive Q&A session, and were encouraged to also share their views so far. After the Socratic lunch, Dr Karen McDonnell had an interactive session on behavioral change communication programs for the prevention and treatment of GBV, by sharing examples of evidence based interventions from the US and other countries. Later, an interactive session was held with the panel of the Jharkhand Police Department, comprising of Dr. M Tamilvanan, superintendent of police CID, Ms. Dular Chowre, In-charge woman PS and Ms. Saraswathi Kumari, the ATHU of Gumla district. A presentation on data of crimes against women in Jharkhand was given by the superintendent of police, followed by real incidents in areas affected by Naxalism in Jharkhand. They even talked about violence faced due to superstitions, including witchcraft. The superintendent of police and team answered several queries from participants.

At the end of the day, Jaya Luintel took a session on storytelling and advocacy for social change. It encouraged many participants to come up with their own stories that they have faced in their lives. A group activity was conducted wherein, participants were divided into groups and asked to develop and present a local advocacy strategy using storytelling.

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Day 2 started with Vinay Menon talking about Samhita Social Ventures. Dr. Nitasha Nagaraj picked up two case studies to emphasize on power of the social media and the change that it can bring about. The two case studies were 1) We Dream, We Rise - a social media campaign and 2) the Grassroots Social Media Campaign *#NoSilenceAboutViolence*. A small group activity took place incorporating social media tools to raise awareness and inspire small actions in local communities. Further, Malavika Sharma spoke about gender sensitization and combating stereotypes, the importance of talking and addressing major GBV themes in India. She also spoke about major crimes against women in Jharkhand such as human trafficking and ostracization of women branded as "witches".

Post lunch, the team left for Ranchi university to interact with over 150 students. The experts were warmly welcomed and facilitated by the Vice Chancellor and other staff members. Each expert engaged the students on various aspects within the umbrella of GBV, including incidents of violence on campus. The team also launched the latest Girl Rising Video along with the participants.

Day 3 began with Ms. Shahzarin Khan of Samhita talking about GoodCSR, followed by a panel discussion on communication based interventions to prevent GBV. Later in the day, Ms. Indrani Goradia and Ms. Jaya Luintel walked participants through two contrasting storytelling sessions, thereby highlighting what makes stories most effective. Ms. Jaya also demonstrated several innovative and cost-effective means of storytelling.

A final Q&A session was conducted to solve any topic based queries of participants. The workshop marked its success with the certificate distribution followed by the press conference. Participants were finally asked to create and launch a collaborative Media Campaign for future references.

At Ranchi, the press conference was held on April 14th 2018, from 2 pm to 4 pm.

Our panel was honored to host the following speakers.

- Indrani Goradia, Founder, *Indranis Light Foundation*
- Amita Vyas, Founder and President, *Global India Fund*
- Jaya Luintel, President & CEO, *The Story Kitchen, Nepal*
- Malavika Sharma, Chief Ideator and Director, *The Butterfly Project*
- Dr. Karen McDonnell, Associate Professor and Vice Chair, *George Washington University*
- Nitasha Chaudhary Nagaraj, Research Scientist, *George Washington University*

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GBV WORKSHOP: JODHPUR

Serving as the last workshop in a series spanning 5 Tier II cities, Jodhpur saw participation from individuals across the country. Like the other workshops, this workshop in Jodhpur also highlighted the issue of gender-based violence, its extent in the country and the region, highlighted the importance of leveraging digital media, generated discussions on tracing the roots of rampant gender-based violence, and built capacity of participants on a range of themes- on utilizing digital media for social good, creating communication and advocacy strategies. Thematic presentations were led by subject area experts from US, India, Nepal followed by a question and answer session wherein participants had the opportunity of posing questions to each of the experts.

Ms. Amita Vyas, Founder and Director, Global India Fund began the 3-day workshop by welcoming participants and giving them a brief overview of the rampant incidences of gender-based violence across the globe. Ms. Amita also brought to the fore the #MeToo movement that encouraged girls and women to speak against sexual harassment, and the role each one of us can play in alleviating the issue. Mr. Craig Dicker, Public Affairs Officer at US Embassy, joined the workshop digitally and shared the Embassy's focus on generating awareness on gender-based violence, and capacitating each one of the workshop participants with the requisite skills to challenge status quo. This was followed by screening of Yasmin's chapter from the Girl Rising which told a tale of a young girl who falls prey to a violent attack, but emerges stronger than before, determined to keep others from facing the same adversities. Told from the perspective of Yasmin, this story sensitively highlights issues of child sexual abuse, its repercussions, and the resilience required to prevent such instances from happening again. Participants shared their reactions and responses to this film, and unanimously felt that stronger measures must be put in place to ensure appropriate action against perpetrators.

