

Building. Growing. *Believing.*

Annual Report 2021-22



Breakthrough 

Act. End Violence Against Women.

Introduction

If 2020-21 was all about dealing with the ramifications of the COVID-19 pandemic, 2021-22 was about gearing back in shape. And we at Breakthrough came prepared for that and much more!

Breakthrough's focus on building a new generation of young people who would go on to be the leaders of a gender-equal future led us to start our work with adolescents in our school program. Last year, we began with ambitious steps when we announced our collaboration with the Punjab government; a collaboration which would see us integrate a gender sensitisation curriculum for adolescents into the syllabus for all government schools in the state. This year, we went further because not only is our program in Punjab now in full swing, we also partnered with the Government of Odisha!

2021 was also the year that saw Breakthrough reach out within the community: not just on-ground but also with our peers in the development sector, both nationally and internationally. We were proud to be a prominent member of a number of international forums including, but not limited to, the Gender Equality Forum, RightsCon, the SBCC Summit and much more.

And last, but certainly not the least, we remain inspired by the young changemakers of Breakthrough's Team Change Leader program who continue to demonstrate how real change can be if empowered young people are at the heart of it.





A Note From

Sohini Bhattacharya

CEO of Breakthrough

Yes, we did it!

We slowly climbed out of the backward slide we had experienced because of the pandemic over the last two years, and jumped in to take a deep dive into our work!

We faced severe challenges because of the pandemic, where girls were at risk of dropping out of schools, with the looming threat of early marriage. As a response to this dire need, we started looking at aspects of our deep transformation work that could be successfully scaled up.

This was an effort to adopt a **systems change approach** to address some of the entrenched cultural norms within the Indian government school system. We chose the government school system because it is the largest school system in India, reaching out to the poorest and the most marginalised, where the many interventions available in private schools do not reach.

We also chose government schools because a large number of the teachers are women. We thought that if a Gender Transformative Education system is made available for government schools, it will make sure that teachers, students, and school leaders will all be aware of the inequity that exists within the system. If they become aware of that and then actively practise bringing greater gender equity in their classrooms, and schools start valuing girls and young women more, then we can ensure that everyone is safe and on a level playing field: boys are not favoured above girls, girls are not pulled out of school to work in the home, marginalised adolescents have questions asked of them in class, adolescents and young people are free to have the agency to challenge norms.



In this process, young people learn how to respect difference and diversity in each other. They have a fair chance at aspiring for the best educational outcomes, regardless of their gender. Gender Transformative Education opens up their life choices and opportunities, leading to better health, social and political participation, job opportunities and employment. So, this is the systems change approach we finally chose, to make sure we are able to address the regressions brought on by COVID at a scale.

At the same time **our deep transformation approach in the 11 districts and 2 semi-urban communities** will continue to demonstrate how gender transformation can happen at the norm change level for communities. Like how it transformed Seema, one of our Team Change Leaders, from Chaudhali Village near Hazaribagh in Jharkhand. Seema says before Breakthrough started work in her village, gender-based discrimination and violence, early marriage, unjust restrictions on speech, mobility and higher education, and aspirations of girls were common. However, the Breakthrough programme has brought a considerable shift in the mindset of the community. It helped her build her own confidence to join politics and she recently won in Panchayat Elections and became a ward member.

In Seema's own words: "Today, my work is appreciated by the community and they started motivating me to stand for Panchayat elections. Seeing the community support, my husband also encouraged me to stand for elections. And here I am after winning the same and becoming a ward member now."



Breakthrough *Moments*



Team Change Leaders

In the second year of the pandemic, Breakthrough's Team Change Leaders (TCLs) continued to be a beacon of hope. Even during a time of stress and strife, many of them came through as **leaders of their communities and the face of a new generation for a gender equal future!**

Early in the year, conversations with Team Change Leaders revealed that many had been impacted due to the second wave of COVID, either directly or indirectly. Many had lost family members, or were dealing with illness or were grappling with emotional stress. To deal with this, Breakthrough held sessions online to inquire about their wellbeing and also to counsel them through this difficult time. In Lucknow, for example, we reached out to 110 TCLs in three blocks.

Meanwhile, in Haryana, with the help of Team Change Leaders, we formed COVID Relief Task Forces at the Gram Panchayat level. Their job was to engage with youth, influencers and different stakeholders and make sure that their communities were aware about COVID related information.

