



## **Talking about Dowry, Breakthrough & UNICEF India script “Khota Sikka”**

**New Delhi:** In collaboration with UNICEF India, Breakthrough, the human rights organization working to end violence and discrimination against women and girls, created two ad films for Women Development Corporation, Government of Bihar aimed at addressing the issues of dowry and early marriage.

Both these films were launched as part of state government’s campaigns against dowry and child marriage with an objective of reaching out to a wider audience and improve the quality of lives of adolescents.

In past, many campaigns have been launched to address the issues of violence against women and girls in the state however; Bihar continues to grapple with child marriage and dowry related practice in the name of traditions. Hence, to break free from the course of earlier campaigns, communication of the present campaign was oriented at transforming the culture and call out a new norm.

The idea behind both the films was to deconstruct the practices in a way so that it is easier for locals to comprehend the message while also motivating them to reflect on their actions and adopt the new norm.

Shwetabh Gupta who worked closely with Breakthrough to develop the two concepts has scripted both the ad films that tell compelling stories of people caught up in their routine and the choices they make at the crossroads of life. While one film tackles the issue of child marriage by calling out the support of parents, in helping daughters access education; the second film tackles the issue of dowry by encouraging the groom to stand up against dowry and let the world know that he is

Speaking about the Khota Sikka film, **Priyanka Kher, Media Head, Breakthrough** said, “Traditionally, people are biased about vesting the authority of matchmaking with groom’s family, which is a reason why, to avoid the breaking of possible matrimonial alliance and the societal stigma associated with it, girl’s family tends to succumb to the demand of the groom’s family. Hence, we decided to call out a new norm by labeling the dowry seekers as “Khota Sikka” and encouraging men to stand up against the regressive practice.”



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### **About Breakthrough**

Breakthrough is a human rights organization seeking to make violence and discrimination against women and girls unacceptable. We use the power of arts, media, pop culture, and community mobilization to inspire people to take bold action to build a world in which all people live with dignity, equality, and justice.

We create groundbreaking multimedia campaigns that bring human rights issues into the mainstream and make them relevant and urgent to individuals and communities worldwide. These, along with our in-depth training's of young people, government officials, and community groups, have ignited a new Breakthrough Generation of leaders sparking change in the world around them.