



RED BANGLES SPEAKS

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Tro og love erklæring

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Ida Lykke Jensen

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1.0 Introduction

In Nepal domestic violence is a widespread problem in which cultural, economic and religious factors influence the male dominance. Violence against women in Nepal is something that is happening in approximately every other household (notes from session; 14th of September). The Universal Declaration of Human Rights states that the right to security relates to all people and therefore is domestic violence a violation of the woman's fundamental rights (notes). This reports gives a description of the Global Change Course Fall 2013 provided by ActionAid, the carried out campaign against domestic violence in Nepal, reflections upon the course/training and recommendations.

1.1 Before Reading

We were five students from the University of Southern Denmark that went abroad on our fifth semester, which was described as an internship. What the university considered to be an internship was actually a campaign course called Global Change Course. The course took place at the Global Platform run by the organization ActionAid (MS) in Kathmandu, Nepal. The Global Platform is a multipurpose platform where we among other things had sessions and was as well our residence through our two months course. The participants of the campaign course were from five different countries: Bangladesh, Denmark, Myanmar, Nepal and Pakistan. We were 18 participants trained and facilitated by three trainers. The theme of our campaign course was "Fighting Patriarchy", which is a very relevant theme to discuss and focus upon, especially in Nepal, but nonetheless globally. This report is in the writing process inspired by all the participants at the Global Change Course and our trainers.

1.2 Readers Guide

This report introduces the topic domestic violence and gives a before reading background of who we are as well as what this report covers. Followed by a description of ActionAid and how human rights is integrated in ActionAid's work by the Human Rights Based Approach. We will then give a description of what the Global Change Course contains and which methodology methods are used in our training. Thereto we will also give a description of the course sessions and reflect upon these. Then a presentation of our campaign topic will be given, which will lead to a description of the process before and during the campaign work. Lastly, we will evaluate and give recommendations to ActionAid for future Global Change Courses, based on our experience with the Global Change Course.

2.0 ActionAid and Human Right Based Approach

ActionAid is an international non-governmental organization that works in 45 different countries across the different continents, including Nepal (ActionAid.org1). ActionAid “[...] *focus on the people that others forget. People in poverty. People who face discrimination. People whose voices are ignored.*”. As the quote entails, does the organization help those who have been forgotten and live in poverty as well as help people fight for their rights (ActionAid.org2).

ActionAid Nepal has three offices; one in Chitwan, one in Pokhara and one in Kathmandu, the latter is where the Global Platform is located (ActionAid.org3). The main purpose of the platform is to educate, especially the youth. The youth is being trained to become i.e. leaders and to make a social change in the world, gain insight on human rights etc. Young as well as older people can take courses on how to make social change in a given country.

There are six to eight platforms right now across the world, which are placed in Nepal, El Salvador, Tanzania, Jordan, Kenya and Myanmar. The point of these platforms is not only to educate but also a place where participants take part in a course, where they live, study and work at the platform. These courses are inspired by the style of the Danish educational system (ActionAid.org4). ActionAid works with a *bottom up* policy where they focus their resources on the youths. This is done because it is estimated that 65 % of the world’s population is youths and they are seen as creative, energetic and innovative. ActionAid has a global youth network called Activista, which is a youth organization. Activista focuses their work on understanding the differences of poverty, which they try to reduce by gathering information about human rights. This could be done through education on human rights as well as the campaigns.

ActionAid has always been a defender of human rights and since 1998 they have believed in a Human Right Based Approach (HRBA), which entails that they fight for universal human rights. ActionAid has during time and experience realized that other methods did not bring the desired developmental changes, which is why the organization gradually shifted to a HRBA. The organization strongly believes that human development is the essential concern of development. Through HRBA programs does the organization try to build a “just” world, which is without poverty, therefore are all the programs referred to as rights programs. These programs can be implemented through three levels; local, national, and international (ActionAid, 2010; ff 2; 5; 9). As mentioned above, ActionAid believes that poverty is a violation

of human rights, and arises when human rights are denied, and in order to end poverty is it thereby [...] *necessary to protect, promote and fulfil the human rights of poor and excluded people.*" (ActionAid, 2010; Pp 23). Protecting and fulfilling the human rights of poor and excluded people is according to ActionAid [...] *the best way to eradicate poverty and injustice. By building local organisations of rights holders, and linking these organisations into networks, platforms, alliances and movements at the national and international levels, we help build a broad and powerful movement for change.*" (Pp23). The organization's main strategies are therefore to empower poor people (which they specify as the right holders) to claim their rights, so these can hold people and institutions (duty bearers) responsible for delivering the rights (ActionAid, 2010; Pp 23).