In Gorakhpur, Uttar Pradesh, one of our TCLs reached out to congratulate the newly elected member of the Zilla Parishad and told him about Breakthrough, as well as the work being done by the TCLs on adolescent issues. Her candid discussion on menstrual health in particular impressed the Zila Parishad member enough that he arranged more than 1000 packets of sanitary napkins to be distributed for those who need it!

And on National Girl Child Day, the story of the Sundarnagar village was covered by the Central Ministry of Women and Child Development and shown to the Prime Minister as well. Sundarnagar village used to be called 'Kudamau' (heap of garbage) before a group of dedicated young TCLs led a drive to change the name of their village!



Continued Partnership with the Government of Punjab

This year, Breakthrough was proud to continue its partnership with the Punjab Government. In 2020, the Government of Punjab's Department of School Education had announced its partnership with Breakthrough and J-PAL South Asia to integrate a gender sensitisation curriculum for adolescents into the syllabus for all government schools in the state.

This year, we kicked off with phase 2 where we trained 248 master trainers on the gender equity curriculum. These enthusiastic master trainers will roll out the cascade training to 23,000 teachers across the state and the gender equity curriculum is currently reaching over 600,000 students annually!



Partnership with the Government of Odisha

This year, the Government of Odisha announced that they are partnering with Breakthrough India and J-Pal South Asia to introduce gender equity programmes in government schools in the state! The curriculum in these programmes will use interactive classroom discussions to encourage young boys and girls to reflect on culturally embedded gender norms, roles and practices to transform attitudes and behaviours.

We are proud to say that this gender equity curriculum will be distributed across 23,000 public schools in the state and has already been evaluated by J-Pal South Asia to find that it shifts gender attitudes and behaviours in both boys and girls.



Dakhal Do



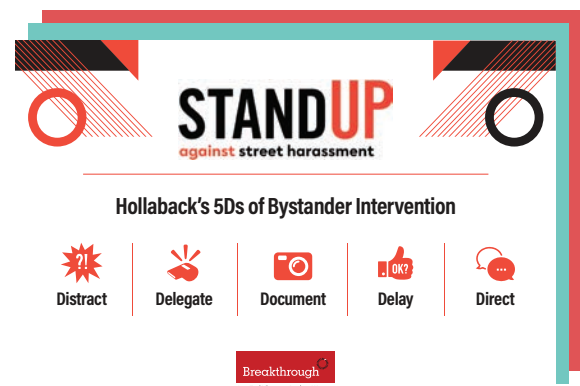
For Breakthrough, bystander intervention has been a key strategy to make violence against women everyone's problem. This is what lies at the heart of our campaign, Dakhal Do.

In 2021 in Uttar Pradesh, Breakthrough partnered with the Loudspeaker FM Community Radio for a 3-month long campaign of 52 episodes of 30 minutes each. The episodes focused primarily on violence against women and girls. The topics included the impact on education post-pandemic, child rights, women's safety, information about government helplines, schemes for safeguarding women rights, and more.

This campaign also involved a story-sharing competition in which we encouraged listeners to share their bystander intervention stories in the form of video, text, or audio notes. In this competition, we received over 40 stories from our intervention area districts of Uttar Pradesh. This show was broadcast in all the 19 blocks of the Gorakhpur district and Pharenda block of Maharajganj district and reached over 2,00,000 people in 150 villages.

