

Breakthrough



BUILDING AN EQUAL WORLD FOR WOMEN AND GIRLS

ANNUAL REPORT 2024-25

# BOL BULAND

with Breakthrough

25 years



Breakthrough



BUILDING AN EQUAL WORLD FOR WOMEN AND GIRLS



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# From the CEO's Desk

Breakthrough's silver jubilee has been a watershed year in our journey. Who would have thought 25 years ago that a music video would pave the way for an organisation to sound the alarm against regressive norms. To definitively declare that such norms are not reason enough to stop girls from reaching their full potential.

It is an audacious idea to suggest breaking free from the barriers that have permeated society on every level—social, political, economic and cultural. But in the past 25 years, we have continued to inspire journeys away from these norms and seen the change it propels at the ground level.

***We have witnessed 2.5 million lives touched and transformed: families coming together, communities fighting for girls' education and equal rights.***

It fills our hearts with joy when we see parents supporting their daughters' ambitions, endorsing their dreams loudly in the village square. We're also seeing boys' attitudes change as they re-evaluate what they learn about and witness in the media about masculinity.

The impact of change was not only felt on the ground but within our organisation as well. In this milestone year, Breakthrough saw an important leadership transition. After leading the organisation with love and care for over 8 years, Sohini Bhattacharya passed on the mantle to me. I could not be more grateful to get the opportunity of leading an organisation I have always admired for its passion, grit, and the ability to think ahead of its time. And with a new Senior Leadership Team and the strength of over 200 team members by my side, I am excited to move closer towards our vision of an equal future!

The initial years of Breakthrough felt a bit lonely. When we started talking about shifting restricting norms so that everyone can thrive, not many understood how deeply entrenched norms can undermine efforts around education, skilling, and capacity building. But today, we see that we have many that have joined us on our mission. From an issue that once wasn't acknowledged to an essential topic that needs to be addressed, we have been on a journey of transformation. The journey is not a lonely one anymore. Here's to the thrilling adventure of another 25 years!



**Nayana Chowdhury**  
CEO, Breakthrough

A stylized, handwritten signature in black ink that reads "Nayana".

# Introduction

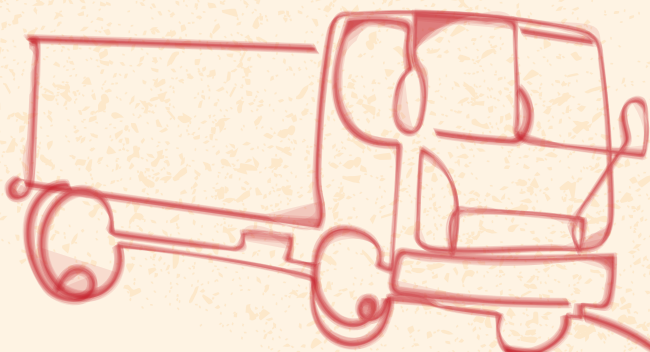
Beginning with Mann ke Manjeree in 1999, Breakthrough has seen remarkable growth and diversification of our intervention strategies to build a world where all, especially women and girls, can strive and achieve their aspirational lives.

This year, which marked the 25th anniversary of Breakthrough, has looked back at an illustrious past and towards an even more ambitious future. Over the years, we have grown from campaign to campaign, programme to programme. We have learned from our past interventions and used these learnings to work at scale. Our work with the media has expanded beyond using it as a tool; we are now proud to be a voice globally.

It was a year of speaking out against regressive gender norms. It was a year of spreading knowledge and awareness in communities and schools. It was a year of making gender equality a reality with every aspect of our work.



*Team Breakthrough at the annual offsite*



# Log judte rahe, karwan banta raha: Our Journey So Far

## **Mann Ke Manjeere launches, Breakthrough is created**

A powerful music video sung by Shubha Mudgal inspired by the true story of a woman escaping domestic violence and becoming a truck driver

1999

## **Bell Bajao (Ring the Bell)**

An award-winning national and global campaign on domestic violence

2008

## **Taaron Ki Toli curriculum is launched**

The gender equity curriculum at the core of our work in the communities of four states

2014

## **Share Your Story**

A viral campaign on raising awareness about sexual harassment

2016

## **#IgnoreNoMore**

A campaign with Uber on bystander intervention in ending violence against women and girls

2019

## **#WebWonderWomen with X and The Ministry of Women and Child Development**

A campaign celebrating women who use X to raise awareness and speak out against violence and discrimination

2020



2020

### ***Dakhal Do***

An online and onground campaign on encouraging bystander intervention

2021

### **COVIDSheroes with X**

A campaign with X highlighting women who used X to support COVID-relief work

2021

### **MoU with the state government of Punjab**

Our collaboration with the government of Punjab to incorporate a gender focus in existing middle school curricula

