



## Breakthrough and Instagram join hands to recreate graphic representations addressing Gender Based Violence

**New Delhi: Breakthrough**, one of the leading human rights organizations working to mitigate the issue of gender based violence in India, has announced a collaboration with **Instagram** to build up an image repository with sensitized representations of incidents related to gender based violence. Often, when gender based violence is reported, women are portrayed as powerless objects, whose identities are shaped by the tragedy that befell them, who are worthy only of our pity, capable only of silent mourning. This repository aims to combat this perception by providing media houses and other content sharing platforms with content for better gender sensitized reporting.

It's for this purpose of recreation of gender sensitized graphic representations and illustrations Breakthrough and Instagram have decided to host perhaps the first of its kind event, **Redraw Misogyny** on **16<sup>th</sup> April** at **Anti Social, Hauz Khas Village**. **Redraw Misogyny** is open for the community of illustrators, graphic artists and photographers who are gender sensitized and keen to contribute in the interest of a safer society.

It's not for the first time that Breakthrough is working with the media community to reflect on the prevalent gender biases and the representation of women in media. In fact, Breakthrough has been working with reporters, journalists, bloggers and other media professionals over the last three years by hosting gender workshops, wikipedia editathons to encourage gender sensitive reporting and increase women representation.

Looking forward to **Redraw Misogyny**, **Sonali Khan, Country Director and Vice President at Breakthrough** said "Through our media workshops, we would urge the participants to use sensitized graphical representations for depicting stories of violence instead of the helpless and traumatized depictions that indeed perpetuate violence for the survivors at the hands of the society. However, this has always been a gap area because even if the media houses want to use sensitized representations, they don't have an image bank of such representations that they can access. Hence to fill in this gap, Breakthrough and Instagram are working to create a repository of images that address the issue of gender based violence with gender-sensitivity."

Breakthrough has also created an event page by the name of **Redraw Misogyny** on Facebook to solicit participation from the design community that can also be accessed here at: <https://www.facebook.com/events/1816360395271244/>

### **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,



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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.

**About Instagram**

Instagram was built to strengthen relationships through shared experiences. It has played a critical part in forming meaningful communities where people can connect with each other and share what matters most to them. Instagram's mission is to help people capture and share the world's moments, and our passion for creativity and simplicity is woven into everything we do.