

Breakthrough 

Act. End Violence Against Women.

The
alternative
exists.



At Breakthrough, we believe that the alternative is never a question.

The alternative is always an answer that already exists around us. It's already happening, it's emerging and all we need to do is make it mainstream.

If we live in a world where violence against women and girls is rampant, we also live in a world where every day someone is fighting it. A bystander chooses to not ignore and speaks up in support of a woman facing violence. A father supports his daughter's aspirations, standing firm against societal pressures to get her married.

All we have to do is collectivise and mainstream this culture, these stories, to challenge and change a culture which perpetuates violence against women and girls. As we complete 20 years, we reiterate our core belief: Together, we can Breakthrough.



Breakthrough works towards making violence and discrimination against women and girls unacceptable. We change gender norms by working with adolescents and their communities, working women, their employers and families, as well as by using media campaigns, the arts and popular culture to build a more equal world around us.

Working across 5 states, 14 districts and 733 Gram Panchayats, Breakthrough reaches 530,000 adolescents, 31,888 factory workers and their communities.

In 2019, Breakthrough completed 20 years. Two decades of focusing on shifting gender norms can be tough - but not when you constantly see adolescents and young adults we work with take fearless actions in their own lives and in their communities.

In November 2019, during one of our community mobilisation activities in Haryana, where the conversation was focused on aspirations of girls, a young girl shared something unforgettable! She said, **"We all want women doctors for the women of our family. But, we don't want to educate our daughters!"** An adolescent girl stood amidst her family, her community and held up a mirror to them, determined and fearless. **That's the fearlessness we want to build in the young people we work with.** And, as we witnessed during The Flip and Badi Si Asha events, one after the other young people came up to share their stories of taking action, breaking norms, speaking their hearts and minds.

For us, 2019 also stands out for deepening the process of building allyship with the government at several levels - national, state and district and block. **From contributing to the Ayushman Bharat curriculum to partnering with the RKSK programme in Uttar Pradesh, to building alliances with Childline, we are exploring all options for building this allyship.** That is a sure shot way to build large-scale gender norm change.

Sohini Bhattacharya,
CEO and President, Breakthrough India

Breakthrough Moments

2019-2020

Our year was all about different stakeholders coming together, identifying alternatives and mainstreaming them using innovative methods.

Contribution to Ayushman Bharat curriculum

To implement the government's School Health Programme, a resource package which includes training modules for teachers and facilitators guide has been prepared by NCERT with the support of Ministry of Health and Family Welfare and Ministry of Human Resource Development along with domain experts. The total duration of the module is 24 hours.

We're thrilled to share that Breakthrough was one of the domain experts and worked on the following thematic curriculums: gender equality, reproductive health and HIV prevention, promotion of safe use of the internet, gadgets and media. Breakthrough is also a member of the national core resource group responsible for the rollout of the programme.

Partnership with Rashtriya Kishor Swasthya Karyakram (RKSK)

Rashtriya Kishor Swasthya Karyakram (RKSK) is the adolescent health programme under National Health Mission. Our partnership has helped us and our partner organisations in Uttar Pradesh to activate the Village Health Nutrition Day to enable adolescents in particular, to access vital health services and understand their health rights

Participation in district convention meetings has helped us collaborate with block and district level health officials, work with them in implementation of schemes for adolescents and training of Accredited Social Health Activist (ASHA) and Anganwadi workers on various issues. Another highlight of the partnership has been coming together for activities on Menstrual Hygiene Day at the school and village level.

Partnership with Childline

As an organisation working with adolescents on an issue like violence against women and girls, it is essential that we have a process in place to address cases of violence against children that may come up. Our partnership with Childline helps us with this, enabling us to respond to adolescent needs as and when a case comes up while working in communities.



The Flip: a youth conclave

This unique event provided a platform for youth from Delhi, Uttar Pradesh and Haryana to share creative solutions to create safer spaces and challenge regressive gender norms. A counter-narrative was set through films, theatre performances and poems on gender-based discrimination and violence. The best three innovative solutions selected by the jury were awarded. The conclave also became a space for youth from all three states to share their stories of pushing for change within their own lives and communities.

I came to know about Breakthrough when my mother and I were still living with my violent stepfather. I never spoke to anyone about my stepfather hitting my mother. I was ashamed. Through Breakthrough, I became aware of the oppression that women face in our society. As I learnt more about the issue, the understanding also helped me feel more confident. This led to me speaking to my mother about it and eventually us filing a case against my stepfather. Now they are separated. - Gracy, 23 years old, Delhi



Reframe: A multi stakeholder conversation on participation of women in the formal workforce

True to its title - Reframe, the conversation rethought the current scenario of women's participation in the formal workforce and came up with solutions to guide our way forward.

We unpacked the different social norms which are responsible for restricting women's formal workforce participation, multiple organisations shared their experiences of addressing issues like gender pay-gap and glass ceiling and from these experiences we identified solutions to build diverse and inclusive workspaces.

A key highlight from the event was the Sukhmanch theatre group's performance which showcased ways of building a more gender-inclusive workplace. The use of theatre was a conscious choice to also reframe how conversations happen at events like these.

Badi Si Asha: Celebrating 20 years of Breakthrough with our adolescents in Uttar Pradesh

500 adolescents from 7 districts in Uttar Pradesh where we work on adolescent empowerment attended the programme along with representatives from civil society organisations and government bodies. The highlight of the event was an eight point memorandum of demands that was presented to senior government officials by adolescents accompanied with their questions on safety, education and other relevant issues. The event brought together hundreds of youth as change agents and was a huge success!