2022

### **MoU with the state government Odisha**

Our efforts towards gender transformative education systems expanded in collaboration with the government of Odisha

2022

### **Reframe**

An annual symposium examining gender equality through the lens of education, work, healthcare, identity and more

2022

### ***Fursat Mein Serious Baatein***

A digital talk show exploring popular culture and storytelling with a gender sensitive lens and Bollywood's best storytellers

2024

### **Keeping It Feminist**

A podcast which unravels and analyses pop culture and media with a feminist lens

2024

**Breakthrough celebrates its 25th anniversary with Bol Buland!**



# Highlights of the Year

This year has seen a **phased and well-planned CEO transition**, as Sohini Bhattacharya handed over the baton to Nayana Chowdhury. Nayana, a long-time advocate for gender equality and justice, joined Breakthrough as Director of Program in 2018.

We became a part of **The Accelerator for Shifting Gender Norms through Education**, a collaborative initiative with 11 other high-impact organisations working across Africa, Asia and Latin America, towards changing harmful gender stereotypes in and through education.

We launched the first season of **Keeping it Feminist**, a podcast where we unravel the layers of pop culture with a feminist and gender-sensitive lens.

We launched the second season of our show **Fursat Mein Serious Baatein** which was hosted by feminist film critic, Sucharita. The show features conversations with creators and storytellers from Bollywood with a focus on gender and popular culture.

An **MoU signed between Breakthrough and the Department of Education, Haryana** will be instrumental in mainstreaming our gender-equity curriculum *Taaron Ki Toli* for 11-18-year-olds in 125 schools in 6 districts of Haryana. With the Department's support, we have also oriented school teachers beyond our direct intervention areas, on Good School Indicators, fostering a more inclusive and supportive learning environment.

We are proud to have been mentioned in the **Meta Oversight Board's report** on recommendations on the challenge of dealing with the rising amount of deepfake imagery. We recognise the depths of the harm deepfakes and other AI-related images may cause, especially in terms of gender, and we hope this is a further step in platform accountability in tech-facilitated gender-based violence.

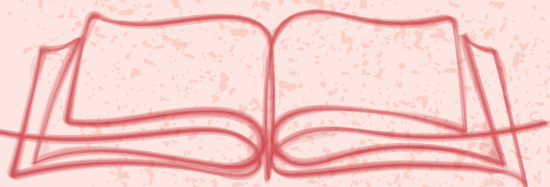
We were delighted to be certified as a **'Great Place to Work'** for the 5th time! It is one of the most prestigious achievements for any organisation across the globe. For an organisation to get certified, 70% or more of its employee respondents should rate the organisation as a great workplace by Great Place to Work Institute.

# Our Reach Over 25 Years



**2.3 million**  
ADOLESCENTS

**9**  
STATES



**29,000**  
SCHOOLS

**47,000**  
TEACHERS



**>9 million**  
VIEWS ACROSS  
PLATFORMS FOR  
*FURSAT MEIN  
SERIOUS BAATEIN*



# We Turned 25



It was a year to celebrate decades of victories and learnings, the path that led us here, the friends we made along the way, and the vision that guides us into the future—a silver jubilee of every breakthrough.

We celebrated the year loud and proud with our theme 'Bol Buland'—the act of 'speaking out' against oppression and discrimination, an act at the very heart of Breakthrough.

We kicked off the celebrations with a symbolic football match that was organised for the local girls' team in Hazaribagh, Jharkhand, a Breakthrough project area. Taking place between teams 'Bol' and 'Buland', the match received widespread media coverage across Hazaribagh and Ranchi. Much more than a sports competition; it was a statement. The match embodied the aspirations of girls to rise above societal constraints and aimed to challenge the restrictive norms that discourage girls from participating in sports, expressing their dreams, and advocating for their rights!

We hosted our annual Learning Mela, a dynamic gathering that showcased powerful change stories, impact studies, and insightful conversations about Breakthrough's achievements and on-ground impact over the last 25 years.

The anniversary of Breakthrough's founding was a grand evening event filled with colours, music, and dialogue, reflecting our journey of shifting norms through the creative use of pop culture, media, and community engagement to strive for a gender-equal world.

An exhibition curated by the creative house The Twin Seduction spotlighted Breakthrough's transformative work across schools and communities in each of our intervention states.



