



## **Breakthrough's Mission Hazaar Campaign calls for public action to end gender biased sex selection via its video van runs, street plays in Haryana**

**~90% of parents surveyed valued sons over daughters~**

**8<sup>th</sup>.Dec'2015, Sonipat:** With an objective of fighting gender biased sex selection emanating out of discrimination against women **Breakthrough**, a Human Rights Organization rolled out distinct community engagement exercises under its famous campaign - **Mission Hazaar**. The campaign, which was launched on 19<sup>th</sup>.Nov'2015 is based on the foundation that **"more women in the world will make it a safer place for everyone."** As part of the campaign, video van runs backed with public service advertisements and gender equality themed street play continue to engage communities in Haryana and spark discussions about the deep rooted ancient norms.

On this occasion, **Ms Veenu Kakkar, Deputy Director, Gender Biased Sex Selection Program at Breakthrough** said "Our campaign intends to find out why we lack girls in the society, especially if lesser number of girls, put women's safety at stake and their ability to access public spaces. Hence, to help people identify the linkage between **lack of girls and their safety** we have taken our video van and street theatre show to every possible nook and corner of Sonipat, Panipat, Rohtak and Jhajjar."

**Mukesh Digani, District Manager (Sonipat), GBSS Program, Breakthrough** said that we have already reached out to over 40,000 people in Sonipat and are hoping to reach out to over 50,000 people in total by 11<sup>th</sup>.Dec'2015.

Two shows were conducted in Government higher secondary schools in Harshaana Kala and Rai while another show was conducted in Government Senior Secondary School in Beeswa Meil yesterday

Breakthrough had undertaken a survey with 10,000 students in 2014, which brought to surface that a family is composed of 53% males.

- More than half of the students said that there are more boys in their classes than girls.
- Nearly 70% students said they see more men in public spaces.
- 66% don't see women out after dark.

Besides, Breakthrough had undertaken another survey about violence faced by women in public spaces in 6 Indian states – Delhi, Haryana, Karnataka, Jharkhand, Bihar and Uttar Pradesh. The survey brought to light that 90% of women have faced harassment at public places like bus stands, autorickshaw stands and markets, at least once in their life.

Ms. Kakkar further went on to say that "lack of girls is connected with the inability of the society to provision safety of girls and women and this indeed is one of the main reasons why 90% of parents value sons over daughters. Mission Hazaar is our endeavor to end gender biased sex selection and gender based discrimination and I hope all of you will join us to make Haryana a state of equal opportunities for both - men and women.



## **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.