16 Days of Activism

Youngistaan Foundation
About Youngistaan Foundation

Youngistaan Foundation is one of India’s largest volunteer-driven, multi-award-winning NGO. Registered in January 2014, the organisation organizes and engages young socially aware individuals and spearheads multiple social programs to make meaningful and empathetic interventions in the targeted areas of Homelessness, Poverty, Hunger, Education, Gender awareness, Animal Abuse and Youth Development through advocacy.
BACKGROUND OF THE CAMPAIGN

The 16 Days of Activism against Gender-Based Violence is an international campaign observed by the United Nations Women that takes place each year. It commences on 25th November, the International Day for the Elimination of Violence against Women, to 10th December, Human Rights Day, indicating that any form of Gender-based Violence is the most pervasive breach of human rights worldwide.

Due to the pandemic violence against women and girls (VAWG), and particularly domestic violence, has escalated around the world. There has been an alarming increase in multiple forms of violence against women and girls, especially physical, psychological, sexual, and economic forms of domestic violence.
Objectives

- To create zero-tolerance attitudes towards any form of Gender-based Violence.
- Respond by taking explicit measures and vigilant action towards GBV, and also raise awareness on bystander intervention.
- Educate about GBV and its negative consequences on individuals and society.
- To create allies who can assist society at large in preventing violence against any gender.
Through this 16 day campaign observed by Youngistaan Foundation,

We aimed to create awareness on Gender-Based Violence. We engaged with adolescents and adults on contemporary gender issues and popular discourses by partnering with various like-minded organisations across the globe.
We brought together influencers and feminist activists who are actively involved in working towards a gender just society. They engaged the audience through active discussions to encourage collective introspection and to support and believe the voices of survivors.
Topics Discussed

- Gender in Indian Society
- Gender-Based Violence
- Domestic Violence
- Intimate Partner Violence
- Bystander's Intervention

- Gender in Art Activism
- Misrepresentation of Gender in Films
- Misrepresentation of LGBTQ+ in Films
- Caste-Based Gender Violence
- Representation of Women in Media (Print and Digital)
- How can Young people be change-makers to create a Gender just world?
We need to work towards changing the age-old social norms around gender equality. For that, we have to educate and empower women and young people in our country about gender-based violence and gender equality.

If we are united on an idea of not raising our hand against women, then as a law enforcement agency our power will be doubled, tripled thousands of times. This way, we can counter any form of violence against women.

Sudarsana Kundu - Gender-Based Violence, Co-executive Director, Gender at work Global, Country Director, India.

Sumathi Badugula - Domestic Violence, IPS, DIG, CID, Women’s Safety Wing, Telangana State Police

Countering Gender-Based Violence
We never believed that we are equal and this mindset has to change. We are just listening but not believing we are equal. Once we change the language we think in our head, we will start to have a dialogue with the partner which is a key to Curb violence.

If you want to end gender-based violence, all of us have a role to play. It is not something that happens separately. We have to take collective responsibility. This is why bystander intervention plays a huge role in Gender-Based Violence.
Firstly we should get out of this mode of storytelling where we are so hero-focused.

Once we start referring to our characters as a protagonist and not as a hero or a heroine, then we will automatically take gender out of it. A protagonist can be anyone; there is no gender to a protagonist. Young people like you should begin to make the change. Now is the time to boycott and not watch something that need not be watched.

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PRITHAM CHAKRAVARTHY  
Actor, Activist

It is incredibly important to see representation of all kinds of gender in Indian cinema.

I am not saying make Queer characters savours or kind-hearted souls all the time. Show queer people in all shades of anger, love, lust and all shades of queerness. We don’t want to be defined and boxed into one shade or character. It is not just about the representation of sexuality but it is also about the representation of gender.

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HARISH IYER  
LGBTQI+ Activist

The future of a community is the future of expression and the future of responding to the times we are living in.

In 107 years of Indian cinema, we have seen multiple shades and glimpses of masculinity which probably did not get the kind of attention it deserved. Maybe because the toxic ones made more business sense. As young people, we need to make new constructs.

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SATCHIT PURANIK  
Artist, Writer, Film Maker

Reframing Gender in Film & Media
For years, mainstream media has covered women’s issues in a completely patriarchal way. Nobody questioned the kind of language that was used to represent a woman. If we are writing about women’s issues, we need to write about all kinds of women from different classes and castes. We should focus on language and representation that is problematic. We need to be more inclusive of women’s representation in the news coverage.

DHANYA RAJENDRAN
Editor in Chief & Co-founder
The News Minute

Why can’t we discuss lesbian sexuality using the characters from a lower-caste community?
Why do we need a character from the upper-caste community? Why is it not a woman from a lower caste/class? Why is the representation of sexuality always exclusive from caste? Does that mean that certain caste people do not have sexuality? When I see a movie that is about sexuality, I see caste. While discussing lesbian love, you see love, I see a caste.

SOWJANYA TAMALAPAKULU
Assistant Professor, Gender Studies
TII, Hyderabad

We need to listen. We need to educate ourselves and read what matters the most.
It is time for us to start taking action. We should be the change-makers of what we watch and what we read. You as an audience play a bigger role. So kindly be a responsible reader, and viewer. Let’s be vigilant and watchful of news that we consume, and stand up for things that are vital.

