

CAMPAIGN REPORT

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.
- Educate about GBV and its negative consequences on individuals and society.
- Respond by taking explicit measures and vigilant action towards GBV, and also raise awareness on bystander intervention
- 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.

YOUNGISTAAN FOUNDATION
invites you to

ORANGE THE WORLD 2020
Countering Gender-Based Violence

Saturday:
5th December 2020
Time:
4:00 pm – 6.00 pm | On zoom

Meeting ID: 876-7847-8064
Password: YFOTW

Streaming Live on Facebook and YouTube

www.youngistaanfoundation.org
 Youngistaan Foundation
 YoungistaanFdn
Contact: +91 9100142224

17 **PREMIERES FOR THE GOALS**

EDUCATE | RESPOND | PREVENT
Live Music | Expert Talk | Panel Discussion | Question & Answers

 Sumathi Badagula – Domestic Violence (IPS, DIG, CID, Women's Safety Wing, Telangana Police)	 Sudarsana Kundu – Gender & Gender Based Violence (Co-executive Director, Gender at work Global, Country Director, India)	 Pearl Choragudi – Intimate Partner Violence (Head of Counselling, Operations Peacemaker, My Choices Foundation)	 Richa Singh – Bystander Intervention (Assistant Manager – Digital Engagement, Breakthrough India)	 Rinky Sharma – Live Music (Artist: Singer-Songwriter)	 Arun Daniel Yellamaty – Founder Youngistaan Foundation
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YOUNGISTAAN FOUNDATION
invites you to

GENERATION EQUALITY 2020
Reframing Gender in Media

Saturday:
12th December 2020
Time:
4:00 pm – 6.00 pm
On zoom

Meeting ID: 832-9923-7434
Password: YFGFM

Streaming Live on YouTube

www.youngistaanfoundation.org
 Youngistaan Foundation
 YoungistaanFdn
Contact: +91 9100142224

17 **PREMIERES FOR THE GOALS**

 Dhanya Rajendran – Representation of Women in Digital Media Editor in Chief & Co-founder, The News Minute	 Pritham Chakravarthy – Representation of Gender in Indian Cinema Actor, Activist
 Harish Iyer – Representation of LGBTQ+ in Films LGBTQ+ Activist	 Sowjanya Thamalapakulu – Caste-Based Gender Violence Assistant Professor, Gender Studies, TISS Hyd
 Satchit Puranik – Gender in Art Activism Writer, theatre artist and film maker	 Arun Daniel Yellamaty – Founder Youngistaan Foundation

Tackling Misrepresentations in Film and Media
Live Music | Expert Talk | Panel Discussion | Question & Answers

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.

” —



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

— “

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.

” —



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.

” —



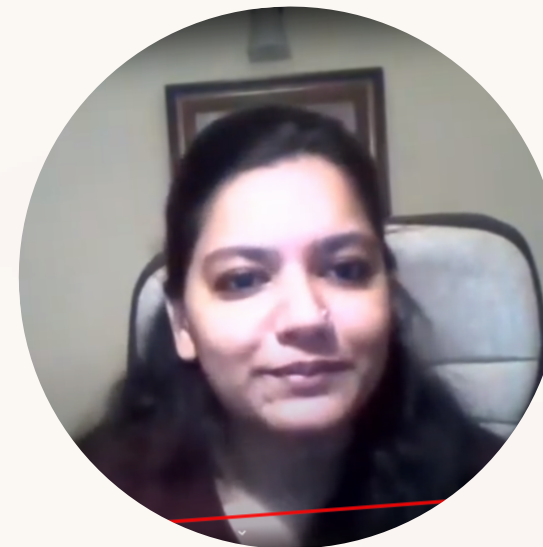
Pearl Choragudi - Intimate Partner Violence, Head of Counselling, Operations Peacemaker, My Choices Foundation, India.

— “

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

” —



Richa Singh - Bystrander Intervention Assistant Manager, Digital Engagement, Breakthrough India

“

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.



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 saviours 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.



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.



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
TISS 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



Does your
partner
blame you
for their
bad
behaviour?

YES
46%

NO
54%

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

Social Media Engagement

Hostile Sexism

(noun)
[hos-tl sek-siz-uhm]

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.

EXPECTATION VS REALITY



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.