# We Asked:

**“What does a world free of gender-based violence and discrimination look like?”**

*It would be a better place for everyone. Statistically and factually speaking, there would be less types of certain violence around the world. Financially, mentally, emotionally, I do think every person on the planet would feel some sort of benefit if we empower women.*



**Lilly**  
Youtuber

*A world where I can cry in the open instead of hiding. Where the pressure of running a home isn't just on me. Where my long hair isn't made fun of. Where women aren't restricted to a single box in the metro and they aren't afraid of reaching home late. Where everyone lives together happily, with love and affection. A world where everyone can live lawfully.*



**Farman**  
Program Manager

*I want to see a kind of world where I can do anything I want to, without needing to ask for permission. I have the full freedom to decide.*



**Varsha**  
Team Change Leader

*A world where every identity thrives in harmony, and love is a universal language free from fear.*



**Zulfikar**  
Architect

*A world where people think before they act, incessantly work to undo all types of biases, and resolutely amplify the voices and agency of marginalised girls and women!*



**Meera**  
Program Officer,  
Echidna Giving



**But, that is not all that  
happened this year**





# Our Direct Work and Deep Impact in Communities

Our efforts to drive impact have continued in our intervention areas across four states—Haryana, Jharkhand, Uttar Pradesh and Delhi NCR—with young people (11-25-year-olds). Strengthening the ability of adolescents to identify, question and challenge regressive norms through our gender equity curriculum *Taaron ki Toli* (Tkt) helped them come together to take action against violence, discrimination and negligence.

***We engaged over 215,000 adolescents and over 63,000 youth in 2024-25, through direct engagement and community mobilisation.***

The impact of this is visible in the rising number of stories of girls selecting non-traditional career roles and pushing against early marriage, boys challenging stereotypes, mothers supporting their daughters, and young people daring to cultivate dialogues and negotiate with their families.

In a community of Jharkhand where ancestral art was reserved for sons, Saraswati built a dialogue with her father and is now learning music and idol making. Across the border, in Uttar Pradesh, Ritika turned heads and smashed patriarchal expectations by taking to the streets on her bike, something her community had never seen a woman do. In Haryana and Delhi NCR too, change is afoot. Bharti and her friends in Rajapur set up a dropout centre to support girls who had been pulled out of school which led to 16 of them re-enrolling. And Gaurav from Dabua Colony challenged stereotypes and embraced his love for the art of mehendi.

## Young Voices Are Taking Lead Everywhere!

***At home, parents don't allow us to play any sports, deeming it a boy's activity. But today, I played cricket for the first time, and enjoyed it. What's even more significant is that I played with the boys when normally, we would just watch them play.***

***- Team Change Leader, Delhi***



On International Youth Day (12th August), young leaders promoted inclusivity in sports as 24 Team Change Leaders (TCLs; 19- to 25-year-old youth leaders rising from intervention areas) in Delhi and Haryana organised a friendly cricket match. The event was followed by discussions addressing the barriers girls face in sports participation, emphasising the need for equal opportunities for both genders. In Jharkhand, TCLs mobilised the community with rallies, raising awareness about gender-based violence, and petitioning for improved community infrastructure, including the installation of pad machines and dustbins. In Uttar Pradesh, panel discussions, rallies, and poster-making activities involved nearly a thousand community members.

As the confidence of young people grew, their leadership bloomed. On 14th October, in Laxmipur, Gorakhpur, Ujjwal Tara Sadhna Gupta was made the Block Education Officer (BEO) for two days. Her selection was part of the Uttar Pradesh government's Mission Shakti initiative, which empowers young girls to take on leadership roles. During her tenure as BEO, Sadhna inspected three schools and made thoughtful recommendations, including improving Mid-Day Meal monitoring and ensuring teacher availability.

*I have visited several schools and shared with everyone that I hope more young girls will have the chance to pursue their dreams in the future, just like how I got this opportunity.*

*- Sadhna,  
Ujjwal Tara*

The youth are not only stirring change in their communities, but taking on the global stage with conviction. Roshan Taras Samreen (Karnal) and Ayub (Sonipat) virtually represented Breakthrough at the Global Coalition 5th Quarterly Meeting hosted by Enfold Proactive Health Trust. They participated in an international panel discussion, sharing insights on adolescents' needs, gender, sexuality, and the importance of creating safe and inclusive spaces.

## Youth Chaupal

*If I had the freedom, I would step out at night, drink tea whenever I wished, or watch the sunrise by the river in the morning.*

*- Nargis,  
Team Change Leader*

A Youth Chaupal was hosted in Haryana under the theme *Surakshit Mahaul ki Zimmedari Meri Bhi* (A Safe Environment Is My Responsibility Too), bringing together 100 young voices from all districts and communities to share their journeys, challenges, and achievements through artistic and creative expressions. The event provided a space for the youth to present a Charter of Demands to policymakers—youth actively identified key issues in their communities through Participatory Rural Appraisal (PRA) activities, uncovering challenges related to education, mobility, and safety. The demands put forward stemmed directly from these insights, ensuring that the solutions address real, lived experiences of young girls.