In order to frame its human rights work does ActionAid look upon the international human rights instruments and national constitutions and laws according to human rights framework. Furthermore does ActionAid by being a defender of human rights proclaim that it cannot only defend rights that it agrees with or those rights enshrined in law (ActionAid, 2010; Pp 34). Women being subordinated in unequal gender-related systems are vulnerable to human rights violations. ActionAid thereby states, *"Women's rights are central to our HRBA. It is important to see women's rights as human rights and to place women's rights at the centre of our HRBA."* (ActionAid, 2010; Pp 35). The organization aims specifically towards addressing women's human rights as a part of the eradication of poverty. Through different work i.e. campaigning does the organization [...] *aim to confront the domination of men over women and the inequality between men and women in access to services, resources and power.* (ActionAid, 2010; Pp 35).

3.0 The Global Change Course

The Global Change Course, as the name states, is a course that focuses on how changes can be made on global issues. The course offers participants from all over the world tools and methods to create effective campaigns against issues, such as inequality and poverty. Furthermore the course trains the participants to carry out a campaign for social change. The point with this course is to provide knowledge to the participants through the selected methods and tools, so they can take action and make a difference and thereby become a social changer (globalplatform.org1). As participants at the Global Change Course we created a campaign in association with the other participants from the five mentioned countries. With

our own differences and different experiences we collaborated for the higher goal, to fight patriarchy that we later narrowed down to fight against domestic violence in Nepal.

3.1 The Course Working Method

ActionAid works with participatory action research, which is a method where the researcher and the informant work together (Hviid & Jørgensen, 2007; Pp 212). This research method is useful when working to fix a problem and change something in cooperation with the researcher and informants (Hviid & Jørgensen, 2007; ff 201-204). As ActionAid works with a bottom-up approach as well as focuses on human rights, are they thereby making the citizens of Nepal changing something or fixing “a problem” by taking action against injustice and the oppressing structures of the society.

Our method as participants was “learning by doing” which was introduced early in the course. We believe that ActionAid used this method in order for all the participants to be included but also to ensure that the participants learned that every action, no matter small or large, counts. For some participants using this method was more difficult than for others because of their educational background, but when participating in the course this method was the most ideal to ensure the learning among the participants.

The methods in the sessions were from the beginning to the end encouraging socialization among the participants through relevant group and individual assignments. The sessions and the assignments were designed to promote creativity through for example art. By using the method learning by doing, the participants develop an actual campaign through ActionAid (globalplatform.org1).

3.2 Sessions

During our two-month stay our course was divided into eight modules but it was only during six weeks that we had training sessions as we during the last two weeks carried out the campaign. In the sections below we will give a description of the different modules and upon these we will reflect.

3.2.1 First module

The first module was an introduction to ActionAid, the Global Change Course and focused on how one can take action in a community. It was also in the first week that we got our campaign theme - “Fighting Patriarchy”. We were also introduced to HRBA and the vision for change as well as the history of activism and social change. In this introducing week we did a

lot of brainstorming on why this particularly topic is important to fight for, which was also shown in the video "*Story of Us*"; our first assignment.

3.2.1.1 Story of Self, Us and Now

The American political lecturer Marshall Ganz (1943) sees "*storytelling as the way we all interact with each other about values; How we share experiences with each other, comfort each other, and inspire each other to action*" (Ganz, 2001; Pp 522). Ganz's theory about story making is to first tell the story of *self*, then to tell the story of *us* and lastly, the story of *now* - this theory helps social movements to tell "new" social stories. Therefore was the point of the assignment to make a video among the participants, in which we would tell a story of self, us and now. In our case is this story focused on creating change in the structure and making social justice for women in Nepal; our video focused therefore on fighting patriarchy and women's rights. *The Story of Self, Us and Now* was given as an assignment and was to be carried out during our first weekend of the course.