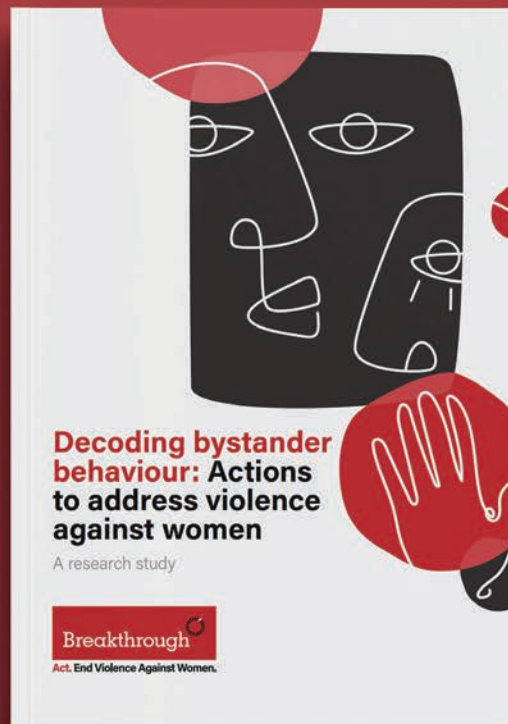
The #StandUp Campaign

For the #StandUp campaign in 2021, Breakthrough, in collaboration with Right To Be and L'oreal Paris, conducted training sessions using the 5Ds: Distract, Delegate, Delay, Document and Direct. The methodology of the 5Ds encourages bystanders to intervene to end street harassment and violence against women and girls.



In Delhi, two facilitators from Breakthrough conducted a training with 43 members of the South Delhi Special Police Unit for Women and Children (including the Senior Inspector, Assistant Senior Inspector and Councillor) of Malviya Nagar Police Station, South Delhi.

In Mumbai, Breakthrough and the L'oreal Paris team in India conducted a training session with 40 employees of the Maharashtra Commission for Women. Later, Mrs. Anita Patil, Secretary of the Maharashtra Women's Commission, was highly appreciative of the training and told the team that she would like to start this project in Maharashtra as soon as possible.



The Breakthrough Bystander Intervention Report

In close collaboration with the Media team, the Research and Evaluation team conducted a 10-month long formative research on understanding bystander intervention to decode violence against women. Unlike prevention strategies directed mainly toward survivors or perpetrators, bystander intervention strategies emphasises the importance of a wider social ecology approach that involves active participation of people representing a variety of populations.

The research contributes to **enhancing our understanding of the impetus for responding/not responding to violence as it occurs**. It shows that experiences of violence are mediated by caste, class and gender orientations.

An important element emerging from the data indicates that participants could recognise that the act of violence is wrong but yet do not have the vocabulary to identify it as 'violence against women' and to articulate that women have a right to live without violence.

These findings open opportunities on how bystander interventions can be strengthened: The final report further elaborates on key findings emerging from the research and discusses the findings from the qualitative interviews in detail.

The Gender Equality Forum

Breakthrough, in its capacity as Leader of the Action-Coalition on Gender-based Violence, participated in the 2021 Generation Equality Forum. This forum took place in Paris from 30 June – 2 July, included nearly 50,000 people and announced bold gender equality commitments including \$40 billion of committed investments and the launch of a global 5-year action journey to accelerate gender equality by 2026.

In the Forum, Breakthrough made a commitment to address harmful gender norms and prevent gender-based violence (GBV). As part of the global civil society group, Breakthrough is committed to ending harmful practices like early and forced marriage, addressing various forms of GBV and building leadership capacities of women and girls so that they can lead the process of transformation in their own communities and spaces.

Breakthrough also organised a panel and participated in Generation Equality Youth Activism Accelerator Conference, conducted from 13 – 15 July, organised by UN Women Asia and the Pacific. Breakthrough hosted a session on the South Asia Panel that discussed the realities of life for adolescent girls and young adults in the light of the COVID-19 pandemic, and the role of young people in bringing transformative change. Stories of change were also shared by Anjali and Ritu, Team Change Leaders from Uttar Pradesh.



Beijing +25 Look Back Video Series

2021 marked the 26th anniversary of the Beijing Declaration, the resolution that was adopted by the UN to promulgate a set of principles concerning the equality of men and women, and Platform for Action.

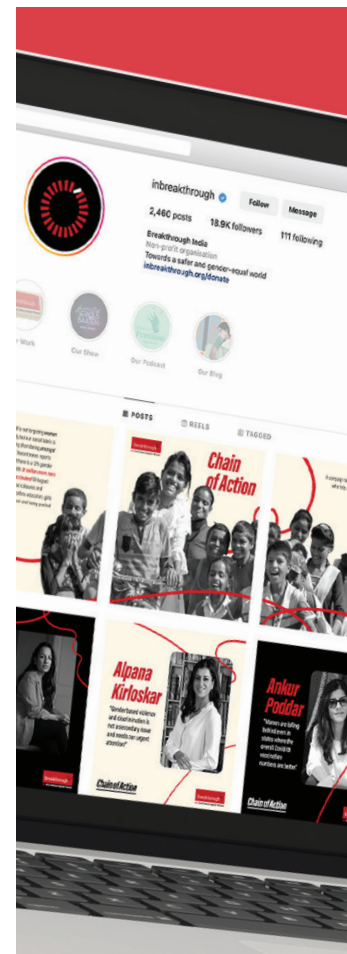
To celebrate the milestone and mark the Generation Equality campaign, Breakthrough released a video series titled 'Beijing +25: Feminist Leaders Look Back'. The idea of the video series was about having intergenerational and intersectional conversation among feminists sharing their experiences in the movement, their everyday fight for gender equity and the way ahead.

