



Inspiring Philanthropy

FINAL REPORT

Project: Videos for Empowerment

Standardized Assistance Instrument Identification Number: S-IN650-17-GR-0041

Recipient:

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

Amount of Award: \$44,000.00 (September 30, 2017 – December 31, 2018)

Reporting Period: Final Report

By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and objectives set forth in the terms and conditions of the Federal award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise. (U.S. Code Title 18, Section 1001 and Title 31, Sections 3729-3730 and 3801-3812).

A handwritten signature in black ink, appearing to read "Amita N. Vyas".

Dr. Amita N. Vyas, PhD
Founder & President,
Global India Fund

Amita Vyas
President, Global India Fund

Project Narrative Overview:

Global India Fund produced 12 short videos on themes of girls and women's empowerment to raise awareness and inspire action. These videos were disseminated across digital media channels such as Facebook, Twitter, and YouTube complete with concise and specific Call to Actions, and in collaboration with celebrity ambassadors/influencers. As part of the project, Global India Fund collaborated with Girl Rising's creative team and a local filmmaker to produce the videos. Global India Fund partnered with Samhita Social Ventures to implement the social media campaign and the national event.

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Introduction

Over the course of the last few years, India has made meaningful strides towards economic prosperity. A recent study touted India as “base to the economic pole of global growth” but delving deeper unearths its grim realities. India ranks 125 on the gender inequality index out of 159 countries, with the country being home to a third of the world’s child brides. India continues to be one of the worst ranked countries in tackling human trafficking. In 2016, the Ministry of Women and Child Development reported a 25% increase from the previous year in reported cases of human trafficking. Girls’ and women’s empowerment and human trafficking are issues that are deeply entrenched in gender roles and norms. While the Government has been drafting and implementing policies to advance women’s empowerment and combat human trafficking, it is imperative that we engage a broad spectrum of the public on these issues, move away from furthering stereotypes, and strengthen social movements that support the empowerment of girls and women and combat trafficking. Powerful storytelling in a short-form video format, distributed strategically and with concrete calls to action can do just that.

The expanse and reach of digital media in India has been on a steady ascent with active social media users increasing 15% in 2016. By 2020, it is projected that 3G+ smartphone penetration will approach nearly 500 million users. Currently, daily usage of smartphone users ranges from 2.2+ hours (16-30 years) to 1.5+ hours (45-65 years) and recent reports indicate that 40% of this time is spent on audio-visual services. This data makes clear how potent a tool digital media can be in reaching out to the masses and highlights the importance of harnessing both short-form video format and mobile distribution in any messaging campaign for the public.

Social media campaigns have become increasingly powerful due to their reach and ability to inspire new thinking and behaviors. Recognizing the potential of social media, Global India Fund (GIF) and Girl Rising (GR), produced and disseminated short-form video content and designed a high-profile, high impact, social media campaign—Videos for Empowerment (VoE). The campaign raised the visibility of girls and women’s issues and engaged influencers and target audiences to share powerful messaging that combined information, hope, and inspiration for India’s youth.

Videos for Empowerment (VoE) Social Media Campaign

Global India Fund (GIF) implemented a social media in partnership with Girl Rising (GR), Samhita Social Ventures (Samhita), Mahendra Bohra Films, and The George Washington University Milken Institute School of Public Health (GW). The video campaign consists of a series of short videos on the empowerment of girls and women in India. These videos use a mix of data and anecdotes to highlight the urgency of issues, some delivered by celebrities, and provide suggestions on how individuals and organizations could empower young girls and women around them.

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VoE built and generated awareness on issues of girls' and women's empowerment and human trafficking across various digital media. A total of 12 videos ranging from 50-60 seconds in length were produced and launched between April 2018 and December 2018 via Facebook, Instagram, Twitter, and YouTube. The videos followed GR's model of quality content and inspiring storytelling, highlighting positive role models who overcame the barriers holding so many women and girls back. The videos featured not only girls and women who are overcoming these barriers, but also "role model" men and boys who support girls and women in their lives. These videos increased awareness, sparked conversation, questioned cultural stereotypes, provided information, and called on audiences to act in support of women and girls and speak-up against human trafficking.

Further, at the end of the nine-month long VoE social media campaign, Samhita hosted the *Videos for Women's Empowerment: Storytelling to Inspire Change* national event to create a foundation for conversation and action on girls' and women's empowerment. This event brought together organizations, university students, government agencies, and representatives from Facebook, Twitter, and YouTube for a networking event on using media tools for social change. Participants discussed best practices and shared ideas and experiences for how to effectively use social media for true social change. Policy recommendations to Facebook, Twitter, and YouTube were also discussed to promote respect for women and girls, gender equality, and to prevent further abuse, harassment, degradation of women and girls, as well as to inform safety initiatives.

VoE Partners

GIF is a US-based non-profit organization aimed at inspiring philanthropy across the globe to support innovative programs and interventions in India. As part of the project, GIF empaneled GR India to lead, develop, and disseminate videos on digital media. GIF worked closely with Samhita to implement the VoE social media campaign and national event.

GR is a US-based media production company with a social impact mission and with an established team in India. GR inspires social action through powerful storytelling, distributed strategically across traditional and non-traditional platforms. GR engages a range of partners - government, corporate, celebrity, and non-profits- to scale its message and deepen its impact. For the VoE campaign, GR's creative influence and collaboration with celebrity ambassadors and influencers were utilized.

Samhita helps people and organizations "do good better" by creating symbiotic relationships between those who are bringing about change on the ground and those who have the means and resources to enable that change. Samhita provided the in-country support for the national event as well as feedback on the videos to ensure they were culturally appropriate.

GW Milken Institute School of Public Health is committed to excellence in scholarship with an aim to advance the health of populations at the local, national, and global levels by providing the best public health experience. GW is the academic partner to GR and focused on the preparation, research, and creative direction for the videos, as well as pre-

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production activities and outreach. During the nine-month long campaign, GW monitored social media data analytics using Sprout Social to gauge engagement, reach, and impressions.

Mahendra Bohra Films is an Indian producer, director, and writer based in Rajasthan, India. Bohra Films has worked on numerous Bollywood action films with renowned Bollywood actors and actresses. Bohra Films was the producer and developed the VoE videos while closely working with GW.

All VoE partners disseminated videos and messaging on their various social media platforms to increase the reach of the campaign videos and messaging.

VoE Videos

The purpose of the campaign was to build awareness on girls' and women's empowerment and inspire a different future for India's girls. The campaign consisted of a series of 12 short videos ranging from 50-60 seconds each that were launched between April and December 2018 via social media. These videos used a mix of data and anecdotes to highlight the urgency of issues, some delivered by celebrities, and provide suggestions on how individuals and organizations could empower young girls and women around them. The target audience for these videos were Indian youth.

For each video, 3-5 sample posts were created pertaining to the VoE video and to engage the target audience. VoE partners were given the option to select which sample post would be best for their followers. At least 1-2 sample Call to Actions (CTAs) were also designed for each video, however, these were optional. Each post had the campaign hashtag #IAmGirlRising to accurately monitor the success of the VoE campaign. Additionally, the hashtag #NoSilenceAboutViolence or #EndHumanTrafficking was used for VoE videos that addressed GBV or violence against women and girls.