Testimonies

“

"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



**20,000+
Audience**

Partners



Gender
at work



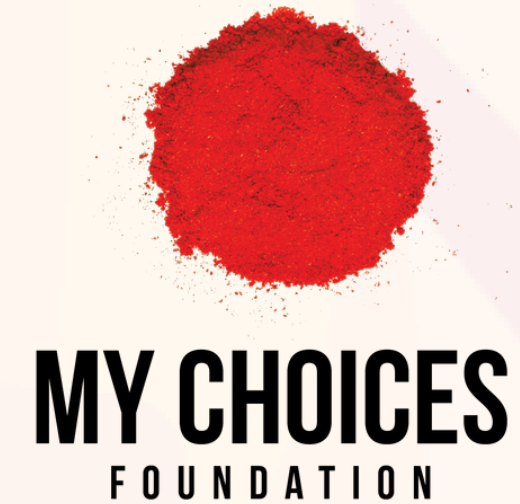
Lamakaan



Act. End Violence Against Women.



The Jimme Foundation
awareness to acceptance



Media Coverage

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 panellists included CID DIG Women Safety Wing Sumathi Badugula, Work Global co-executive director gender Sudarshana Kundu, My Choices Foun-

dation head counselling Pearl Choragudi and Breakthrough digital engagement assistant manager Richa Singh. Sudarshana highlighted the influence of existing social structures on gender-based violence and educated the audience on different types of violence that can be seen around in different spaces.

Sumathi spoke about rise in domestic violence cases during the pandemic and addressed the importance of counselling in such situations as a way to construct healthy relationships.

More than 50 participants attended the event while more than 2,000 people watched it on Facebook and YouTube live streaming.

Youngistaan organises event to counter gender-based violence

Observing the International Day of elimination of violence against women, Youngistaan Foundation organised a virtual event — "Orange the World, Educate, Respond, Prevent" on December 5,

2020 to counter gender-based violence and to create awareness on reducing violence faced by women. 50+ participants attended this event while more than 2,000 people watched the event on Facebook and Youtube live streaming. The event was graced by the presence of four esteemed panellists, namely Sumathi Badugula an IPS officer, DIG, CID Women Safety Wing, Sudarsana Kundu, co-director gender at Work Global, Pearl Choragudi, Head of Counseling at My Choices Foundation and Richa Singh, Assistant Manager in digital engagement at Breakthrough in addition to Live music performed by Rinky Sharma.



Webinar held to counter gender-based violence

HANS NEWS SERVICE
HYDERABAD

OBSERVING the International Day of Elimination of Violence Against Women, Youngistaan Foundation organised a virtual event on Saturday to counter gender-based violence and to create awareness on reducing violence faced by women. Over 50 participants attended this event while more than 2,000 people watched the event on Facebook and Youtube Live streaming.

The event was graced by the presence of four esteemed panellists - Sumathi Badugula, DIG, Women Safety Wing, Sudarsana Kundu, a Co executive Director, Work Global, Pearl Choragudi, Head of Counselling at My Choices Foundation and Richa Singh, Assistant Manager in digital engagement at Breakthrough. The event had a bang start with an alluring performance by city-based popular singer-songwriter, Rinky Sharma from her own album.

Speaking on the occasion, women from lower caste face violence daily. In continuation of understanding violence, there was a



60 per cent rise in the number. She addressed the importance of counselling in situations of domestic violence as a way to construct healthy relationships. As an extension of domestic violence, intimate partner violence was discussed by Pearl Choragudi shedding light on red flags and emotional abuse or manipulation in relationships which form the basis for a toxic relationship. Also highlighted about the consent in a relationship and how 'no means no', it is highly important to respect and reciprocate to the partner which is achieved by better communication.

Swathi M, a B.Tech student said, "The topics are very crucial, informative and very relevant to our

daily lives. As such topics are not discussed in our colleges, the session helped me to deal with certain issues. I shall continue to implement in my life".

Dhanya, a BA student said, "I loved the entire session. Sessions like these help youngsters like me to deal with daily difficulties. I request the team to host these sessions more in number".

Arun Daniel Yellamaty, founder of Youngistaan Foundation thanked each and every volunteer for making this event happen. He urged the audience to be aware of various kinds of gender-based violence and have courage to counter it alone and also use the resources around.

'Generation Equality-2020' virtual event held

CITY BUREAU
Hyderabad

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 panellists - Satchit Puranik, Pritham Chakravarthy, Harish Iyer, Sowjanya Tamalapakulu, and Dhanya Rajendran - from different domains of art and media, a press release said.

Addressing the event, Satchit Puranik explained 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 then the society will automatically take gender out of it."

Telangana Today THE HANS INDIA the pioneer

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