ARUN DANIEL YELLAMATY
Former Journalist, Founder
Youngistaan Foundation
The event was streamed live on Zoom, Facebook, Twitter and Youtube

Live Recording Available

on Facebook, Youtube, Twitter, Linkedin Page of YF
Social Media Engagement

INFORMAL SURVEY

Volunteers recorded responses on What people think about Gender-Based Violence after posing a set of questions.

INTIMATE PARTNER VIOLENCE TEST

A unique Test that was conducted on Instagram using the Poll option to make the social media audience self-aware on the red flags of intimate partner violence

Does your partner blame you for their bad behaviour?

YES: 46%
NO: 54%
Social Media Engagement

Hostile Sexism

A form of sexism in which people, especially women, are viewed in a negative manner. It reflects misogyny (i.e., the hatred of women) and is expressed through blatant negative judgments of women.

Urban Dictionary

A dictionary that introduces contemporary words every day with an aim to create a gender-neutral world where gender violence has no space.

Expectation vs Reality

Indian Cinema has been entertaining and influencing us for ages now. This has conditioned our society at many levels where toxic gender roles and masculinity are omnipresent. This video depicts what we expect to see in society versus what we really are seeing today instead.
"I was shocked and surprised to hear violence of so many forms. Maybe as I was living in a world where violence is much normalised, I had no idea that I play a major role in countering it too. Every topic addressed here reminds me of my personal life and the small incidents I ignored wondering it was normal. Thank for making me understand the violence of any form is not normal, it is the first step to something brutal".

Jyothi, an employee at a Corporate Firm.

"I was completely awestruck to hear views from the panellists on Art, gender and sexualities. I never realised that only transgender women are depicted and not other sexualities, likewise, I never realised there are women in media but not women from lower caste who are in the editorial positions. Overall, the panellists were so patient enough and left meaningful pointers through which we can read more on such topics".

Dheera, a student pursuing Bachelors Degree
Impact

200+ Attendees

20,000+ Audience
Call to curb violence against women

**CITY BUREAU**
Hyderabad

Observing the International Day of Elimination of Violence against Women, Youngistaan Foundation’s Gender programme organised a virtual event - ‘Orange the World, Educate, Respond, Prevent’, on Saturday.

The event was held to counter gender-based violence and to create awareness on reducing violence faced by women in specific and everyone in general.

The panelists included CID DIG Women Safety Wing Sumathi Badugula, Work Global co-executive director gender Sudarshana Kundu, My Choices Foundation and Richa Singh, Assistant Manager in digital engagement at Breakthrough.

Media Coverage

Youngistaan organises event to counter gender-based violence

Observing the International Day of elimination of violence against women, Youngistaan Foundation organised a virtual event on Saturday to raise the gender-based violence awareness and to create awareness on reducing violence faced by women. Over 50 participants attended this event which saw more than 2,000 people watching the event on Facebook and YouTube live streaming.

The event was graced by the presence of four esteemed panelists, namely Sumathi Badugula an IPS officer; DIG, CID Women Safety Wing, Sudarshana Kundu, co-Director at Work Global; Pearl Choragudzi, Head of Counseling at My Choices Foundation; and Richa Singh, Assistant Manager in digital engagement at Breakthrough.

The event had a focus on specific topics related to gender-based violence, such as Caste-based violence, Women with disabilities, and gender violence and health.

Speaking on the occasion, the panelists shared their experiences and findings. Besides raising awareness on understanding violence, there was a focus on taking actions to provide justice to women and dealing with gender-based violence.

Webinar held to counter gender-based violence

Organising the International Day of elimination of violence against women, Youngistaan Foundation conducted a webinar on Thursday to raise awareness on gender-based violence. The webinar had a focus on gender violence, ranging from caste-based violence to women with disabilities.

The webinar brought together experts to discuss various aspects related to gender-based violence and to create awareness on reducing violence faced by women. More than 2,000 people watched the webinar on Facebook and YouTube live streaming.

The webinar was graced by the presence of three esteemed panelists, namely Sumathi Badugula, an IPS officer; Richa Singh, Assistant Manager in digital engagement at Breakthrough; and Sudarshana Kundu, co-Director at Work Global.

The panelists shared their experiences and findings, and focused on raising awareness on understanding violence and taking actions to provide justice to women.

Generation Equality-2020 virtual event held

Observing the UN International Day of Elimination of Violence against Women, Youngistaan Foundation’s gender programme organised a virtual event ‘Generation Equality-2020’, on Saturday, to tackle the misrepresentations of gender in media and cinema.

The event had five panelists - Satish Paiyurkanti, Pritham Chakravarthy, Harish Iyer, Sowjanya Tamagapakula, and Dhanya Rajendran - from different domains of art and media, a press release said.

Addressing the event, Satish Paiyurkanti expressed the terms Gender, Art, Activism and highlighted that in 107 years of Indian cinema, one has seen multiple shades and glimpses of masculinity which probably did not get the kind of attention it deserved.

Pritham Chakravarthy said, “We need to change the mode of storytelling. We should start referring to the characters as protagonist and not a hero/heroine. We need to change the kind of attention it deserves.”
YOUNGISTAAN FOUNDATION

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