Videos were directly uploaded on to each social media account to allow for auto-play. Each video had English subtitles as many followers would watch them on mute. All VoE videos began with the GR intro card given its powerful brand and ensured consistency across the videos. At the end, the videos ended with two cards—the first one with #IAmGirlRising and the second one with all the VoE partners' logos. Before each video was launched, clear instructions were provided on how to post accordingly to each social media platform. Additional text was included for Facebook and Instagram posts that explained the purpose of the VoE campaign with VoE partners tagged in the caption. The social media handles for the VoE partners were:

VoE Partner	Social Media Handle		
	Facebook	Twitter	Instagram
Global India Fund	@ globalindiafund	@ globalindiafund	@globalindiafund
Girl Rising	@girlrising	@girlrising	@girlrising
Girl Rising India	@girlrisingindia	@girlrisingindia	@girlrisingindia
U.S. Consulate General in Mumbai	@Mumbai.usconsulate	@USAndMumbai	
Samhita	@samhitasocialventures	@samhitadotorg	N/A

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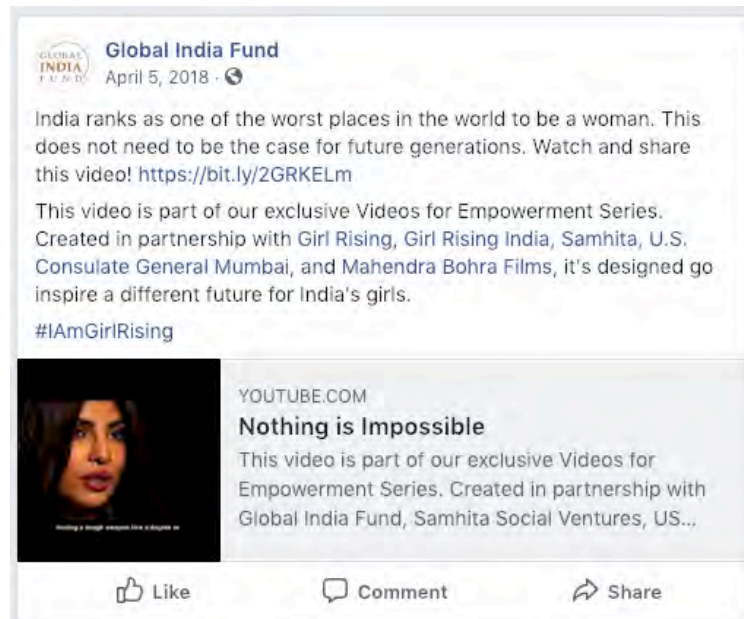
Mahendra Bohra Films	@ MBohraFilms	@ MBohraFilms	@mahendrabohrafilms
George Washington University	@ GWpublichealth	@GWpublichealth	@ GWpublichealth

Video #1: “Nothing Is Impossible”

The messaging of the video consisted of addressing the difficulties of being a girl in India as girls are devalued at birth. The celebrity engagement for this video included two Bollywood actresses—Priyanka Chopra and Madhuri Dixit. In the video, Priyanka Chopra expresses that an education is the best weapon for girls to fight these societal norms—higher education translates to greater future earnings. At the end, Madhuri Dixit states there is so much a woman can do, nothing is impossible. The video was launched April 5th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. Some of the sample posts are listed below. A screenshot of a VoE Video #1 Facebook post through the GIF account can be seen below.

- #DidYouKnow: Across India, girls face barriers to education that boys do not. But educating girls can break cycles of poverty in just one generation. #IAmGirlRising
- “Having a tough weapon like a degree or an education...makes you so much more equipped to deal with just everything.” These are the inspiring words of @priyankachopra, a Girl Rising ambassador & role model who understands the life-changing value of education. #IAmGirlRising
- India ranks as one of the worst places in the world to be a woman. This does not need to be the case for future generations. #IAmGirlRising
- Watch and share this video! Change is possible if all girls are given the chance to follow their dreams, pursue their ambitions and access education. #IAmGirlRising
- Calling all men and boys! Gender equality is a movement for everyone. What will you do today to support the girls and women in your lives? #IAmGirlRising
- How will we change the world for girls? With passion and perseverance. [Retweet/ Repost] if you agree. #IAmGirlRising
- Optional CTA: “Watch this video and share. Celebrate those around you empowering women and girls and commit to doing something.”

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Video #2: “Why is This?”

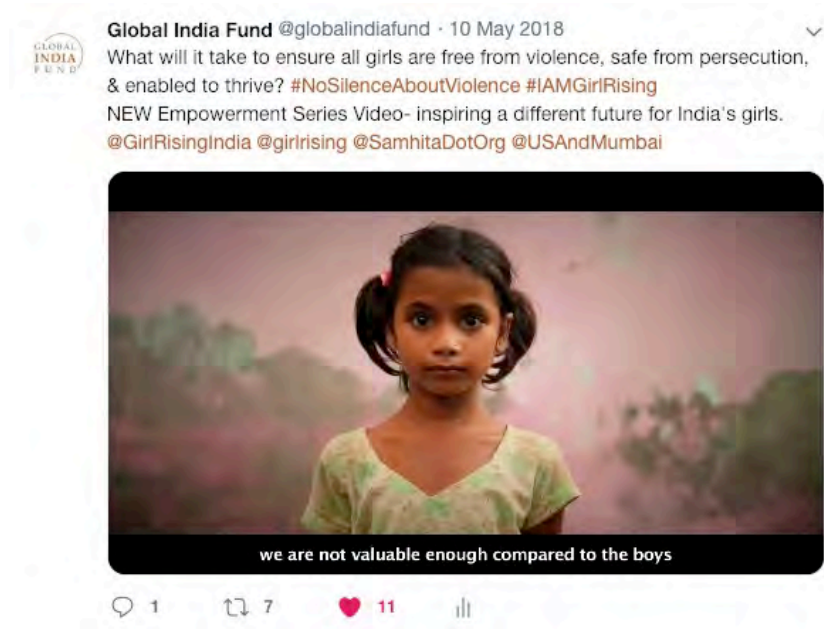
This video was based on child marriage and violence against women and girls in India. The video starts with Priyanka Chopra stating that it is very difficult to be a girl in India—girls are not valued in comparison to boys and are considered “paraya dhan”, meaning someone else’s property. The idea that women do not have control over their own bodies has led to the normalization of violence against women and girls in India. The video shares hard hitting facts on violence and child marriage. Violence can negatively affect a women’s physical, mental, and reproductive health throughout her life. The video shifts to community members expressing conflicting gender-beliefs such as girls do not need to be educated since they will simply be married off; however, girls are also considered the goddess of wealth. At the end, the audience is asked why girls are considered to be goddesses and simultaneously as “paraya dhan”. The video was launched April 10th, 15th, and 19th; May 10th; and December 5th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The hashtag #NoSilenceAboutViolence was included in the sample posts to represent that VoE partners believe violence against women and girls in India cannot be ignored. Some of the sample posts created were:

- What will it take to ensure all girls are free from violence, safe from persecution and enabled to thrive? New Video: [Insert Video Link] #IAmGirlRising #NoSilenceAboutViolence
- 70% of married women in India have experienced sexual violence. This must change. #IAmGirlRising #NoSilenceAboutViolence
- Goddess of wealth or someone else's property? A girl's future in India is not always clear. [Insert Video Link] #IAmGirlRising #NoSilenceAboutViolence
- Growing up as a girl in India is rarely easy yet girls are destined to do great things. Call on everyone you know to change history and have #IAmGirlRising #NoSilenceAboutViolence

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- 1 in 3 women globally have experienced violence in their lifetime. We stand for #NoSilenceAboutViolence. [Insert Video link] #IAmGirlRising
- Optional CTA: “Share widely. Commit to speaking up against gender-based violence”.

A screenshot of a VoE Video #2 post on GIF’s Twitter account is below.