## Mobile Filmmaking Workshops

Team Change Leaders and youth from all four states attended digital and mobile filmmaking workshops to build powerful narratives of their lived experiences and hopes for an equitable future. These sessions equipped them with practical training on camera techniques and video editing, storytelling and screenplay development, and other essential tools and skills. They wrote, composed, and produced four original videos, exploring themes of gender equality, diversity, girls' aspirations, youth experiences—and transformed issues, identified using Participatory Rural Appraisals (PRAs), into impactful narratives. In Jharkhand and Uttar Pradesh, award-winning filmmaker Deb Gopal walked the TCLs through the entirety of video creation through mobile phones, keeping cyber security in mind.

## Building Environments That Support Young People Leading Change

While adolescents and young people remain at the heart of our deep transformation work, we recognise the importance of involving influential figures in their lives in the process. To this end, we simultaneously reached out to parents, teachers, and important community members so that an environment conducive to equality and change surrounds young people. We engaged over 100,000 adults in 2024-25 through direct engagement and community mobilisation.

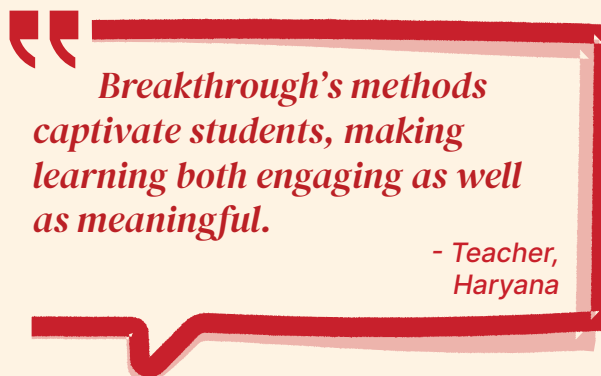
### Parental Engagement

We held sessions with parents and focussed on forming and strengthening groups that foster collaborations for community change. In these groups, discussions on violence against women and harmful societal norms were facilitated, helping parents recognise violence within their own lives. These support groups have become a catalyst for community-wide change, with parents taking an active role in driving progress.

### Building Safe School Spaces and Aware Educators

Along with parents, we continued our efforts of training teachers and school leaders, strengthening School Management Committees (SMCs) to improve school governance, and facilitated the formation of Student Councils, amplifying student voices to build more safe and inclusive schools that

follow Good School Indicators. Teachers are gradually becoming champions of gender inclusion, integrating discussions on gender equality into classrooms and fostering safer school spaces. Simultaneously, SMCs too are becoming more active.



*Breakthrough's methods captivate students, making learning both engaging as well as meaningful.*

- Teacher,  
Haryana

### Building Programme Ownership and Community Support: Key Stakeholders

Our journey to build safer communities and schools gained remarkable momentum through strategic partnerships with key institutions and government departments that have strengthened our outreach and solidified our role as a trusted ally in advancing gender equity and adolescent empowerment. Through district-level networking meetings with government stakeholders like the Department of Education, District Legal Service Authority, and Department of Women and Child Development, and interventions with Panchayati Raj Institution Members and Anganwadi workers, we ensured a more sensitive and supportive environment on various levels. Stakeholders within our programme are increasingly taking ownership of the deep transformation work and we're seeing champions rise from within and beyond the communities.





Our collaboration with PRI members has also created a space for youth to be a part of the Gram Panchayat Development Plan (GPDP), representing their issues and needs in the planning process. A landmark event in Haryana themed 'Engendering Schools and Communities' amplified the voices of youth leaders, parents, and teachers, who shared their personal transformation stories, demonstrating the impact of gender-transformative education. Stakeholders from all intervention districts in the state actively participated, alongside esteemed officials from SCERT and the Department of Women and Child Development.

***We even had YouTuber, comedian and author Lilly Singh spend a day at Breakthrough project areas, interacting with TCLs and even participating in a friendly football match with them! She listened to women, parents and adolescents in the community talk about their lives and aspirations. We're proud to be one of the organisations the she highlighted on social media and contributed towards for her birthday fundraiser!***



## The Power of the Arts

Breakthrough has, for decades, harnessed the power of the media to drive change. This year, artistic approaches came alive to raise awareness in communities and in the youth's efforts to make a mark.

### ***Dakhal Do***

Breakthrough introduced *Dakhal Do*, its bystander intervention programme, on 92.7 Big FM. RJ Akriti hosted an engaging discussion on bystander Intervention, featuring insights from many among Breakthrough's team. The conversation delved into the importance of community support in preventing harassment, with personal stories and practical tips.

### **Kishori Melas**

Our Kishori Melas (fairs by adolescents) create an engaging platform—through creative mediums like theatre, puppet shows, relevant movie screenings etc.—for adolescents to enhance inter-generational dialogues on issues such as gender-based violence and discrimination, aspirations and more. The Kishori Melas this year have mobilised communities, encouraged aspiration building and successfully led to change in the lives of several adolescent girls. We have witnessed adolescents dropping their hesitation to speak about their dreams in public gatherings, inciting positive responses from community members and support from their parents.

