



Breakthrough launches mobile app 50:50 #KeepItEqual for android phones

Aims to create an equal world by creating a community of social change actors a.k.a. Breakthrough Generation

New Delhi: In order to inspire young men and women to challenge deep rooted norms that promote violence against women and girls, Breakthrough has launched **50:50 #KeepItEqual**, a mobile app to engage the youth with critical social issues while emphasizing upon the importance of gender and rights.

Breakthrough has been working with youth and communities on the issue of violence against women and girls for last 15 years and has enhanced its focus on multimedia and mobile technology to strengthen its work with young men and women.

The app is integrated with an array of dynamic features like podcasts, group chats, video streaming, public polls, and campaigns with a clear objective of giving out information regarding gender rights and laws to mitigate the issue of gender biased violence.

Talking about the app, Sonali Khan, Country Director and Vice President, Breakthrough said “The growing smartphone consumption has created a space for millions to connect online for the purpose of recreation, entertainment and engagement however, using technology for the purpose of sensitization and social good is still a void.

Breakthrough has been working on issues related to violence against women and girls for last 15 years and has also been successful in creating a visible dent in mass sensitization.

Compressed to an easily downloadable size, the app is currently available at the playstore of all android phones and tablets. Breakthrough also plans to integrate the application in the App Store of iPhones very soon.

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.



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