Video #3: “We Are Girl Rising”

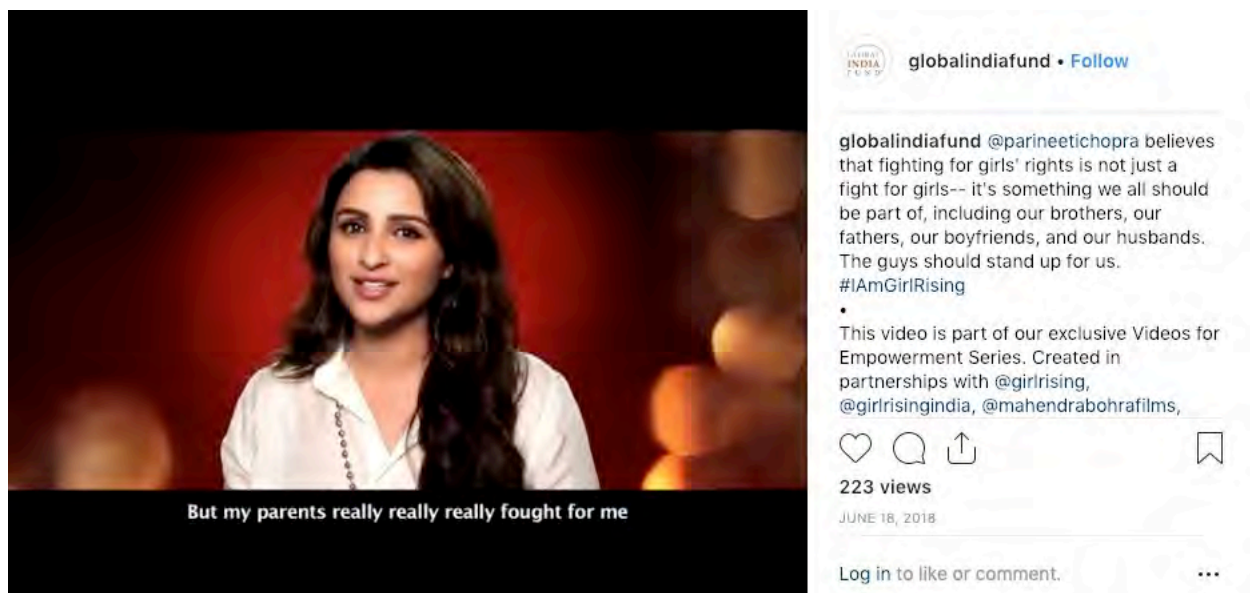
The aim of this video was to inspire the gatekeepers, such as brothers, parents, and husbands, to stand-up for their sisters, daughters, and wives. Through this video, gatekeepers can learn how to support women and girls. Bollywood actress, Parineeti Chopra, shares her personal story in the video on the importance of gatekeepers. At a young age, she was supposed to be married off, however, her parents fought for her to continue her education instead of getting married. It is not only the girl’s job to advocate for herself, it is also the responsibility of the brothers, fathers, boyfriends, and husbands. When gatekeepers speak-up for the women and girls in their lives, this results in positive effects for their families, communities, and the world. The video was launched on June 18th, July 3rd, and December 10th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The sample posts are below:

- Young people across India want to go to school and achieve their dreams, but they can't do it alone. @ParineetiChopra had her parents' support. Who supports you? Tell us in the comments! #IAmGirlRising

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- Like many girls in India, @ParineetiChopra could have been “married off, as soon as possible.” But, her family fought for her to get an education and she took control of her future. #IAmGirlRising
- Education changes everything! Girls across India face many barriers to education, but [Insert VoE Partner] and @ParineetiChopra do not want them to fight their fight alone: “I want every every every single girl out there to support the other girl” #IAmGirlRising
- When even one girl stands up for her rights, we all grow stronger. Consider what happens when we all stand with her. #IAmGirlRising
- “Fighting for girls’ rights is not just a fight for girls - it’s something we all should be part of.” [Retweet/Double Tap] if you agree. #IAmGirlRising
- Optional CTA: “Tag someone you know to thank them for supporting you.”

A screenshot of a VoE Video #3 post on GIF’s Instagram account is below.



Video #4: “Educate a Girl, Change the World”

This video focused on the importance of educating girls. Multiple facts were presented in the video to show all the positive outcomes that occur when a girl is educated. There were two celebrity influencers in the video—Sushmita Sen and Alia Bhatt. Sushmita Sen thanks her father for the education he gave her because it gave her the, “wings to fly with”. Through her education, she was able to pursue opportunities and have the confidence to be a unique individual. Further, Alia Bhatt shares that she had to be a strong girl in school to prevent boys from bullying her. She states in the video that girls are no less and that they can do anything in comparison to boys. Lastly, Sushmita believes that everyone is born to be brilliant, but need the choice and the opportunity. A girl’s education should not be treated as a luxury, it is every girls’ birthright to an education. When girls are educated, it not only lifts the economy, but it also leads to better health and well-being for themselves, their children,

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and their communities. The video launched on July 11th, 16th, December 15th, 17th, 2018 on each of the VoE partners' Facebook, Twitter, and Instagram accounts. The sample posts can be seen below:

- “You're no less.” -@AliaBhatt. Encourage girls to believe in their ability to learn. #IAmGirlRising
- Girls are just as capable as boys. In school, @AliaBhatt stayed strong and believed in her ability to learn. #IAmGirlRising
- “Education is a necessity. It's your birthright.” -@SushmitaSen When girls receive an education their lives and their communities are positively impacted. # IAmGirlRising
- “We're all born to be brilliant.” -@SushmitaSen This is true, yet more than 130 million girls are missing from classrooms around the world. All girls deserve the right to get an education. # IAmGirlRising

A screenshot of a VoE Video #4 post on GR India's Twitter account is below with a tweet from Sushmita Sen's official account.



Video #5: “End Human Trafficking”

The aim of this video was to show how educating girls is a critical prevention strategy for human trafficking in India. Impoverished women and girls are one of the most vulnerable populations to human trafficking. The celebrity influencer, Nandita Das, emphasizes that school teaches much more than just an education and is an important part of childhood. However, girls from illiterate families are vulnerable targets for slavery. The video illustrates an example of slavery and bonded labor through Suma's story from the *Girl Rising* documentary film. Through the power of education, Suma was able to see that being a “kamlari” or a bonded worker is slavery. Most recent statistics on the number of women and

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children trafficked in India were in the video to show there has been an increase of human tracking in comparison to previous years. A direct way to prevent women and girls from being trafficked is through education. At the end of the video, Nandita Das stresses the importance of an education for girls, “you change a girl, you change a family, and you change a family, you change the whole society”. For this video, VoE partnered with a local NGO in Mumbai called Rescue Foundation to provide support and resources for victims or survivors. The video launched on August 9th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The sample posts are below:

- Families in India sometimes send their daughters out of the home, to work so that girls will have their housing and basic needs met by their employers, but this a form of slavery. Impoverished women and girls are highly vulnerable to human trafficking. #IAmGirlRising
- In 2016 nearly 20,000 girls were victims of human trafficking in India. For many girls, education is an opportunity that will end the cycle of bonded labor and human trafficking. Learn more about efforts to save girls currently being trafficked by visiting @RescueFoundation #IAmGirlRising
- Impoverished women and girls are among the most vulnerable populations to human trafficking. @RescueFoundation in Mumbai is working to support girls who have been trafficked. #IAmGirlRising
- Education is an opportunity for girls that can protect them from bonded labor and human trafficking. Change is possible. "You change a girl, you change a family, and you change a family, you change the whole society." - @NanditaDas #IAmGirlRising
- "You change a girl, you change a family, and you change a family, you change the whole society." - @NanditaDas Learn how education can protect girls from human trafficking. Also, visit @RescueFoundation, an organization working to free girls being trafficked. #IAmGirlRising
- Optional CTAs: “Share widely and let people know this problem is widespread”; “Share widely and consider supporting @RescueFoundation”.

A screenshot of a VoE Video #5 post on GW’s Facebook account can be seen below.