### **Using Local Folk Art Performances**

This year, we made a unique statement when a real-life story inspired art in Haryana. Through a *Saang* performance (a traditional folk dance theatre from North India)—traditionally only performed by men; including the female roles—we conveyed the importance of intergenerational dialogue on girls' education, aspirations, and equality through *Kissa Meenu Bharti Ka* (The Story of Meenu Bharti). The narrative that depicted a young girl's heartfelt negotiations with her father to continue her education deeply touched the audience of community members. Male participation, in particular and as a surprise, was remarkable, with one participant urging for more such events.





# Government Partnerships to Achieve Scale

*Through my participation in Chanan Rishman (our programme in Punjab), I have developed a new perspective on society and how it treats women. I recognise the subtle but powerful currents of gender bias and inequality that runs through our society.*

- Rajni,  
Teacher, Punjab

When Rajni Latava first got involved in the Gender Transformative Education System (GTES) programme—teaching her about rights, girls' aspirations, shared household responsibilities, encouraging open dialogue—it helped her look at life from a new vantage point. She had always wished for a car but till then, had asked for her husband's permission to even leave the house. This exposure gave her the courage to claim her right. Today, when you visit Government Middle School, Padiala, you may see her around the corner, behind the wheel. Rajni is one of thousands of teachers in the GTES programme that are championing equality in their classrooms and their own lives.

The Gender Transformative Education System (GTES) programme by Breakthrough aims to create a gender-equitable education environment for adolescents at scale. For this, we work with state governments to input a gender lens in the middle school curricula. By working with key stakeholders—government officials, teachers, and school leaders—the

programme encourages girls to reach their full potential, addresses gender inequality, and fosters a supportive, inclusive, empathetic education system across a larger number of government schools in Punjab and Odisha.

## Recognised Gender Expert in Punjab and Odisha

Breakthrough is now being recognised as a thematic expert on gender and is a prominent name, included in government task forces and committees. This increase in recognition is a result of the success of the Chanan Rishman (in Punjab) and BARNALI (in Odisha) projects.

The programme is engaging adolescents through a gender lens in the school curriculum while also training teachers in gender-aware





education. We have been able to leverage government support and funding towards printing of books and training of teachers in both Punjab and Odisha. We are invited for technical assistance in key state-level committees in Punjab—the **Mission Samrath** core committee and the **State Curriculum Framework (SCF)** committees.



**23,000**

Schools reached in Odisha  
(some have been merged  
now for better infrastructure)

**6,250**

Schools reached in Punjab



**5,000**

Private schools in Punjab  
receiving textbooks



**1,048,628**

Adolescents engaged in Punjab

**23,28,139**

Adolescents engaged in Odisha



**44,000**

Teachers trained

### **Orchestration Role Taking Shape in the Domestic Space: Expanding Into Other States**

Under the GTES programme, Breakthrough is also playing the role of an Orchestrator, aiming to provide technical advisory and assistance to state and/or central governments. We seek to bring partners and other allies together to form

a network that will help set the agenda for integrating a gender-transformative lens within the education system in India. There has been some motion on this note—the interest shown by several states, the positive national environment, alignment on the Viksit Bharat initiative, labour force participation, girls' education is giving us a sense of the way ahead. We are expanding into the states of Karnataka, Tamil Nadu, and Dadra and Nagar Haveli and Daman and Diu.

### **Roll-out in Odisha**

This marked a milestone year as the government provided the formal approval for the rollout of the curriculum for classes 6-8. This was followed by the training of the resource persons to ensure cascade training of teachers across the state. During the fourth quarter, most teachers began teaching the lessons. Furthermore, the class 9-10 curriculum has been vetted and approved for printing.

### **Odisha Development Conclave**

We hosted a special session on women's safety and security at the Odisha Development Conclave. We contributed to shaping the session's agenda and drafting strategic recommendations for the conclave's white paper on Odisha's development. Key recommendations proposed by us included establishing women-led fast-track courts across Odisha, operationalising Local Complaint Committees (LCCs) to address sexual harassment in the informal sector, ensuring inter-ministerial convergence for grievance redressal, and providing regular training for stakeholders like police, medical officers, ICDS (Integrated Child Development Services) staff and other service providers.

### **Annual Dipstick Study in Punjab**

We conducted the Annual Dipstick Study in Punjab that aimed to thoroughly examine and evaluate the implementation of the *Chanan Rishman* programme, participant learning, programme outcomes, and sustainability. The study focused on adolescents aged 11-14 years in Punjab's government schools, alongside parents, teachers, and head teachers. It revealed a complex interplay of perspectives on gender roles, reflecting both traditional norms and evolving attitudes.