The Story of Self consists of personal story, which has made an individual conclude that it is necessary to act. Ganz states that "*A Story of Self*" communicates the values that call one to action (PowerPoint: Story of Self, Us, Now; slide 2). We told our stories of self in groups, and later did each group present their stories to the entire course participants. We told each other about our motivations as to why we wanted to make a change in the society and why we had decided to be participants at the course.

The Story of Self led to tell the Story of Us. The Story of Us unites the individuals in a community that want to act together for a common cause and Ganz describes that "*A Story of Us*" communicates the values, which are shared by those in action (PowerPoint: Story of Self, Us, Now; slide 2). When preparing and planning the Story of Us video, we decided to divide us in groups by country, tell a story and later when each group had told their story, we all told one common story - to fight for women's rights.

The mentioned common cause is communicated as the Story of Now; as what urges us to act together. Ganz states that "*A Story of Now*" communicates the urgent challenges to those values, which demands action now (PowerPoint: Story of Self, Us, Now; slide 2). The story of now continued throughout the course as it focused on our campaign topic: Fighting Patriarchy. The Story of *Now* was when, in the end of the video, all the country groups gathered and shouted out a slogan; "*We are all equal, having equal rights, stand up and fight for the women's rights*".

The Story of *Self, Us* and *Now* unified us as a group, where we came to know each other better, and we realized that we had the same visions; to create and achieve social change in society. Other than that did we also created a common understanding of why we wanted to act together. The "Story of Us" video can be found on YouTube:

<http://www.youtube.com/watch?v=so2WNR4tAUs>.

3.2.1.2 Reflection of the module

Our first week of the course was very introductory, which also made sense, but at times did this module go very slowly forward. This module consisted of a lot of brainstorming, which we as university students felt was too much and at a low teaching level. But on the other side, we could argue that the brainstorming and level were ideal as the participants were from different backgrounds and from different educational institutions. By brainstorming and by starting at low level, it could also be argued that the trainers thereby ensured that all participants, more or less, understood the meaning of the course, the importance of the theme and ActionAid's approach.

Due to the new settings for all the participants and by being a very diverse group made the work process, group work process and the process of teaching very slow at times. The participants had due to different teaching methods from their educational systems different understandings of the teaching, the group work and the discussions. These factors of diversity were an obstacle during the sessions in the first module.

A very positive experience was the assignment the Story of Us. We found the timing perfect as the assignment from the very beginning made us work intensely together. We had the control of the design and the content of the video, which meant that we had to think, plan and discuss among each other. Though it was time consuming and at times difficult for all the participants to understand the point of the assignment, did we all manage to create a satisfying video.

3.2.2 Second Module

The second module focused on leadership and facilitation. Throughout this module we had sessions about conflict management, how to have good internal communication as well as sessions about motivation in leadership and group dynamics. During this week we also had an interesting guest session about gender, feminism and patriarchy.

This entire module was focused on the tools, which we used when we in groups designed a workshop. This workshop was aimed at Nepali university students, but because of a strike

(bandha¹) was this cancelled and instead we participated in each other's workshops. The point was to learn the tools and use these in designing and facilitating a workshop. The themes for the workshops were given by our trainers and were related to our general theme Fight Patriarchy. The topics were the following: Domestic Violence, Women Trafficking, South Asian women vs. Danish women, and Objectification of Women in the Media.

3.2.2.1 Reflection of the module

We felt that this week was more educational compared to the first module, as we during this week were taught in i.e. conflict management as mentioned above. The sessions were well planned as each trainer, after a presentation of a topic, divided us in random groups and gave us a task related to the topic that we were taught in. The tasks varied from making a group presentation, to discussing different points/questions. We found this method usable as we still needed more group work to understand how everyone worked, as well as some of the participants needed to learn how to do group work, and importantly did a majority of the participants at this point not feel confident and/or comfortable among the others. Because of the lack of confidence and/or conformability did we therefore feel, as well as our trainers, that the amount of participation in discussions was extremely low, as it was mostly four participants participating out of the 18 in total.