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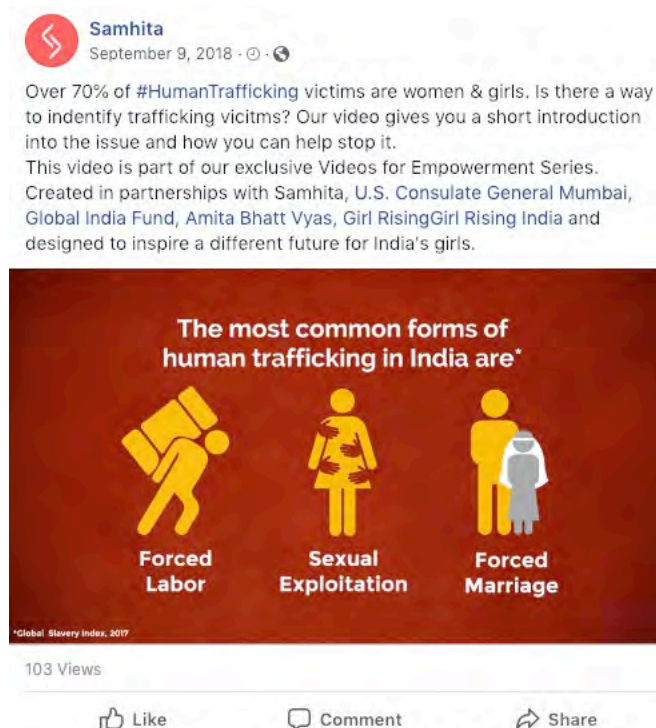
Video #6: “If You See Something, Say Something”

An animated video was created to educate the target audience on ways to identify a victim of human trafficking. Statistics of human trafficking were presented with a focus on women and children in India. The most common forms of trafficking were listed—forced labor, sexual exploitation, and forced marriage. The various signs of a person being trafficked were also listed for the audience to better understand how to identify a victim of human trafficking. Some of the signs were: if the person were unpaid or paid very little; working excessively long and unusual hours; and are exhibiting signs of physical or psychological trauma. Through this video, the hope is for individuals to speak-up if they witness any signs of a person being trafficked. VoE partnered with a local NGO in India called Guria, to provide a resource for victims or survivors. The video was launched on September 5th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The sample posts are below:

- Do you know the signs? Learn how to detect when someone might be a victim of #HumanTrafficking. If you see something say something. #IAmGirlRising
- Over 70% of #HumanTrafficking victims are women & girls. Support efforts to end the crisis. Check out @GuriaIndia's rescue and prevention efforts. #IAmGirlRising
- Human trafficking comes in many forms. Victims can be forced into labor, sexually exploited, or married against their will. Learn more and help to #EndHumanTrafficking. #IAmGirlRising
- South Asia is one of the fastest-growing regions in the world for #HumanTrafficking. Learn more about the growing crisis and how you can spot the signs. #IAmGirlRising
- Learn more about the growing crisis of #HumanTrafficking in South Asia and how to spot the signs. Organizations like @GuriaIndia are working to # EndHumanTrafficking. Visit their page and support their efforts. #IAmGirlRising
- In 2016, more than 10,000 women were trafficked in India. Help #EndHumanTrafficking by supporting @Guria India's rescue and prevention efforts. #IAmGirlRising
- Two optional CTAs: “Let's work together to #EndHumanTrafficking. Share this video and support @GuriaIndia; If you see a child in distress, call the National Child Line at 1098”.

A screenshot of a VoE Video #6 post on Samhita’s Facebook account is below.

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Video #7: “Everyone Deserves to Be a Part of It”

The messaging for this video focused on gender equality in school and why every child deserves to be part of school. There are so many valuable experiences at school such as studying, reading, writing, laughing, playing, and making friends that girls should have equal access to go to school. In the video, students were asked what schools mean to them. Students responded with history, science, reading, and writing. The video then asks the audience, what about play—classmates can become friends, joke and laugh together, and that everyone should have a chance at experiencing this together whether they are a boy or a girl. The video was launched on September 18th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The sample posts are below:

- School is a place to receive an education, but also to make friends, find role models, and learn about opportunities. Everyone deserves to go to school. #IAmGirlRising
- Not all girls receive the opportunity to go to school. Girls who don't attend miss much more than just earning an education; they miss the experiences too. #IAmGirlRising
- Boys are encouraged to go to school and get an education, yet girls are often discouraged. Girls deserve to go to school. #IAmGirlRising
- There's a misconception that girls should stay at home because they won't need an education. But girls do need an education and they deserve all of the same opportunities given to boys. #IAmGirlRising
- Optional CTA: “Is there a girl in your life who loves to learn? Tell us about her”.

A screenshot of a VoE Video #7 post from GW’s Twitter account is shown below.

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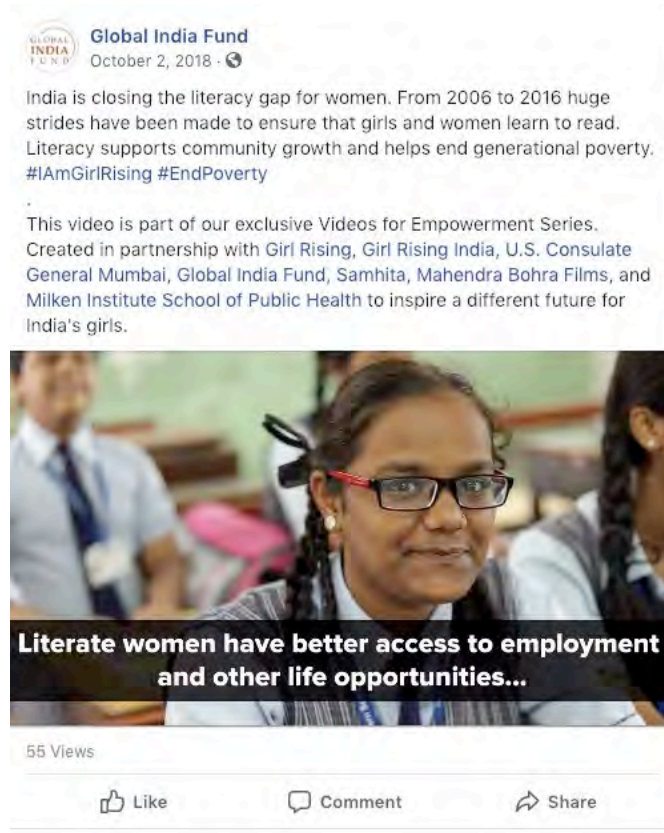
Video #8: “Let’s End Poverty”

The purpose of the video was to show generations of poverty can be stopped by educating women and girls. Literacy rates have been low for women in India but have been gradually increasing over the years and facts were displayed in the video to describe this increase. Literate women have better access to employment and other life opportunities. The benefits of educating girls and women were included such as better access to employment, community growth, and ending generational poverty. The video launched on October 2nd, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The sample posts utilized are below:

- India is closing the literacy gap for women. From 2006 to 2016 huge strides have been made to ensure that girls and women learn to read. Literacy supports community growth and helps end generational poverty. #IAmGirlRising
- When girls and women learn to read, they have a better quality of life, and they lift up the community around them. Girls in India are learning to read in higher numbers, and the literacy gap is dropping dramatically in some parts of the county. #IAmGirlRising
- Learn about India's ongoing effort to increase literacy rates for girls and women because educating girls can end generational poverty. #IAmGirlRising
- In some Indian states, 9 out of 10 women are now literate. Learn why India is working to close the literacy gap for girls and women in an effort to end generational poverty. #IAmGirlRising
- Optional CTA: “Tag a girl in your life who loves to read.”

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A screenshot of a VoE Video #8 post on GIF's Facebook account is an example.



Video #9: "Where are the Girls?"