# Media, Digital and Pop Culture

Breakthrough recognises that popular culture and digital media are among the primary mediums to reach young people with progressive content and change their minds about established norms and narratives. With that in mind, Breakthrough has been working with mainstream creators and storytellers—from Bollywood creators to comedians to social media influencers.

## ***Fursat Mein Serious Baatein Season 2***

Breakthrough's digital interview series *Fursat Mein Serious Baatein* returned with its highly anticipated second season, this time with a new host: film critic Sucharita. Directed by Epti Pattnaik, the series continues our engagement with mainstream filmmakers, artists, and writers in a strategic effort to embed gender-progressive thinking within the content industry and catalyse change. These discussions unveil the challenges of representing gender and violence in Bollywood, how gender biases shape storytelling and character portrayals, and the need for more women-led narratives and diverse perspectives in cinema.

Post its launch, we also took the show to schools and colleges such as Tata Institute of Social Sciences (TISS) and Xaviers Institute of

Communications (XIC). We recognised that many of the young students would go on to become storytellers of the future and so, we engaged with them directly on the importance of gender-sensitive storytelling.

## **Reframe: An Event on Reimagining Pop Culture**

*Fursat Mein Serious Baatein* was launched at Breakthrough's event 'Reframe: An Event on Reimagining Pop Culture' on 9 October in Juhu, Mumbai, bringing together 35 media professionals. The launch event featured three thought-provoking panels and was widely covered in the media. The conversations on gender and storytelling, featured guests such as filmmaker Vikramaditya Motwane, actor





Huma Qureshi, film director Nitya Mehta, film editor Shweta Venkar Mathew and more. It also featured a conversation between the former and current hosts of the show: writer and comedian Varun Grover and film critic Sucharita Tyagi respectively.



### **Season 1 of *Keeping It Feminist***

Breakthrough's podcast *Keeping It Feminist* aired its first season, in which we unravel the many layers of pop culture through a feminist lens. Each episode features a different set of guests (from comedians like Abish Mathew and Neeti Palta, to film critics like Sucharita, to authors like Shrayana Bhattacharya), who join the hosts in shedding light on gender-progressive characters, societal expectations, and positive role models, by analysing media narratives to see how they shape perceptions and attitudes in our ever-evolving society.

### ***Flipping the Narrative* with Civic Studios**

In collaboration with Civic Studios, a media company that focuses on stories of impact, Breakthrough released a short series of videos to flip the narrative around pop culture and cinema tropes. The series covered three recent films that had sparked the popular imagination: *Mrs*, *Girls will Be Girls* and *Darlings*. With these stories at the core, the series spoke about everything from intimate partner violence to domestic work to women's agency, as depicted onscreen.









# Stakeholder Engagement: Dialogues About Gender Norm Change

Breakthrough engages strategically in and with alliances, networks and stakeholders to highlight the criticality of the work surrounding gender norm change, especially in creating an equal world.

## Breakthrough at the United Nations General Assembly

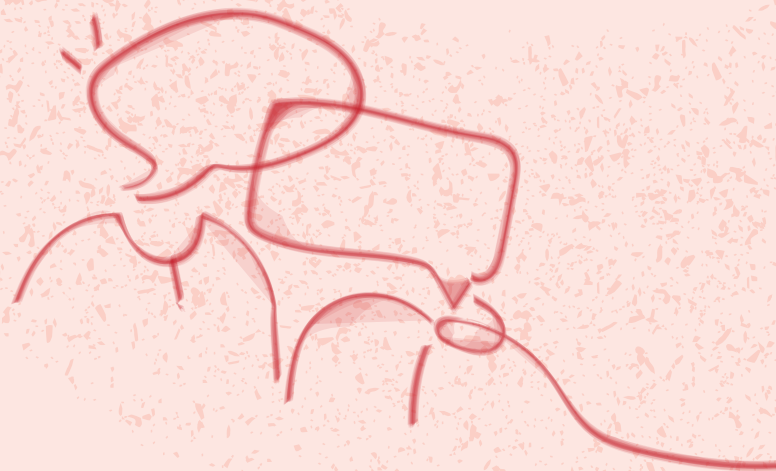
Sohini Bhattacharya, the former CEO of Breakthrough, and Nayana Chowdhury, the former Chief Program Officer and the current Chief Executive Officer, participated in the 'Summit of the Future,' at the 79th United Nations General Assembly (UNGA) in New York, which addressed key discussions on the Sustainable Development Goals (SDGs).

These sessions underscored the importance of gender equality, with a commitment to addressing tech-enabled gender-based violence (GBV)—an urgent issue amid AI's expanding role in public life. Additionally, a small gathering hosted for the Friends of Breakthrough celebrated the organisation's 25th anniversary, marking the evening with memories!