All though some of the sessions during this week were on topics we already had knowledge about from our own university, we found them relevant for the course. The guest session gave important knowledge related to our campaign topic. A very positive outcome of this module was the workshop task, which required each participant to participate in creating and shaping a workshop; furthermore did it encourage and enhance the group work.

3.2.3 Third Module

The third module was about creativity and how it can be relevant and effective for campaigns. We learned about the role of memes, art and politics, marketing and politics, DIY (do it yourself) and adbusting. The point was to understand how the mentioned topics could be used as effective tools to create awareness. We had during this week an assignment; *the 200 rps² assignment*. The participants were divided into five groups and each group had 200 rps and the point of this assignment was to either have the same amount or more than the 200 rps by the end of the given two hours. Meaning the groups was to increase the amount of

¹ The Nepali word for strike

² 200 Nepali Rupees is about 12 DKK

money through creativity and without using their own money. The participants knew of the assignment the day before and could therefore reflect upon how to increase the money. Our group³ had discussed several ideas, but through brainstorming we came to an agreement that we would buy pens and resell them, though without a fixed price. We let the buyers decide the price after explaining the theme and cause of our campaign.



During this module we also played the World Trade Game. All the participants were divided into five groups; one group was the A country, two were B countries and two were C countries. Each group was given some materials (resources) and “money”, from which they had to produce a certain “product” and then give it to the “World Bank” and earn more money. If a conflict occurred during the trade the countries could then contact “The United Nations”. This was a good game as the participants got an idea of how the different countries work together and how some countries are unfortunate not to receive the same amount of resources as the more developed countries. The outcome of the game was a reflection on the global world. After the game we had a smooth transition to the presentation of the word “utopia” and a discussion of what we wanted in our common utopia. We also had a DIY introduction to stencil making and wheat pasting, which was very useful because we used these tools for the International Peace Day.

³ Ida and Zalla were in the same groups; therefore written “our group”

3.2.3.1 International Peace Day

The International Peace Day (21st of September) is a day dedicated to world peace and the absence of war and violence. We had gotten the assignment to carry out a flash mob that would create both awareness about world peace and women's rights. The participants were divided into two groups; the art group and flash mob group. The art group focused on the stencil making and wheat pasting, which we went out and did the night before the actual day, in the different parts of the city, where we were carrying out the flash mobs. The flash mob group created a flash mob by, which they tried to show world peace and to fight for women's rights.

We started the morning of the 21st by walking the streets and shouting slogans such as "*Peace Day*" and ended up at our first flash mob spot in the area called Asun. The point of a flash mob is, as we were taught, to create attention on a given matter. Therefore did we consider the flash mob on the International Peace Day as very successful, because we stopped traffic and a large crowd surrounded us, in which they were curious to find out what was happening. Afterwards we walked to Kathmandu Durbar Square. As this is a large square a lot of people stopped and watched; a lot of locals and tourists were curious about the flash mob. A video was constructed based on our events of this day, which has been uploaded on YouTube (<http://www.youtube.com/watch?v=C02Ti8o3Iyo>).

3.2.3.2 Reflection of the module

This week consisted of sessions with academic knowledge and learning by doing tasks, which we found relevant and interesting in relation to the process of developing a campaign. For the 200 Rps assignment did we consciously choose our own work group, because we wanted to get as much as possible out of the assignment. This meant that we for the first time felt that the group work went smooth and we gained more from the teamwork than usual.

The world trade game was another good and useful group assignment as some of the participants had a different understanding on how the trading between the "developed" countries and "less developed" countries take place. The participant's creativity, moral as well as some participant's patience were put to a test. This was a fun game that shook us more together as well as the utopia discussion made us more aware of the global issues that we wanted to change, and can be changed through social action.