In Episode 1 of the series, we have feminists Suneeta Dhar and Roshmi Goswami in an intergenerational conversation with Priyanka Samy and Prabhleen Tuteja. In Episode 2, we have Mallika Dutt, founder of Breakthrough and Interconnected, in conversation with activist Ponny White. Mallika shares her experience of the 1995 Beijing Women's Conference and the need for young activists to create effective communities globally.

The Chain of Action Campaign

Chain Of Action is a campaign which calls upon people to help address the impact of COVID-19 on women and girls. The campaign embodies Breakthrough's belief in the need for everyone to get involved in bringing an end to discrimination against women and girls. Girls are being systematically pushed out of school and into early marriage due to the economic consequences of the pandemic. Women's vaccination rates continue to lag behind those of their male counterparts as social norms do not allow them to prioritise their own health.

The Chain of Action initiative was helmed by patrons Priya Paul, Tarini Jindal Handa, Shweta Bhosale and Anjum Jung, who lent their voices to amplify the Breakthrough mission that no woman or girl should be left behind. Other ambassadors for the cause such as Alpana Kirloskar, Manisha Jaitha, Shirin Paul, Ryena Advani, Vikram Goyal, Swapnali Bhosale, Tanvi Shete and Sumati Raheja also extended their support to the campaign.



Reframe: Envisioning A World Without GBV

Breakthrough organised its **first Pan-Asian virtual event**, Reframe - Envisioning A World Without GBV, in partnership with ARROW, Men Engage Alliance South Asia, Swayam and Generation Equality Forum. The primary objective of the Summit was to **develop specific areas of advocacy** for the prevention of Gender-Based Violence (GBV) and Gender Based Discrimination (GBD) **based on regional sharing and best practices** between feminist activists and women leaders across South Asia and South-East Asia.

The five broad themes were:

- Creating An Enabling Environment and Building Allies: Preventing GBV & GBD
- Building agency and leadership for Preventing GBV & GBD
- The Internet of Social Change
- Collaborating and co-creating: Collective actions for agenda setting within the region
- COVID-19 and beyond: Re-strategising to prevent GBV, strengthening adolescents, youth and communities



There were **1778 registrations**, with almost 60% of the registration being from India. We received registrations from Bangladesh, Myanmar, Sri Lanka, Cambodia, Philippines, USA, Netherlands, Germany, Kenya, Jamaica and more. There were **9 plenary sessions** which looked into the different aspects of GBV-GBD, prevention strategies, the impact of COVID-19, accountability mechanisms, and looking at a feminist action plan to address the same.

Overall, there were more than **60 sessions** in different formats ranging from Lightning Talks, BT Labs, Panels and more. After the event, highlights from the event were shared on the Breakthrough social media and we also released a Reframe wrap up video.

Partnerships

As earlier stated, in 2021 Breakthrough reached out within the community: nationally as well as globally and we have been proud to work with our peers to take forward our shared passions around empowering women and girls.

On global platforms, we have spoken about the intersections of tech and gender and the role norms play in both. We have come together with partners to not only amplify the voices of women online and offline but also explore the ideas of community and safety and answer one question: **together, how can we create a world where women and girls can thrive?**



Rights Con 2021

Breakthrough participated in the 2021 edition of the international conference, Rights Con. This included a combination of talks and panels such as:

Beyond reporting: Bystander intervention as a tool to create safer online spaces, by Tribeni Pegu from the Breakthrough Media team, which explored how creating safer online spaces requires revisiting the larger systemic problem of normalising of violence against women.

Decoding the 'community' in community standards is a panel discussion organised by Barsha Chakraborty from the media team. The speakers were Amitabh Kumar, Founder - Social Media Matters, Mariya Salim, activist & researcher and Dia Kayalli, Associate Director of Advocacy, Mnemonic.

