



breakthrough

**ANNUAL REPORT**

2016-2017

# Breakthrough Moments: 2016-2017

Breakthrough is scaling up its adolescent empowerment project across seven districts in U.P. aiming to reach 400,000 adolescents by 2021. As a preliminary step a baseline was conducted post which Breakthrough in partnership with Sideways, a solutions communication firm, created the brand and message arc for the first phase of the community mobilization programme in U.P. The campaign called “De Taali – banegi baat saath saath” (Together we can make it happen) was launched with an exciting and youthful look. The idea is to make adolescent youth and their concerns a priority for everyone in the community and then link it to gender equality and freedom from violence. Extensive work is going into training teams to deliver the Taaron ki Toli curriculum across U.P. to support the quality roll out of modules across schools and the communities.

In Haryana where the school-based programme has been working for the past 3 years, in four districts the schoolchildren and youth are now not only aware about their rights but also about various forms of gender based discriminatory practices around them. Cases where students are reporting on conversations about getting them married before the legal age to school teachers who are in turn consulting Block Education officers to take steps and talk to the concerned parents are reported regularly.

The Early Marriage programme this year focused on the role of the elder male members of the families in supporting their daughters in completing education. Breakthrough ran a hyperlocal campaign to talk to such men in its project areas. The community was urged to help the family walk the last mile in supporting their daughters. Meetings were conducted with all the stakeholders to work on the roll out of the community mobilisation events and the teams also met with men in 15 farmers and sports clubs. The participants attending the meeting in Ranchi expressed their happiness and enthusiasm, as they felt included. The participants in Gaya suggested that those stopping early marriage in their community should be rewarded.



# Mobilising Youth Leadership



Breakthrough reached more than 50,000 people this year in the communities, colleges and market places through the community mobilisation events ran by its youth social change agents. The youth rallied around the #standwithme campaign, which talks about gender inclusive safer spaces. Issues of stigma, discrimination, segregation, consent, safety and intergenerational dialogue were some of the points around which the messaging was woven. The objective of the campaign was to sensitise and generate awareness among the college youth first through an intensive internship programme and then through them work with the local community on awareness on gender & sexual harassment. The young team also recorded response & feedback of the audiences during the events. These responses have really helped the team to understand the mindset and myths which needs to be addressed to eliminate the sexual harassment. Breakthrough worked with women bikers groups and others that helped break existing stereotypes, created awareness around the journeys of these women bikers on how they fought all the existing norms and still continued to nurture their passion to ride bikes, generally considered a very male dominated sport.

Breakthrough continued to work with youth social change agents through Facebook Live and other events held on social media like Tweetathons, personal stories on Instagram and blog posts in collaboration with several colleges and culminated in a youth festival held in Lucknow. The two day youth festival engaged more than 400 youth on each day through various activities like street play with message for gender equality, panel discussion etc. An important action point taken by a group of Social Change Actors and fellow students was that they decided to start a campaign to ensure proper and functional toilets in the campus. 40 change stories of action taken by youth against gender based violence was recorded during this event.

In Sangam Vihar in Delhi youth conducted a door to door survey to find out what the community think about sexual harassment and to create awareness on they wanted to talk to the community at large level to make them understand the root cause of sexual harassment and how it affects lives of girls negatively. They organized a public discussion forum to address the same.



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## Collaborating to break norms around Early Marriage

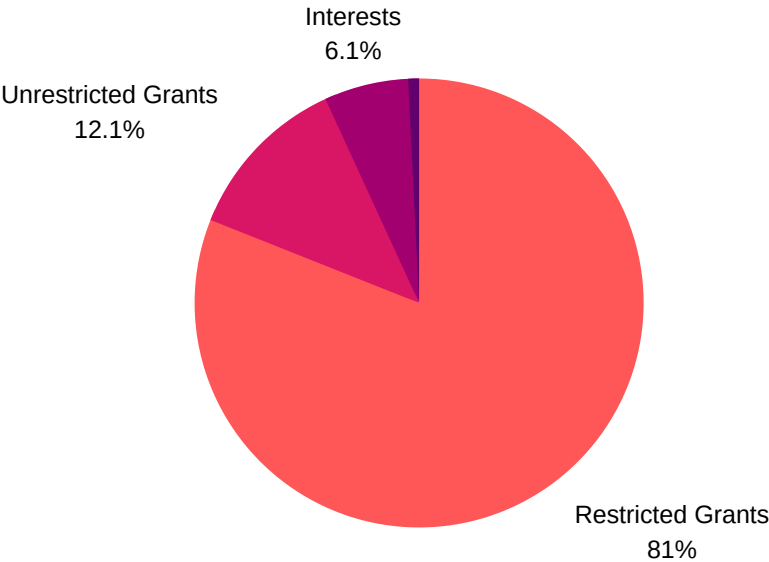


**In collaboration with UNICEF India, Breakthrough, created a powerful campaign for the Women Development Corporation, Government of Bihar aimed at addressing the issues of dowry and early marriage. The communication package deconstructed the practices in a way so that it is easier for locals to comprehend the message while also motivating them to reflect on their actions and adopt the new norm. Breakthrough trained seven verticals of the Bihar state government on gender and rights and issues around early marriage and created the State Action Plan for preventing early marriages.**

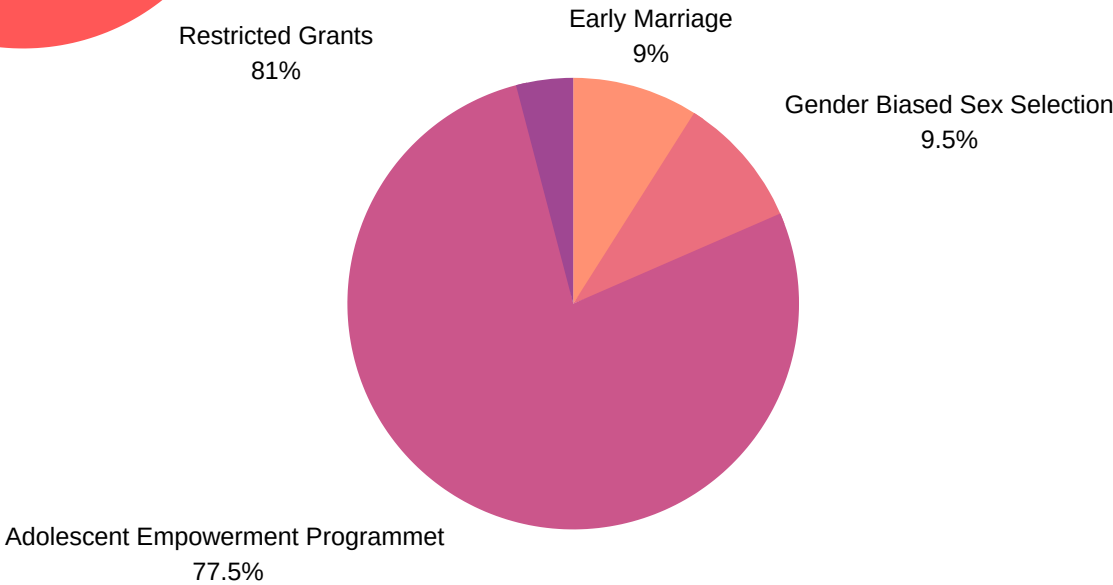
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# Financial Review

## Income



## Expenses



**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**