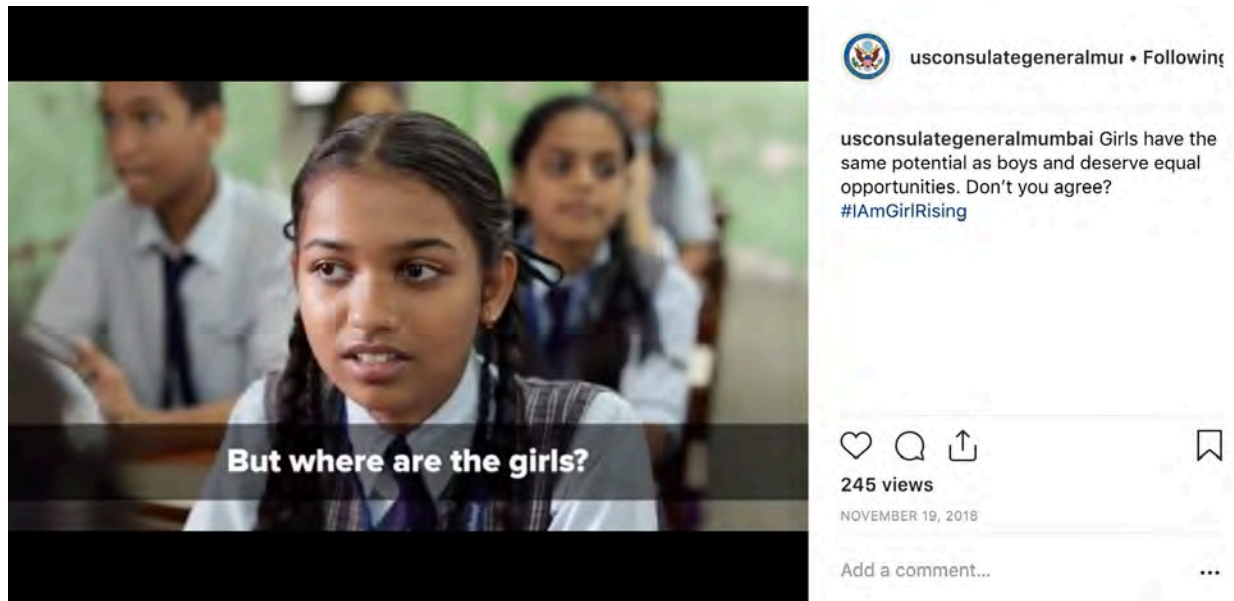
The goal of this video was to show that girls are missing from classrooms because they are not encouraged to go to school in comparison to their male counterparts. Girls are often valued less than boys, resulting in girls discontinuing their education. Whereas, a boy's place is at school and their education is not questioned. Boys are encouraged to get an education, participate in class, and be active in society. This results in a high number of girls missing from schools as they are told they belong at home. The video demonstrated that girls have the same right to an education as boys—it is now time for girls to be given the opportunity to pursue their dreams. The video was launched on October 18th, 2018 on each of the VoE partners' Facebook, Twitter, and Instagram accounts. The sample posts created are below:

- Boys are encouraged to go to school, get an education and speak up, but girls don't always get that same encouragement. Girls can achieve great things, but first, they need the opportunity to learn. #IAmGirlRising
- Girls are often valued less than boys. Devaluing girls keeps them from getting the education they deserve: 40% of girls 15-18 are out of school. #IAmGirlRising

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- A boy's place in school isn't questioned, but a girl's often is. Girls have the same potential as boys and deserve an equal opportunity to go to school. Let girls learn. #IAMGirlRising
- Boys are encouraged to go to school and get an education, yet girls are often discouraged. When girls are given the opportunity to learn, they can achieve great things. #IAMGirlRising
- Optional CTA: "Tell us why you think girls should be valued equally".

A screenshot of a VoE Video #9 post on the U.S. Consulate General's Instagram account can be seen below.



Video #10: "End Violence Against Women and Girls"

This video educates viewers on GBV and provides solutions from community leaders on how to stop violence against women and girls. The video clearly defines GBV as any harmful act that is directed against someone based on their gender or sex. GBV disproportionately affects women and girls. The various forms of GBV were listed such as physical, sexual, psychological, and socioeconomic violence. Local community members were asked what they think would be a solution to stop GBV. One woman stated that sons and daughters should be treated equally at home and that daughters should feel proud to be a girl. Another man believes the way men think about women and girls needs to change and this is only possible if individuals start with their families and then society. The video was launched on November 2nd, 2018 on each of the VoE partners' Facebook, Twitter, and Instagram accounts. The following sample posts were created below:

- Gender-based violence or GBV is physical, sexual, psychological, or socioeconomic violence against a person because of their gender. GBV disproportionately affects women and girls. Learn how to stop GBV. #IAMGirlRising #NoSilenceAboutViolence
- Gender-based violence is preventable. Education can help end gender-based violence. #IAMGirlRising #NoSilenceAboutViolence

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- Teaching gender equality at home and in schools is a first step toward ending gender-based violence. Education can shape attitudes that create lasting change. #IAmGirlRising #NoSilenceAboutViolence
- Gender-Based Violence disproportionately effects women and girls. We can end Gender-Based Violence by teaching children there is no difference between a son and daughter. Daughters should feel proud to be a daughter. #IAmGirlRising #NoSilenceAboutViolence
- Optional CTA: “Tell us why you think girls should be valued equally”.

A screenshot of a VoE Video #10 post on U.S. Consulate General’s Facebook account is below.



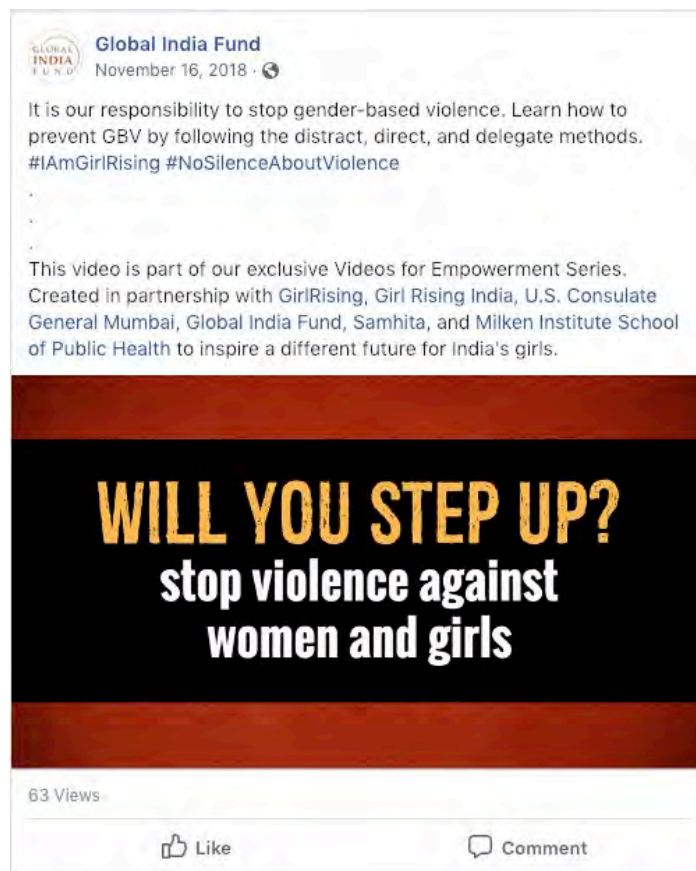
Video #11: “Step Up Against Gender-Based Violence”

The purpose of this video was to inspire viewers to take responsibility and speak up against GBV. To stop an incident, an individual should be an active bystander by speaking up or stepping in when they see someone in distress. The video presents a real-life scenario in which two girls are being eve-teased and three ways an active bystander can intervene. The first consists of distracting the perpetrators, the second consists of directly addressing the situation, and the third consists of delegating the action to someone else. All three methods prevent the situation from escalating and stop GBV in its tracks. In the end, the video asks the audience if they will take action and step up if they witness GBV in their surroundings because GBV is everyone’s responsibility. The video was launched on November 16th, 2018 on each of the VoE partners’ Facebook, Twitter, and Instagram accounts. The following sample posts were created:

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- If you witness gender-based violence, don't look away. Speak up and be a part of the solution by following the distract, direct, and delegate methods. #IAmGirlRising #NoSilenceAboutViolence
- Will you speak up? Be an active bystander if you witness gender-based violence. Learn how to prevent GBV. #IAmGirlRising #NoSilenceAboutViolence
- Stop gender-based violence in your community. Learn how to distract, directly address, and delegate as a way to prevent gender-based violence. #IAmGirlRising #NoSilenceAboutViolence
- It is our responsibility to stop gender-based violence. Learn how to prevent GBV by following the distract, direct, and delegate methods. #IAmGirlRising #NoSilenceAboutViolence
- Optional CTA: “How would you speak up if you witnessed Gender-based violence?”.

A screenshot of a VoE Video #11 post on GIF’s Facebook account is below.