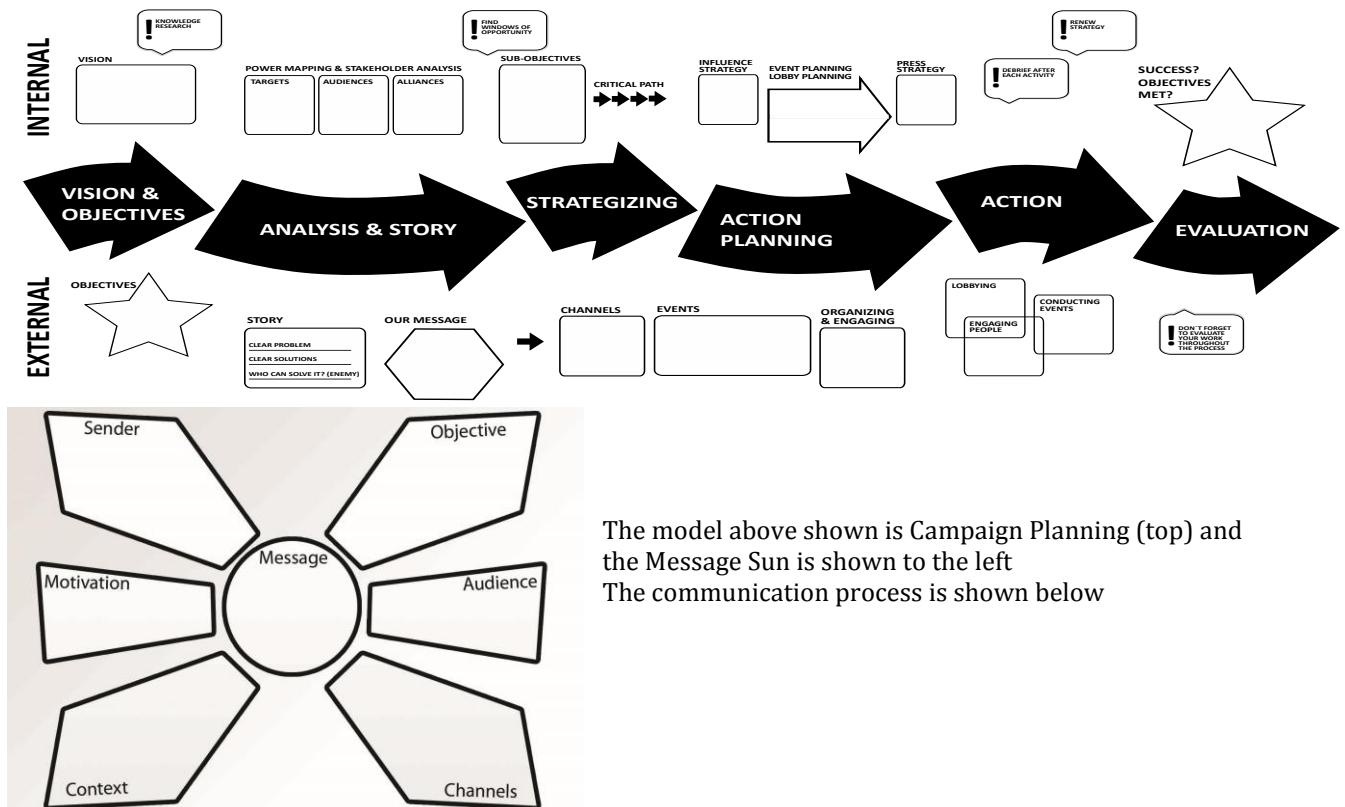
We ended this week with the preparations for the international peace day. The team, which designed the flash mob, had many problems related to level of participation within the group.

This led to the first big argument due to diversity in communication, expression and understanding of group work. However, after a two-hour discussion the following day, we put it behind us, and went out and carried out successful flash mobs. We believe that the International Peace Day flash mobs went very well as we got a lot of people's attention and got more out of it than assumed, due to the argument from the previous day. Though was the argument and the following discussion a key learning about culture, communication and group work.

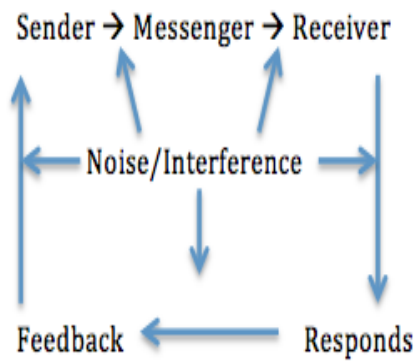
3.2.4 Fourth Module

In this module we learned about the processes of campaign planning and the necessary tools to know in this regard. The tools were used to brainstorm about our own campaign; inter alia the message sun model and lobbying but these were clarified according to our own campaign in module five