## Breakthrough: A Rising Voice in the Sector

### 1. The 69th UN Civil Society Conference:

Breakthrough attended the 69th United Nations (UN) Civil Society Conference held in Nairobi on 9th-10th May, a prelude to the 'Summit of the Future' (SOTF) which happened later in September. Over 200 Civil Society Organisations attended, discussing the urgent need to make the 'Pact for the Future' document inclusive, impactful, and relevant for diverse and marginalised communities.



2. The 6th Asia Pacific Meeting: In September 2024, Sunita Menon, Chief Thematic Officer at Breakthrough, represented the organisation at a forum focusing on education reform and gender inclusivity at the 6th Asia-Pacific Meeting on Education 2030 (APMED 6) in Bangkok. She addressed the intersection of gender and education, sharing Breakthrough's insights with regional leaders, youth, and experts.
3. Synergy Summit 3.0: Hosted by Devi Sansthan, the summit was attended by over 4,000 participants, including policymakers, corporate leaders, educators, and NGOs, and it facilitated the exchange of best practices and strategies to propel India toward its literacy goals. Sunita Menon, Chief Thematic Officer at Breakthrough, participated and highlighted Breakthrough's efforts towards creating Gender Transformative Education Systems (GTES) and their role in achieving NIPUN Bharat Goals, focused on foundational literacy and numeracy by 2026-27.

4. The Skoll World Forum 2024: Sohini Bhattacharya, the former CEO of Breakthrough, and Nayana Chowdhury, former Chief Program Officer and current Chief Executive Officer, Breakthrough, attended the Skoll World Forum 2024. The Forum, took place between 9<sup>th</sup> and 12<sup>th</sup> April in Oxford, UK, aiming to explore opportunities for uniting and driving enduring change across sectors.

5. The Prevention Collaborative and Dynamic Coalition on Platform Responsibility: Pritha Chatterjee, Lead - Organisational Positioning, participated in a 2-day discussion organised and supported by The Prevention Collaborative. The purpose was to map out key challenges in building a responsive violence against women and girls or VAWG prevention ecosystem for scalable impact.

Barsha Chakraborty, Breakthrough Head of Media, participated in the Dynamic Coalition on Platform Responsibility (DCPR), which aims to foster a cooperative multi-stakeholder effort to protect platform users' human rights.

6. SVRI 2024: Sohini Bhattacharya, CEO of Breakthrough, spoke at a Practice-based Learning (PBL)/Knowledge Session organised by WhatWorks2PreventVAWG and UNTF on how PBL has helped Breakthrough scale its work, and moderated a discussion on school-related GBV jointly organised by the Coalition for Good Schools, What Works, UNICEF's Safe to Learn Initiative and UNESCO.

Pritha Chatterjee, Lead - Organisational Positioning, also coordinated and spoke at two participant-driven events, unpacking the complex relationship between online gender-based violence, the manosphere, digital backlash, and the importance and critical need for feminist alliance building and collective actions, particularly in the context of Asia.





## Breakthrough at the Beijing +30

To commemorate the 30th anniversary of the Fourth World Conference on Women and the adoption of the Beijing Declaration and Platform for Action (1995), the Asia-Pacific regional review was held by the United Nations Economic and Social Commission for Asia and the Pacific, and UN Women.

Pritha Chatterjee, Lead - Organisational Positioning, spoke at a panel at the Asia-Pacific Ministerial Conference in Bangkok with representatives from the Governments of Cambodia and Australia and United Nations Population Fund (UNFPA), discussing sustainable strategies for preventing and addressing violence against women and girls in the region.

Breakthrough co-hosted an event with Asia Pacific Forum on Women, Law and Development, Equal Measures 2030, and Asia Pacific Women's Watch. We moderated the session, 'From Reflections to Solutions: Exploring Intersections and Evidence to Achieve the Beijing Platform for Action', featuring speakers from South Asia and the Pacific Islands.

Breakthrough's staff participated in a consultation on the Beijing +30, organised by the National Alliance of Women Organisation (NAWO). Nayana Chowdhury, former Chief Program Officer and current Chief Executive Officer, took part in a panel on violence against women, presenting recommendations from Breakthrough which included calls for a gender-transformative curriculum, engaging men and boys in norm-changing initiatives, and providing teacher training on gender sensitivity.

As Commission on the Status of Women (CSW) reviewed the Beijing Declaration and Platform for Action this March, Nayana Chowdhury spoke at two events—the first focussed on men and boys as agents of change and tackling barriers to solidarity along with Equimundo, Women Deliver and the Government of Sweden; the other at reframing the narrative around women's and girls' rights, along with BBC Media Action.