Video #12: “Girls Can Play Sports Too”

The aim of this video was to show that girls should have the equal opportunity to play sports as it challenges entrenched gender attitudes. The video shows girls playing cricket, a traditionally male-dominated sport. The girl narrating expresses her desire to play cricket, but her friends would make fun of her for wanting to play a boy’s sport. In the video, she hits a home-run to show her peers that she too can play cricket. The video highlights statistics on the lack of access to organized sports and playgrounds for Indian youth. It is important for

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girls to play sports—it challenges gender stereotypes and breaks deep-rooted attitudes held by boys, families, and communities. At the end, Bollywood actress, Alia Bhatt, asks girls to believe in themselves because they can do anything. The video was launched on December 17th, 2018 on each of the VoE partners' Facebook, Twitter, and Instagram accounts. The following sample posts were created:

- Girls can and should play sports. @AliaBhatt believes, "you're a girl and you can do it all." #IAMGirlRising
- @AliaBhatt knows girls can do it all if they believe in themselves. Girls' participation in sports challenges stereotypes and breaks deep-rooted attitudes about gender. #IAMGirlRising
- Anybody can play sports, all you need is determination. @AliaBhatt believes girls can excel in anything. Girls playing sports challenge gender stereotypes and break deep-rooted attitudes. #IAMGirlRising
- Optional CTA: "Share how you've been inspired by female athletes."

A screenshot of a VoE Video #12 post on GR India's Instagram account is below.



VoE National Event

A national event was hosted, *Videos for Women's Empowerment: Storytelling to Inspire Change*, event on December 19th, 2018. The event was designed to enable social organizations, individual activists, and other stakeholders working in women's empowerment, to craft and disseminate videos for social change. SEE ATTACHMENT FOR EVENT AGENDA.

Two sessions were organized— a panel discussion and a purpose networking where small groups of participants had short breakout sessions with various experts. The event was attended by 45 people from 21 unique social organizations and educational institutions. (SEE

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ATTACHMENT FOR LIST OF PARTICIPANTS). This event concerned the use of new media as an instrument to drive social change, particularly with regard to issues surrounding women's empowerment in our society. The event began with an introductory address by Priya Naik, Founder and C.E.O., Samhita, followed by a panel discussion that was moderated by Nicholas Novak, Spokesperson at the U.S. Consulate General, Mumbai. The panel comprised of Ankur Mehra, Head of India– Media Partner Development, Facebook; Jessica Mayberry, Founding Director, Video Volunteers; Leeza Mangaldas, Co-founder, Evoke India; Pooja Pande, Senior Manager– Partnerships, Khabar Lahariya; and Samira Kanwar, Head of Content, VICE Media. (SEE ATTACHMENT FOR SPEAKER PROFILES).

The topics of discussion included the use of videos for the benefit of disadvantaged communities–Mayberry emphasized that such videos ought to be transformational and empowering for the individuals involved. The community should be able to participate in the course the story takes; and the ultimate result of the video(s) should be a widespread feeling of solidarity for the involved community. With regard to video content, Pande stated that as reporters often have a wide reach and influence, credibility is crucial. Mangaldas spoke of the need to widen the conversation – to reach a diversity of voices and issues. Mangaldas also stated that while her channel included discussions that might be considered controversial by some, she generally did not believe these issues– gender equality and sex education– were morally ambiguous; she emphasized the importance for the need of personal convictions and personalized stories. Kanwar brought up the need for storytellers to be aware of the context they are operating in, and the need to acknowledge and break away from internalized patriarchal opinions through self-awareness.

Mehra, in a discussion of independent content creators, identified passion, creativity, first-person narratives, combined with the ease of access to technology to be factors in the creation of original content. Mayberry brought up the phenomenon of “homeless bloggers” as an example of individuals with very few resources creating and circulating original and socially relevant content. The discussion then pivoted to the difficulty of balancing entertainment and important information to their audiences. Mangaldas said that she was never concerned about losing engagement for her content when there was a need to address important social issues; Kanwar and Pande discussed the importance of presentation and packaging information, making it interesting to target audiences. Mehra emphasized the necessity of providing easy access to information, from rural areas to semi-urban areas, where the audience might be inclined to a particular platform. Mayberry added that a particular story should be tailored for audiences belonging to specific geographic areas.

With regard to ‘aspirational’ content, Mangaldas stated that current audiences appreciate authenticity, relatability, and diversity in content. Mehra identified the role of the internet in democratizing content – internet content does not have the need to polish content, as television does, and has a greater chance of breaking through linguistic and cultural barriers, if sourced from the right influencers and enablers. On the issue of content regulation, Mayberry stated that the widespread ability to record and circulate videos allows individuals to bring attention to issues that are controversial or hidden, at your fingertips; Mehra and Pande also noted the impact of this on citizen journalism. The general consensus was that

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methods like live streaming increase accountability of those in power and, to an extent, reduce ‘fake news’ as videos are harder to manipulate than photos. The role of the wider availability of video technology and editing software increases the number of people that can produce and circulate content.

In discussing how small NGOs could use visual media, Mehra and Pande stated the need for original and well-articulated content. Mayberry mentioned the need for active participation of the community involved in the story, and the need to follow up with the community whose story is being told. Mangaldas emphasized the need for persistence, to keep circulating content till the issue in question receives attention and support. Kanwar spoke about the growing need for research— both on the issue and on similar content.

The hour-long panel discussion was followed by the purpose-networking session, where our audience had a chance to speak to all the experts and panelists about activism filmmaking and content creation, as well as relevant digital content creation and its outreach. Various current and potential road blocks that content creators face, especially in bringing about social change, was also discussed. Everybody, including our experts, had a few important learnings:

- Content should be tailored specifically for various target audiences pertaining to different geographies, i.e., it should resonate with the ideologies of the audience.
- More authentic the content is, a greater number of people relate to it, and has a higher chance of it being shared by a relatively larger audience.
- Due to disinterest, in the form of low or drop in audience engagement, an optimum balance should be maintained between entertainment and important information.
- Providing easy access to rural and semi-urban areas and identifying the most commonly used media sharing platform for a higher outreach.
- Communities have to actively participate and should be followed up with to gauge the impact.

Photos from the *Videos for Women’s Empowerment: Storytelling to Inspire Change* event on December 19th, 2018 are below.

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Global India Fund Inc.
5162 38th Street N
Arlington, VA 22207

202.415.8927 | www.globalindiafund.org | info@globalindiafund.org

VoE Reach and Outcomes

The VoE videos were disseminated on Facebook, Twitter, Instagram, and YouTube to spark widespread audience engagement. The campaign was amplified on social media via celebrity influencers. Sprout Social, an analytics software, monitored data on reach, impressions, and engagement during the duration of the campaign. In total, the VoE social media campaign reached **5.57 million people globally on social media**. Media reach data was collected via numerous platforms and aggregated in the analysis.

Facebook, Twitter, and Instagram were the primary social media platforms used for campaign dissemination. Since the VoE campaign was disseminated predominately on Facebook and Twitter, the majority of the reach, engagement, and impressions were on Facebook and Twitter. On Facebook, most of the viewing occurred in Delhi and Maharashtra. The campaign video's primary audience was men between the ages of 18 to 24. By the time the campaign was completed, all 12 videos had a total view of 156,743 times with 38,728 viewers who watched the full videos and 117,000 viewers who partially watched the videos. Further, VoE posts alone reached more than 226,450 people via Facebook.

The VoE campaign was also disseminated via Twitter. In the duration of the evaluation period of the campaign (April 2018 to December 2018), VoE's tweets garnered over 384,100 impressions. Tweets that generated the most social media traffic and reach were associated with celebrity influencer, Sushmita Sen's tweet. The campaign was viewed predominately among women ages 25 to 34-year-olds living in Maharashtra. The hashtags that drove the most engagements were #GirlRising, #GirlsEducation, #GenderEquality, and #IAmGirlRising. The VoE campaign was posted on all VoE partners' Instagram accounts, except for Samhita due to their lack of an account. The majority of Instagram traffic with respect to the campaign came from the US and India. Instagram viewers were predominantly women ages 25 to 34 years.

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Videos for Women's Empowerment: Storytelling to Inspire Change

Along with the **US Consulate Mumbai** and **Global India Fund**, **Samhita** hosted the **Videos for Women's Empowerment: Storytelling to Inspire Change** event on **December 18, 2018**.

The event was designed to enable social organisations, individual activists and other stakeholders working in women's empowerment, to craft and disseminate videos for social change. We organised two sessions – a panel discussion and a purpose networking where small groups of participants had short breakout sessions with various experts and the panelists.

