



breakthrough

Breakthrough campaigns for Gender Inclusive Safer Spaces with its campaign Stand With Me

An all women bike rally kick starts the campaign

New Delhi, 27th.Nov: In a yet another initiative to inspire masses to act against sexual harassment, Breakthrough, a human rights organization rolled out its campaign – **Stand With Me** on the streets of Delhi with an all women bike rally from Mandi House till Safdarjung Park. The rally was led by India's first all women biker association Bikerni and was also joined by women from public on their bikes and scooters who believed in the cause.

Breakthrough's Stand With Me campaign aims to emphasize upon the importance of consent, safety, de-stigmatization, de-segregation and intergenerational dialogue for inspiring masses to create gender inclusive safer spaces. Spaces that are free from stigma, which encourage open dialogues between parents and children, teachers and young adults or peer to peer; spaces where no gender is perceived as novelty and are inclusive.

Talking about why an all women bike rally was used to kickstart the 2 week long campaign **Piali Bhattacharya, Program Manager, Breakthrough** said that "Biking is a very gendered space in itself and I feel that there could not have been a better way to kickstart our campaign for advocating gender inclusive safer spaces than an all women bike rally. Thanking the campaign partners, Ms Bhattacharya also acknowledged the support of its campaign partners - **Book a Smile**, CSR initiative of Book My Show and **Red FM**.

The rally that was concluded at the Safdarjung Park ended with street theatre and music performances by Breakthrough's volunteers who interacted with the community audience on the issue of sexual harassment. It's for the purpose of furthering awareness in the communities that Breakthrough has also organized a video van to travel into different parts of the city from 27th.Nov till 11th.Dec. The video van that will travel into different parts of the city over a period of two weeks is integrated with short films and ads that aim to motivate the youth to challenge the violence against women and girls and inspire them to create gender inclusive safer spaces.

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



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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.