The panel explored how community standards on platforms are impacting the user reporting experience to counter abusive practices and finding the way forward.



RightsCon
2021 10th ANNIVERSARY

Lightning Talk

Beyond reporting:
Bystander intervention
as a tool to create
safer online spaces

 **Tribeni Pegu**
Breakthrough India
June 9, 2021 | 2:45pm - 3:45pm IST

Breakthrough



RightsCon
2021 10th ANNIVERSARY

Decoding the 'community'
in social media
community standards

June 11, 2021 | 3:30 - 4:30pm IST

	Barsha Chakraborty Lead - Digital Engagement, Partnerships and Advocacy, Breakthrough Trust		Dia Kayalli Associate Director for Advocacy, Mnemonic
	Amitabh Kumar Founder, Social Media Matters		Mariya Salim Activist, researcher/writer, Islamic Feminist, journalist, Zariya: Women's Alliance for Dignity and Equality - Co-founder, Former OHCHR Minority Fellow and mentor

Breakthrough

Partnership with UNICEF



Breakthrough partnered with UNICEF to create an adolescent empowerment framework to improve the knowledge and capacity of Civil Society Organisations and government departments for empowering adolescents. The areas of intervention were Odisha, Jharkhand, Punjab and Uttar Pradesh.

The 2021 SBCC Summit

Breakthrough presented at the 2021 South Asia SBCC Conversation in December, with three presentations from the Media team:

Pandemic and the Lockdown: Enabling the Media as a Credible Stakeholder against VAWG in India, by Deepali Desai

Breaching the Digital Divide: Reaching Adolescents Where It Matters in India, by Saswati Chatterjee and Priyanka Kher

From Reel to Real: Breaking Barriers and Building Aspirations Using Virtual Reality, by Priyanka Kher

SESSION 5 - EFFECTIVE IMPLEMENTATION



Pandemic and Lockdown: Enabling Media as a Credible Stakeholder against VAWG in India

9th December 2021

10:50 AM - 11:50 AM



Speaker: Deepali Desai
Senior Manager - Public Relations



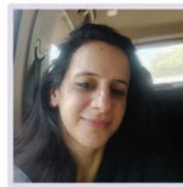
SESSION 4 - EMPLOYING NEW TECHNOLOGIES



Breaching The Digital Divide: Reaching Adolescents Where It Matters In India

9th December 2021

10:50 AM - 11:50 AM



Speaker: Priyanka Kher
Head - Media



Speaker: Saswati Chatterjee
Assistant Manager - Digital Engagement



COVIDSheroes with Twitter India



On the 5th of August 2021, Breakthrough launched the COVIDSheroes campaign in collaboration with Twitter India. The campaign is a continuation of the Web Wonder Woman campaign from 2019. Considering the second year of the pandemic, the COVID Sheroes campaign was **designed to find and amplify women who used Twitter to provide COVID-related relief, support and awareness**. The aim of this campaign is to highlight the women-led spirit of community support in the wake of a crisis, and overcoming contagion to provide social support.

Breakthrough put together 11 COVIDSheroes who underwent sessions with both the Twitter India and Breakthrough team on how to maximise their use of Twitter to amplify their handles and the issues that they cared about.

At the culmination of the campaign, Breakthrough released a 'Twitter for Emergencies' handbook, the first of its kind, which was created in consultation with the COVIDSheroes.



Partnership with Meta



Breakthrough was invited to be a part of the second Facebook Training as safety partners and attended a session on Facebook's community standards and reporting around women safety, where Facebook's community standards on safety were discussed including: bullying and harassment, sexual exploitation of adults, hate speech against women, and human exploitation.

Breakthrough also collaborated with Meta (Facebook) in the #StayInTouch campaign to talk about violence against women. Content from Meta was shared on Breakthrough's social media platforms to talk about domestic violence and violence against women during the pandemic.



Life Skills Collaborative

Breakthrough, along with Pratham and Quest Alliance, were the anchor partners of the Life Skills Collaborative: Voices from the Ground (VFG), the objective of which is to transform the learning ecosystem to facilitate young people to thrive.

Breakthrough, with the support of an agency Lattice Solutions, did the virtual pilot-testing of tools to collect voices of adolescents aged between 11-25 years, as well as parents, and teachers.