Following was the agenda of the event –

- 3:00 pm – 3:15 pm – **Opening Address**
- 3:15 pm – 4:15 pm – **Panel discussion – Videos for Storytelling and Women's Empowerment**
 - Jessica Mayberry, Founder & ED, Video Volunteers
 - Ankur Mehra, Head – Media Partnerships, Facebook
 - Samira Kanwar, Head of Content, Vice
 - Leeza Mangaldas, TV Presenter, and Founder Evoke India
 - Pooja Pande, Senior Manager Partnerships, Khabar Lahariya
- 4:15 pm – 5:30 pm – **Purpose Networking**
 - Ekta Mittal, Co-Founder, Maraa
 - Sharmila Kher, Director, Muskaan
 - Ravi Shekar, Photo Journalist, Photography Promotion Trust
 - Vaibhav Ingole, Filmmaker, Climbing Uphill
 - Aliya Furniturewala, Co-Producer, Filament Pictures
- 5:30 pm – 5:45 pm – **Open Networking**
- 5:45 pm – 6:00 pm – **Closing Address**

Name	Designation
A.Chandrasekaran	Executive Secretary
Aarti Naik	Founder & Director
Aastha Parivaar	Manager
Abhishek Gharat	
Ajay Salve	Intern
Akhileshwar Pandey	Student Intern
Amit Naphade	CEO
Amitabh Kumar	
Anamara Baig	CEO
Andrew V	CEO
Anjana Donakonda	Senior Program Manager
Anubha Sharma	Founder & CEO
Aradhana Kulkarni	General Manager
Ashok Londhe	Intern
Basant Malawat	Managing Trustee
Bharati Shingole	Nurse Trainer
Chinu Kwatra +1	
Chirag Kulshrestha	
Clipsy Banji	Consultant
Consulate Invitees	
Deepak Panzade	Associate Director
Sandhya Deosthale	President H.B .Mahila Vikas Kendra
Dr. Balaji Vyankatrao Ippar	Founder /Secretary
Dr. SN Sharma Deepak	CEO
Ekta Sheth Balyan	Project Director
Elsa D'silva	
Gauri Pawsey	Student
HANUMANT BARBOLE	PRESIDENT
Harish Sadani	Chief Functionary
Harpal Singh Kamal	Manager - Resource Mobilisation
Harshada Patil	Professional social worker, issues of women
Jatin Malhotra	
Jaydeep Mandal	Founder
Joybell	Intern
Joyce Connolly	Honorary Director
Karina Monteiro	Manager
Kenneth D'souza	
Khushboo Motihar	Program Manager
Kunda Dhananjay Govande	Self employee
Leanne Mascarenhas	
Leslie DSouza	Intern
Malavika Goyal	Program Coordinator
Manmath Mandal	President
Mayana Manwar	Co ordinator
Mitali Upadhye	Marketing & Communications
Mohammed Siddique	Secretary
Mona	Trustee
Mrinalini Tiwari	
Mrs. Aparna S Jadhav	Director
muddita	Expressive art therapist



Sharmila Kher

Director , Foundation for Child Protection-Muskaan
www.snehamumbai.org

Sharmila is a Communications and Public Relations consultant with 15+ years of experience in the social sector including work at the HAQ center for Child Right and SNEHA(Mumbai). Currently, she works as a consultant for St. Jude India Childcare and Under the Mango Tree centres. Sharmila is passionate about creating safe workplaces and has been on several Corporate and NGO committess and has handled an array of cases related to sexual harassment at the work place. She also does sensitization trainings on the issue under the aegis of Gutagu.



Siddhi Chandra

Communications & Social Media Marketing ,
Photography Promotion Trust | www.sudharakolwe.com

Siddhi holds a Bachelor's degree in Mass Media from K.C. College, Mumbai. Her main interest is in documentary and street photography. She has worked as a Content Developer, a Production & Client Servicing Associate as well as a freelance writer and photographer. Currently she is handling Communications & Social Media Marketing at Photography Promotion Trust, a non-profit organisation which uses photography as a tool for engagement in marginalised communities.

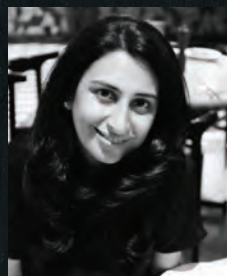


Vaibhav Ingole

Filmmaker, Screenwriter, Producer

Vaibhav Ingole is a filmmaker, screenwriter and producer based out of Mumbai, India. He's a recent alumnus of the Crossing Borders Program conducted by Documentary Campus & European Documentary Network, as part of which his project was developed in South Korea and later pitched at Leipzig Networking Days in Germany, Docedge Kolkata and Good Pitch India. Vaibhav has worked on a number of ad films, PSAs and Marathi feature films in various creative capacities. His production company "Fly on the wall films " is currently working with NGOs from Maharashtra to make impactful fundraising films. Vaibhav is currently developing a feature length screenplay which he intends to direct as well.

Videos for Women's Empowerment Storytelling to Inspire Change



Aliya Furniturewala

Co-Producer , Filament Pictures | www.filamentpictures.co.in

Aliya Furniturewala has worked in the television industry for almost a decade. Her most recent work was as co-Producer for a documentary with Director Miriam Chandy Meenacherry, Filament Pictures titled #MissingGirls, which deals with underage trafficking. The documentary is made from an observational point of view and is meant to explore the issue, bring change. Aliya has largely worked on films that explore humanitarian issues like 'Last King of Burma,' for Singapore based Channel News Asia. She was also Researcher and Associate Producer for 'Stuntmen of Bollywood' and 'Kamel-Robot Jockeys of the Desert' which were aired on National Geographic Channel.



Ankur Mehra

Head of India, Media Partner Development , Facebook.

With 17 years of work experience ranging from the Army to Entrepreneurship to Corporate environs, Ankur has carved a niche in New Business Development, Strategic Alliance, Media Partnership, Business Environment Analysis, Fund Raising, Analytical interpretation, Venture Turnaround and Client Relationship Management. He currently serves as Head of India, Media Partner Development at Facebook. He is an alum of the Indian Institute of Management (IIM), Symbiosis Institute of Management and a PRINCE 2 Project Manager.



**Ekta Mittal****Co-Founder , Maraa | www.maraa.in**

Ekta Mittal co-founded Maraa, a media and arts collective in Bangalore and has been working there since 2008. She has worked as a producer, researcher, curator and facilitator on various issues including gender, labour and caste through the medium of arts & media in rural and urban India. Ekta also works with creative practices in public space in independent productions and in collaboration with other artists. As a film maker she has been making films on labour, migration and cities since 2009. Her recent film 'Birha' looks at the figure of the missing person - the women and the lives of workers, in the context of migration.

**Jessica Mayberry****Founding Director , Video Volunteers | www.videovolunteers.org**

Jessica Mayberry is the founding director of Video Volunteers, a governance and accountability organization in India that identifies, trains and empowers grassroots media producers. Video Volunteers' reporting network has enabled more than 1500 successful village-led action campaigns on issues ranging from gender, to human trafficking, to corruption, to improvement of local government programs. VV has won numerous awards including the Knight News Challenge. She is a Fellow of Ashoka, TED and Echoing Green, and has won various awards including Architect of the Future by the Waldzell Insitute of Austria. She holds a degree in Modern History and Modern Languages from Oxford University.

**Leeza Mangaldas****Co-Founder , Evoke India.**

Leeza is a TV presenter and writer who anchors Luxury Time across the Times Network. She runs a popular Youtube channel that aims to normalize conversations around gender and sexuality and provide a woman's perspective on love and relationships. She also reports live for the Hero Indian Super League (ISL) on Star Sports, and is a regular contributor at Forbes. Leeza co-founded Evoke India, an educational platform that explores important topics as varied as personal finance and sexual health, bringing together experts and influencers from around the world to share their ideas with young India. Evoke has been supported by Columbia University, The US Consulate Mumbai, The British Deputy High Commission, and Asia Society. She graduated from Columbia University in 2011, and has been working in Mumbai since.