Ms. Indrani Goradia, US Expert, and Founder, Indrani's Light Foundation, led the next session with a moving account of a child being repeatedly struck in her own house- a place considered "safe" by many, of mundane household items becoming weapons with which she was hit, and of times where she sought to protect her own siblings from the perpetrator. Ms. Indrani then asked the gathered participants to guess who the perpetrator could have been. While many guesses were made, none of the respondents thought the perpetrator could have been the mother. Ms. Indrani then asked if the audience would like to meet this child, and then confessed that it was her who endured repeated instances of violence while growing up. Participants shared their feeling of agony, helpless, and utter disbelief, and asked Ms. Indrani how she managed to overcome it. In her response, she laid emphasis on leveraging values of courage, hope, and resilience. To hone understanding of participants on tackling and combating GBV, Ms. Indrani referenced examples of "snorkeling", and "scuba diving". As in the case of snorkeling, one is on the surface, breathing the air that

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everyone is breathing and looking down/towards the situation. On the contrary, when scuba diving, one has an oxygen tank attached to their back feeling one with the school of fish, immersed in their realities and circumstances. Applying the same principles to understanding GBV, she contended that when one is interacting with a target group, one must not limit yourself to the superficial understanding of the issue. Instead, you must immerse yourself and see what it is like to be living their reality. Building on the example of scuba diving, Ms Indrani underscored the importance of the oxygen tank in keeping one afloat. When in the field and among the target group, one's "oxygen tank" must reflect values of self-compassion, mindfulness, and common humanity. Ms Indrani's session concluded with her demonstrating Dr Dan Siegel's Hand Model of the Brain that can help one exercise more control over their feelings of resentment and anger by being aware of the cognitive process at play.

Storytelling is an important strategic approach to generating awareness about the issue, and increasing public discourse. The following session was led by Ms. Nidhi Dubey, Country Representative, Girl Rising India wherein she shared an overview of Girl Rising's operations in India, and how the strategic vision is rooted in leveraging powerful storytelling tools, and the importance of social and behaviour change communication. Digital media, over the course of the last few years, has become an important platform to leverage given its widespread reach and vastness. A few case studies of successful digital media campaigns were shared such as Arab Spring, Me Too, Net Neutrality among others to help show the participants the extent to which digital media can be leveraged for a social good. A taster of digital media, was presented by Ms. Nitasha Chaudhary, wherein participants were walked through setting up digital media accounts on Facebook, and Twitter, dos and don'ts, using in-built analytics, and encouraged users to set up accounts and share updates using #NoSilenceAboutViolence. After a socratic-style lunch, Ms. Jaya Luintel, Nepal expert, CEO, StoryKitchen made a thought-provoking presentation on advocacy and tracing the root cause of gender-based violence. Ms. Jaya also highlighted that while violence against men and boys is also an issue, however violence against girls and women is far more common. Basis the advocacy framework that Ms. Jaya shared, participants were then divided into groups and asked to draft advocacy strategies in groups. 'Encouraging women to take up employment opportunities', 'countering child abuse', 'eve-teasing', 'eliminating domestic violence', 'eradicating child sexual abuse' were identified as themes, advocacy strategies were formulated, and feedback was given by experts- Ms. Indrani Goradia, Ms. Jaya Luintel, Ms. Nidhi Dubey, Dr. Nitasha Chaudhary.