Designing Dreams: A fundraiser to strengthen Breakthrough's work

Together with designer Rohit Bal and our esteemed patrons, Priya Paul and Michelle Poonawalla, this fundraiser was a unique fashion show, which raised awareness and money to power our projects on stopping early marriage and ensuring that girls continue their education. Many iconic and influential women walked the ramp as Breakthrough's cause ambassadors wearing Rohit Bal creations.

"So many girls are being pushed into early marriage, which is destroying their childhood and future. I wanted to do my bit to stop this and was excited to have been given an opportunity to do so by Breakthrough. It was a gratifying experience using fashion - a beautiful vehicle, to help girls live empowered, fearless lives. Thank you, Breakthrough!" - Kalpana Shah, Director, Tao Art Gallery

#ViolenceIsNotFilmy: A petition

The petition is directed to the Central Board of Film Certification and the Ministry of Information and Broadcasting requesting that films and television shows that depict and refer to violence against women and girls, often normalising and glorifying it, should include a disclaimer and a public service announcement identifying and condemning such violence. The petition has garnered over 220,000 signatures and has received support from actress Taapsee Pannu and the team behind the 2020 film 'Thappad'. The campaign for this disclaimer continues to be something that Breakthrough will work on going forward.



Impact evaluation of Breakthrough's Ending Early Marriage Programme in Bihar and Jharkhand

The programme that focused on early marriage prevention was evaluated through a robust randomised control trial and the trends were highly encouraging.

Some key results from the evaluation are as follows: The full programme led to an 8.7 month increase in months of schooling for girls as compared to control (where Breakthrough did not intervene). It also increased the probability of girls aged 13-17 being enrolled in school by as much as 89% as compared to control. The programme reduced the incidence of early marriage by 28% in areas where we intervened as opposed to 22% in areas where we didn't.

Virtual reality, music video and more!

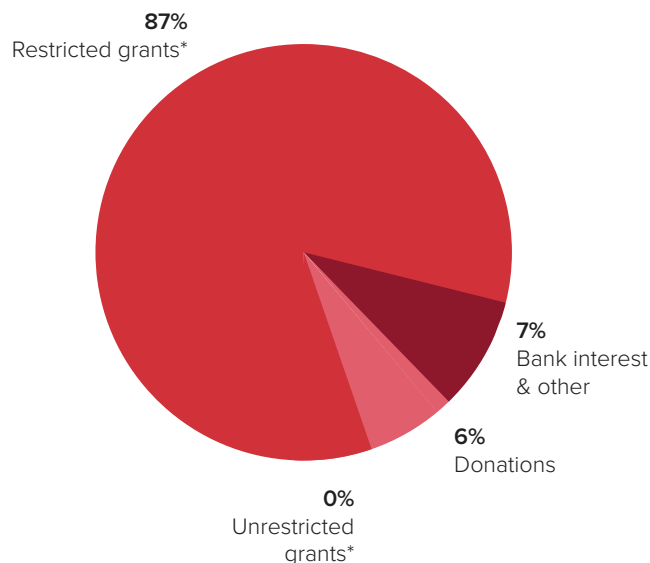
We wanted to build and broaden the conversation of aspirations for girls in the communities that we work in. And so, we created a virtual reality film for our adolescents, their families and communities to experience. A virtual world where girls imagine themselves becoming doctors, designers, police personnel and more! A world where they talk to their parents about letting them study and not be pushed into marriage.

In line with the Breakthrough way of showing the alternative, we had Lal Lal Ankhiyon, a viral music video which showed a marriage based on equal partnership, where household chores are not just a woman's responsibility. Through our Ek Pita Ka Khat film and allied content, we had the Olympian Sakshi Malik's father speak to other fathers and drive home the idea that it's not only sons who can make them proud. The year ended with us launching our #IgnoreNoMore campaign which encourages positive bystander action in prevention of violence against women - a message that is going to be our focus in the coming years too!

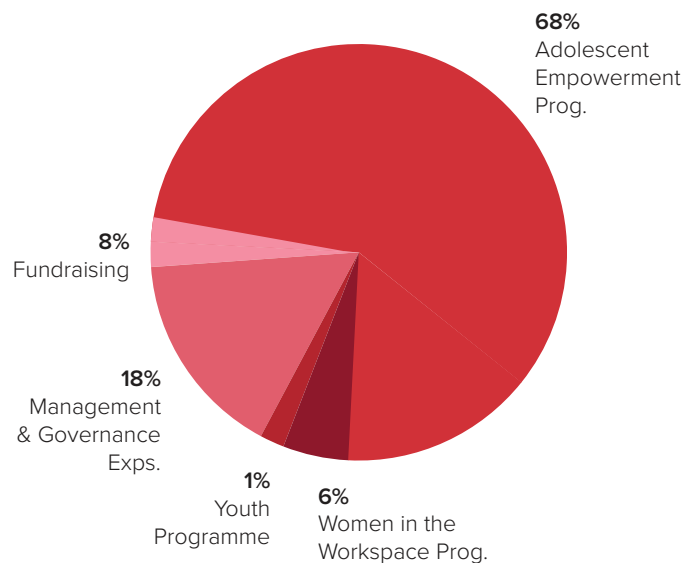
How your money is used

2019-2020

Income: Rs. 24.23 Cr.



Expenditure: Rs. 21.35 Cr.



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