**Nicholas Novak****Information Officer , US Consulate Mumbai**

Nick Novak is the spokesperson for the United States Consulate General in Mumbai, an area spanning the states of Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, and Goa. In that role, he is responsible for the entire range of the consulate's engagement with print, broadcast, and online media. Nick is also the consulate's representative for its engagement on broader policy issues relating to the media, including press freedom, capacity building, and support for journalism standards. Nick is a career diplomat having previously served in Malawi, Peru, the Philippines, and Washington, D.C. Prior to joining the Foreign Service, he spent ten years as a radio journalist in the United States.

**Pooja Pande****Senior Manager, Partnerships , Khabar Lahariya
www.khabarlahariya.org**

Pooja Pande is a Delhi based writer and editor. She did her post-graduate studies in Eng. (H) from LSR college. Through the 2000's Pooja worked as an editor of a path breaking city magazine called 'First City'. She has written a lit-styled memoir of celebrity transgender activist Laxmi called Red-Lipstick. In late 2016 Pooja joined Khabar Lahariya as a senior editor, where she currently heads content syndication and media partnerships.

**Priya Naik****Founder & CEO , Samhita | www.samhita.org**

Priya Naik is the Founder and CEO of Samhita, a leading CSR consulting firm that designs innovative solutions and scales evidence based approaches to maximize social impact. Samhita has worked with some of India's foremost companies, foundations and social organizations to create impact across cause areas. It is a pioneer in driving collaboration in the CSR ecosystem, creating value propositions for stakeholders to collectively address critical areas such as sanitation and women's empowerment.

**Ravi Shekhar****Founder , Photography Promotion Trust | www.sudharakolwe.com**

A multi faceted personality with interests in Art, Film and Photography, Ravi Shekhar graduated from Banaras Hindu University in Varanasi and did his diploma in Photography from J J school of Art, Mumbai, India. He has been a mentor to numerous photography workshops and is a founder member of Photography Promotion Trust, a non-profit trust created to use photography as a tool for engagement in marginalised communities. Currently he makes digital films, apart from drawing, painting and photography. His work has been exhibited at various places in Mumbai.

**Samira Kanwar****Head of Content , Vice Media | www.vice.com**

After her stint in advertising and music television across 6 years, Samira Kanwar joined OML and started their video division (then Babble Fish Productions) in 2008. For 11 years, she was instrumental to its growth as one of the leading content companies in India. Like all start-ups, she took on multiple roles of producer, director, script-writer, editor, head cook and bottle washer at OML and has been a part of the digital revolution, content has gone through in the past couple of years. In 2017, Samira joined VICE India as Head of Content. As the Head of Content, she is currently leading a team of over 30 people - across both video and editorial plus over-seeing branded and off-platform content as well.

Narendra Godse	Co founder
Neeraj K Tiwari	Vice President
Nick Cox	Honory Director and Trustee of Snehalaya UK
Nidhi Goyal	Founder Director
Padmaja Jalihal	Trustee
Paridhi Agarwal	
patel	Sceretre
Prabhakar Adhikari	Secretary
Pradeep Kumar Gohil	CEO/Founder
Prashant Sharma	
Pratiksha Thakare	Intern
pratima	Social activist
Pravin Thote	Program Coordinator
Purushottam	Consultant- Donor Service
RAM YASH SINGH	President
Reshma Sateesh	Facilitator
Riddhima Sharma	
Riya Upadhyay	
Ruben Mascarenhas	
Sakshi Thakur	Intern
Shagorika Ghosh	Student
Shahid Siddiqui	
Sharmila Chowdhury	Assistant Sales Manager
shital somani	Co Founder
Shreya Batra	Student
Shubham Dixit	Intern
Sneha Bharti	Project Director
Sumedh Chaphekar +1	
Supriya Tripathi	Communication Officer
sushant chormale	program professional
Swaraj Shetty	
Taranjeet Singh	Project Coordinator
Trishna Panchal	Facilitator
Unny Radhakrishnan	Founder / Curator
UTKARSH	POSTGRADUATE STUDENT
Vaibhavi Tailor	SR Programme Officer
Vartika	Counsellor
Vinayak Bahagwan Aglawe	Secretary
VIVEK R PHADTARE	President
Waseem Ashraf	Chairman

List of Attendees

Organization	Contact Number
MERDS (Muthamil Education and Rural Development Society)	9080573854
SAKHI for Girls Education	9221007606
Aastha Parivaar	9870378911
Litmus Test Project	
Men Against Violence & Abuse	8999137187
Men Against Violence and Abuse	9511024420
Krusha Vikas Va Gramin P sanstha	8551919293
Founder, Social Surfing	
empowHER India	9820073853
Nes Homecare and Lifestyle Services Pvt Ltd	8879698356
CareNX Innovations Pvt. Ltd.	8850123712
Angel Xpress Foundation	9930070086
Life School Foundation	9822477682
Men Against Violence & Abuse	7219056339
Abhilasha Foundation	9920286445
Kotwalwadi Trust	2148236697
Beach Warriors	
Co-founder Fem Positive	
Family Health International - 360	9820907215
SAKHI FOR GIRLS EDUCATION	9224145705
Kotwalwadi Trust, Neral Taluka Karjat Dist Raigad	2025672769
Aditya Nagaraj Charitable Trust	9552460805
Rajasthan Samgrah Kalyan Sansthan RSKS India	9783788889
Angel Xpress Foundation	9619322123
Safe City	
TISS	9627469663
ASHAMANT FOUNDATION	7219428300
Men Against Violence and Abuse (MAVA)	9870307748
Light of Life Trust	9619096960
Apex Consultants	9820345273
Google Developer Group, Reliance Jio	
Aakar Innovations Pvt. Ltd.	7045779510
Men Against Violence & Abuse	9920385617
Snehalaya	9011020172
CRISIL Foundation	9820308081
Sundara Fund	
empowHER India	9769140236
Govande Foundation Trust	9409036924
Winner - GBV Film Festival	
Men Against Violence and Abuse (M.A.V.A)	9326164283
Rising Flame	9650173918
Adivasi Vikas Shikshan Sanstha	9850342615
Baal & Mahila Shikshan Prasarak Mandal	9224252514
Raah Foundation	2224448082
The Crescent Foundation	9011304885
Kshamata	9820201828
Youtube Space	
Baal & Mahila Shikshan Prasarak Mandal	9224972016
AXF	9594083022

Experiential learning solutions	9920419745
UDICHI	8285209640
Snehalaya	9011807354
Rising Flame	9820529792
Heart for Art Trust	9370379727
Beach Warriors	
Vidarbha bahuuddeshiya vikas sanstha	9960046389
Pragati, Koraput	9437025045
World Micro Stock Exchange	9833373441
Angry Prash - Youtube Channel	
Men Against Violence and Abuse (M.A.V.A)	9326100877
Urja Trust	8828619775
Men Against Violence and Abuse	9175488760
IDEA Foundation	9663437762
GARGVANSHI SARV JAN KALYAAN SEWA SANSTHAAN	9455246150
Seeds of Awareness and Research Foundation	9769299296
Co-founder Fem Positive	
Winner - GBV Film Festival	
Social Activist	
Men Against Violence and Abuse (M.A.V.A)	8355987872
Columbia University	9833553463
Digital Empowerment Foundation	
Aakar Innovations Pvt. Ltd.	7718844450
S4S Technologies	9004408849
TISS Mumbai	7982788281
Men Against Violence & Abuse	8879402245
Purnkuti	9769918867
Angry Prash - Youtube Channel	
Committed Communities Development Trust	8433018155
krushi laxmi	9657130014
Co-founder of the Litmus Test Project	
Purnkuti	8130675588
Seeds of Awareness and Research Foundation	9892360013
TheSocialSquare	9967665220
TATA INSTITUTE OF SOCIAL SCIENCES	9002139730
Save The Children India	9167859921
Urja Trust	8787082842
Shree Chaitanay bahuuddeshiy Seva bhavi sanstha	9423310990
Jeevan Life Seva Sanstha	9920104695
Saifi Healing Touch Research Bureau for Social Welfare of India	9622123460

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