Day 2 of the workshops began with Dr.. Amita Vyas recapping takeaways and learning of Day 1, and sharing the agenda for the day ahead. Ms. Indrani Goradia, and Ms. Jaya Luintel began the day demonstrating examples of ineffective and effective storytelling. This helped participants understand the principles of compelling storytelling, and how best to tell a story

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that moves and motivates audience. The workshop organizing team, comprising Samhita and Girl Rising members, enacted a hard-hitting skit of women from different walks of life who perceived “gender-based violence” as a problem faced by “others” and not their own selves. Striking a chord with the participants, many shared some of the myths that they themselves had held, and those that existed predominantly in their own communities. In continuation, Ms. Nidhi Dubey introduced the story of Amina- a young girl from Afghanistan who challenged customs and norms and sought for girls and women to participate equally in the society. Participants shared their responses and immediate thoughts after the film screening. Many felt increasingly angry, and one of the participants shared that faith-based customs and norms have perpetuated through generations and continue to dictate social mannerisms. Mr. Adil, himself confessed, that he would ask routinely ask his wife- also a workshop attendee- to cover her head only because it was the norm. He, however, said that he does want to challenge these practices and make way for gender-equitable environment for the generations to come.

Dr. Nitasha Chaudhary led the next session on digital media and presented Girl Rising’s *We Dream, We Rise* campaign as a case study. Dr. Nitasha screened the 90 second campaign and highlighted how the campaign was designed, its digital media strategy covering the hashtag, and Call To Action, setting SMART goals among others. Ms. Richa Hingorani, Media and Communications Officer, Girl Rising India shared the second case study of implementing a participant-sourced digital media strategy pushing out #NoSilenceAboutViolence during the first leg of workshops in December. These sessions were designed to encourage participants to use their own Twitter profiles proactively, and have them share their thoughts and opinions on digital media with an aim of igniting solution-centric discussions on digital media. The succeeding session shed light on digital activism and the role of mobile journalism in bringing public attention to social issues. Participants shared examples of videos that were shot on the phone, and went ‘viral’ on digital media. After this session, participants were divided into groups and asked to draft digital media strategies in support of the themes they’d identified earlier on. Participants presented their digital media strategies on the themes identified on Day 1 and obtained feedback from experts on how to strengthen their digital media strategies.

The concluding session of Day 2 was led by Ms. Pankaja Balaji and Ms. Shreya Agarwal on Samhita’s Good Corporate Social Responsibility (CSR) platform on how non-profits can leverage this platform and raise funds for their thematic areas.

The final day of the workshop began with Ms. Richa Hingorani recapping takeaways and action points from the previous two days, helping participants set up their social media profiles, and offering an insight into the field visit to one Girl Rising India’s partner schools under its Schools Campaign. This campaign is a 24-week curriculum to change gender

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attitudes among adolescents, 5th to 9th grade, using its tools of storybook, Teachers' Guide, and 6 stories from the film to emphasize on issues of child marriage, early pregnancies, sexual abuse, and poverty. The participants visited a school (Satya Bharti School) wherein they had the opportunity of interacting with teachers and students alike on dominant norms in their communities, and what both stakeholders have learnt from tools and implementation of Schools Campaign. Participants, across the board, felt the need for such an intervention in other areas of Rajasthan and realized the importance of breaking stereotypical notions early on.

This field visit was followed with an address by Mr. Ashok Rathore, Commissioner of Jodhpur Police, India who gave prominence to the importance of working with one another to combat gender-based violence, and building communities where incidences of crimes against women cease to exist. The workshop drew to a close with a panel discussion comprising Dr. Amita Vyas, Ms Priya Naik (CEO, Samhita), Dr. Nitasha Chaudhary, and Ms. Jaya Luintel sharing the successes of the 5-city workshop series and the change it wishes to have began.

Project Team: The success of the five workshops was a direct result of the highly collaborative team of organizations funded to carry-out the project. Led by Global India Fund, and supported by Samhita Social Ventures and Girl Rising, the team brought together strengths and capacity on content, logistics, and a network of high caliber experts. The entire team had input into workshop agenda, material development, and implementation. The roles for each organization are as follows:

Global India Fund: GIF led all aspects of the planning and implementation of the workshops, including coordinating with all of the partner organizations and leading bi-weekly conference calls with Samhita and Girl Rising, as well as communications with the project officer and all grants management activities. GIF selected all of the speakers and worked with them prior to each workshop on their presentations and messaging. GIF led the development of the agendas and the content and objectives for the 3 days. Further, Drs. Amita Vyas and Nitasha Chaudhary spoke at the workshops and led sessions.