## Reframe: Data for Dialogue on Shifting Gender Norms

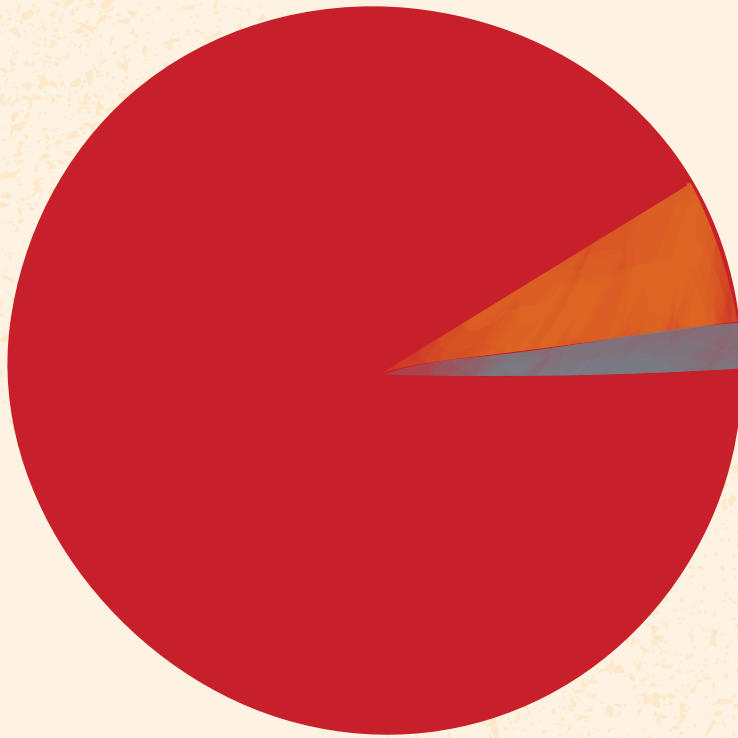
On 6th March, 2025, we hosted the third edition of 'Reframe: Data for Dialogue on Shifting Gender Norms', at the India International Centre, bringing together powerful discussions around data to challenge regressive gender norms, with a special focus on Gender Transformative Education Systems (GTES) and Gender Equity Curricula.

The event welcomed 112 participants—academicians, researchers, NGOs, educators, and corporate professionals—in person, and 700 views through the LinkedIn webcast. Sessions provided insights into gender norms, systemic social exclusions, and research challenges in Jharkhand; how agency is shaped by labour, mobility, digital access, and storytelling; and highlighted the importance of adaptive measurement strategies, stakeholder collaboration, and the real-world applicability of evaluation frameworks. A vibrant musical performance by a folk singer from West Singhbhum, Jharkhand, talking about the culture and history of the Ho tribe followed.



# How Your Money Was Spent

FY 2024-25



**44.79 Crores**

Income in INR

**91%**

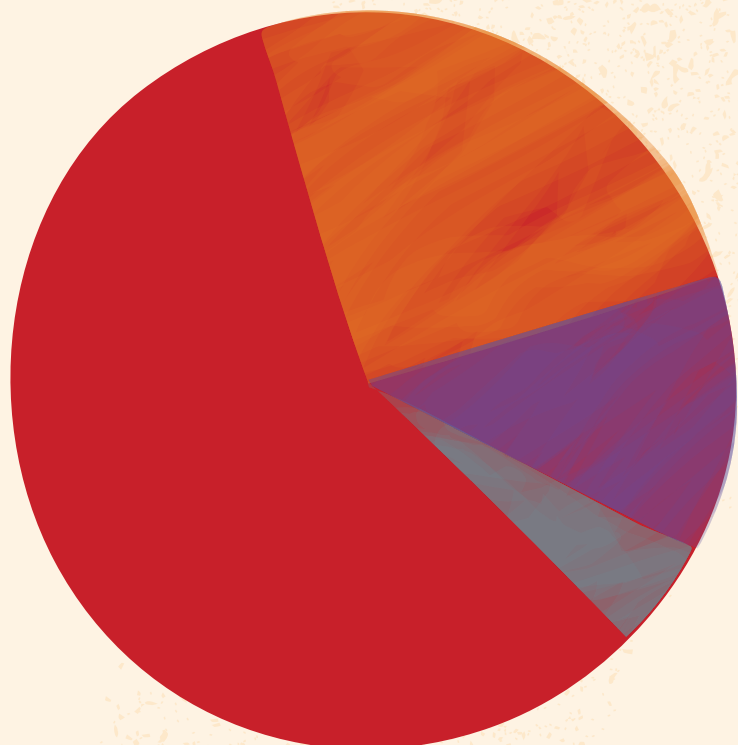
Restricted Grants

**7%**

Interest Income & Others

**2%**

General Donations



**43.77 Crores**

Expenditure in INR

**58.27%**

Deep Tranformation Through  
Community Engagement

**24.64%**

Strategic Partnership &  
Scale Up

**12.31%**

Management &  
Governance Expenses

**4.78%**

Funding Cost