Collaborating with Belongg



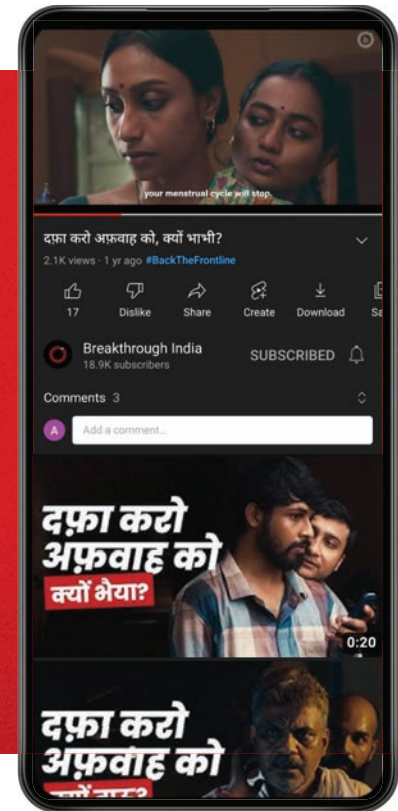
Breakthrough collaborated with Belongg to present a panel on **Storytelling and Popular Culture for Social Change: The Breakthrough Way**. The panel featured speakers from Breakthrough including Nayana Chowdhury (Director - Program), Priyanka Kher (Head - Media Hub), Epti Pattnaik (Manager - Video) and was moderated by Saswati Chatterjee (Assistant Manager - Digital Engagement).

The panel talked about using media and culture to talk about domestic work, the double burden of work, violence against women and how Breakthrough works around this.

Films on Vaccine Hesitancy

The introduction of the COVID-19 vaccines was followed by misinformation and rumors regarding the vaccines. Breakthrough took into account the many stakeholders from our own communities who might fall victim to such misinformation and felt that the need of the hour was to counter it with facts.

Thus the 3-part video series was born and aims to do just that. It urges people to not believe in the misinformation and to get vaccinated as soon as possible. The videos were disseminated on ground, on the Breakthrough social media handles and shared through our mailing list.



The Badi Si Asha Campaign

In 2021, Breakthrough organised the Kishor-Kishori Mela: to reach out to adolescents, especially girls, and encourage them to talk about career options and their futures. These melas **reached over 26,000 adolescents, along with parents, teachers, community members** and more, across various districts. We especially reached out to parents to both provide a platform and encourage them to talk with their children and encourage intergenerational dialogue. For example: In Sangam Vihar (Delhi), we organised our first Kishori Mela and had three stalls with themes of: The Pursuit of Dreams, The Ride of Trust, and Discrimination on the Basis of Gender.



Great Place To Work

Breakthrough was certified by the Great Place to Work for a second time this year. We also were recognised among the **50 best mid-sized organisations for women in India** where we ranked 15th.

The Gendered Impact of COVID: A Survey

In order to assess the impact and begin work in helping those who need our help the most post the second wave, the Breakthrough Research and Evaluation team in collaboration with the Programme and the Media team conducted a rapid survey among our communities to find out the impact of COVID on them.

A key line of inquiry was to understand how the pandemic was being experienced differently by men/boys and women/girls. The survey was along several lines, including understanding ease of vaccination and prioritisation, vaccine hesitancy, impact at household level etc. The survey was conducted with 318 respondents, aged between 14-56 years, of which 70% identified as female and 30% identified as male.

The key findings of the survey was covered in mainstream newspapers including Hindustan, Navbharat Times, among others. This survey has also been instrumental in highlighting the ongoing impact of the pandemic, such as a high incidence of domestic violence, increased early marriage, increased school dropouts, increased burden of household chores & more.





The StreeLink Project and Mela

Breakthrough started the **second phase of our StreeLink project** in Faridabad. Under the Phase 1 of StreeLink project with 10,000 women in the Shahi Garment Factory, we saw how women perceive violence in the workplace and how household violence spills outside and hinders participation in paid work.

Post the first phase, we found that while the support system in the factory regarding grievance redressal and reporting had improved, the support system at the community level needed more work. Therefore, the second phase aims to particularly strengthen the work in a specific geography (Dabua Colony, Faridabad) with a community-led approach.