Girl Rising: GR brought their expertise in storytelling and social media campaigns to develop workshop content, materials, and sessions, including skills-based activities and formal presentations. Members of the Girl Rising team attended all of the workshops and conducted formal presentations and facilitated the small group activities.

Samhita Social Ventures: Samhita led all of the logistics associated with workshop development and implementation, and led sustainability efforts through development of a website, and coordinating with ongoing efforts to engage civil society organizations and

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leaders within its [GoodCSR platform](#). The Samhita team was instrumental in recruitment and registration, and worked closely with local partners in each city to coordinate the field visits. During the workshops, the Samhita team led all of the logistics seamlessly, including the press conferences and media outreach.

Overview of press coverage/analytics

Social media outcomes: Prior to the first workshop, the team created the hashtag #NoSilenceAboutViolence to engage participants and to use the hashtag as a “real time” case study in the power of social media for storytelling, awareness, and storytelling. During the onset of each workshop, members of the team assisted participants in creating Twitter accounts (for those who didn’t have one). Everyone, including the team and expert speakers, shared their twitter handles and throughout the workshops days, we taught the participants how to effectively share their messages and stories on social media. When the 5th workshop concluded in Jodhpur, our social media analysis found that we had reached 4,52,239 people with our #NoSilenceAboutViolence campaign and engaged 5,893 people with 1177 shares and 4681 likes. And in fact, in a few cities, the hashtag trended #1 during the workshop days. It was an incredible real-time learning for the participants who continue to use the hashtag and share messages related to GBV prevention.

Outcomes and Impact: Throughout each day of the 5 workshops, participants shared feedback with the team and experts on the uniqueness of the workshop and how much they had learned.

Both workshops received positive feedback and the participants continue to be engaged on Facebook (through our closed group page). Below are selected quotes from workshop participants:

Seshu Kandregula, Chairman, Reward NGO and Director of Coign Consultants Pvt. Ltd.-
“The screening of the movies from Girl Rising had a great emotional impact, which is important.”

Anupama Darla, Program Coordinator, Gender at Vasavya Mahila Mandali- “We learnt a lot from the stories of girls and women who are struggling and overcoming their struggles. The workshop format allowed for expression, which is great.”

Lauren Lovelace, Public Affairs Officer, US Department of State - “It is so important to recognize what brings you to work every day. The fact that for the participants here are the driving force in the communities they work with, is amazing.”

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Gopika R, Program Administrator, Abilities Aid India International - "We want to work for upliftment of women and this workshop has provided us with food for thought"

Priya Pillai, Senior Technical Specialist, Gender Core Group, Swasti- "The interactive activities made the sessions much productive and meaningful."

Mandeep Kaur, All-India Principal Program Advisor, US Department of State - "You might forget the content that was discussed, but you will remember the heart of the people and the emotions they stirred."

To monitor the impact of the workshops, social media groups were created to allow for sustained collaboration. As such, the following outcomes were tracked:

- Multiple NGOs in each of the cities are now working together and collaborating on projects in their cities. These organizations had not worked together before and the workshop provided a platform for them to network and learn about one another's work. For example, participants in Bhopal have been collaborating on campaigns and community events.
- During the feedback session at the end of the workshop, participants stated that they have changed their own perceptions of what is violence and how to more actively and accurately name the violence in their communities.
- Over a dozen participants requested the Girl Rising film (which was provided to them) so they could screen in their organizations and workshops. They used the screenings to lead community discourse on GBV.
- In Vijayawada, participants are collaborating with law enforcement on ways to work together. And have conducted joint trainings and events.
- Participants continue to use the project website as a clearinghouse for information and campaigns - and a resource for all participants to access. And all 5 of the WhatsApp groups post information on important community issues.
- Under a new grant from the U.S. Consulate/Hyderabad, Girl Rising, GIF, GW and VMM are launching GBV workshops (modelled after the workshops created for this project) to reach 900 college students in India, and to teach them how to effectively use social media for GBV advocacy.

Attachment A: Agendas for Each Workshop

Attachment B: Full List of Speakers and Participants

Attachment C: Speakers & Team Bios

Attachment D: Selected Photos with Captions

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Inspiring Philanthropy

Attachment E: Selected Press/media coverage

Attachment F: #NoSilenceAboutViolence Case study

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