In the second phase, we also used the StreeLink Mela to **reach out to youth, working women, men, local stakeholders** and more on a mass level to generate awareness on domestic violence, gender-based discrimination, sexual harassment at public place and workplace. We had different stalls, interactive games, videos and more at the Mela and more than 200 people from the community joined in, along with aanganwadi workers, ward councillors, DLSA officials and police personnel.

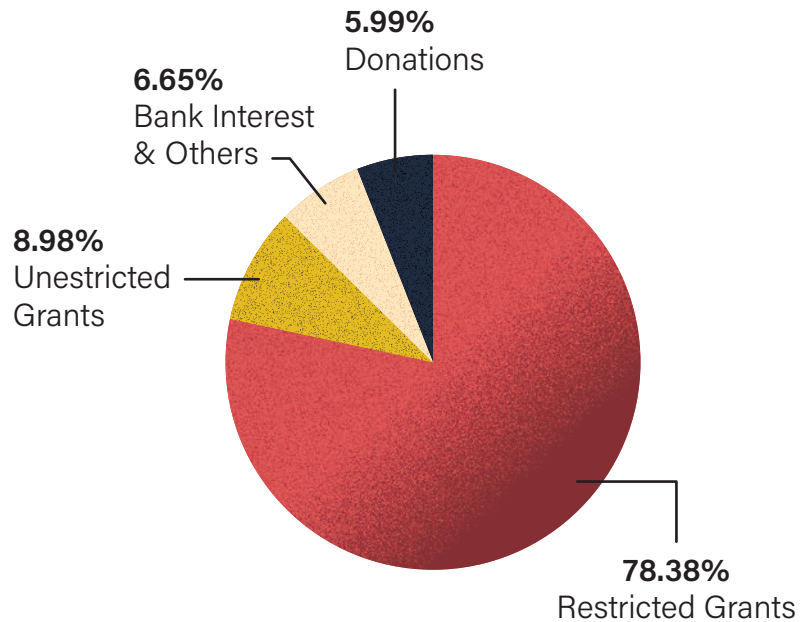
A five-day campaign during 16th Days of Activism was organised. The theatre group Sukhmanch performed a play called Wazood that brought out the stories of discrimination and violence that the women face at the workplace or at home. **This campaign reached over 2000 people.**

We also organised two legal camps in association with the District Legal Services Authority (DLSA) under Azadi ka Amrut Mahotsav. The objective of the legal camp was to make the community, women and youth groups aware about different legal services provided by the legal department and DLSA, as well as more information on the Protection of Women from Domestic Violence Act 2005. 75 women attended the sessions.

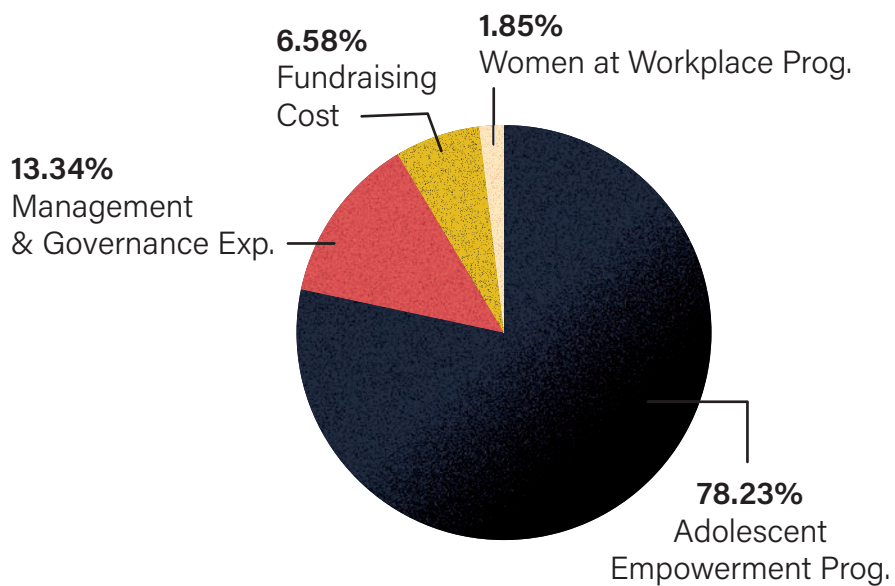
How Your Money Is Used

2021-22

Income **INR 23.75 Crores**



Expenditure **INR 22.72 Crores**





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