CAMPAIGN PLANNING POWER TOOL



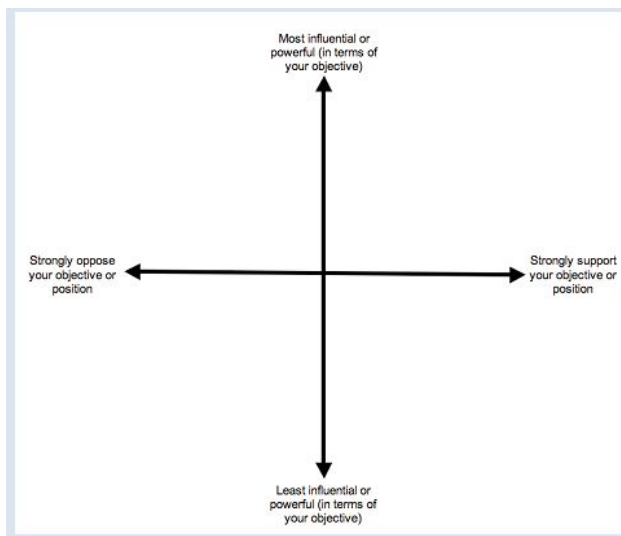
The model above shown is Campaign Planning (top) and the Message Sun is shown to the left
The communication process is shown below



A very useful tool we also learned was the communication process, as it is the process of the message. Through this we learned how important it is to have the right language and how to communicate so that everyone hears the message. Through the introduction to the communication process, we understood why campaigners must spend a lot of time on involving people out there; the audiences, their target. During this

module we were also introduced to four points in campaign designing, which all leads to communication:

- Awareness: establishes the subject
- Alignment: establishes the importance
- Engagement: and appeal to join in
- Action: what is needed



We were furthermore introduced to power mapping, which is a way of seeing who is influential for the campaign and helps to identify whom to work with and thereby can one map the various groups of targets, where they fit in.

We also discussed how engaged the participants would be in our own campaign, from a scale of one to three; one being very engaged and three not so much. The result was the majority of the participants wanted to be very engaged.

It was also during this week that we got an introduction to the three different campaign groups; they were the *communication group*, *research and lobby group* and *event group*.

3.2.4.1 Fieldtrip to Pokhara

On the 28th of September did all the participants and trainers leave for a five-day trip to Pokhara; to visit organizations and to have some leisure time. Initially we were also during these days supposed to go to the Terai area, to visit ActionAid's partner organizations but because of news about a possible strike in the particular area, was it not safe to leave Pokhara and go to the Terai. Instead we visited two organizations that ActionAid partners with in Pokhara. The organizations were Siddhartha Club⁴ and The Children and Women Empowerment Society⁵ (CWES). On this trip we got an idea of how other organizations work with topics like domestic violence and how these organizations handle cases like these. The outcome of the trip and in particular the meetings with the organizations was that we got a better understanding of the context, in which we wanted to take social action by campaigning. We got a better understanding of how issues such as patriarchy and domestic violence occurred and how Nepali organizations help victimized women. When we came back from Pokhara we chose, which of the three campaign groups we wanted to be in and were by the end of the week divided the groups.

3.2.4.2 Reflection of the module

This module was very different from the other modules. The first part of the module was compared to the others a much more educational module, where the participants were listeners. During the sessions we did not have as much group work, as we have earlier experienced. After being introduced to the message sun model and lobbyism, the entire course group brainstormed on these in relation to our upcoming campaign.

The other part of this module; field trip to Pokhara made the participants know and understand each other even better as we had more time to socialize. The meetings with the organizations made in particular the non-Nepali participants aware of the context of Nepal and how organizations as these work for women. The first meeting, which was with the Siddhartha Club surprised and frustrated us (Zalla, Ida) in terms of their approach in helping women and the statements they came up with in regards to women. The frustration was later thoroughly discussed in an open and non-formal discussion with one of our trainers, where

⁴ Siddhartha Club is a local NGO in Pokhara, Nepal. Working in the field of health, education, children, women, and environment

⁵ Child and Women Empowerment Society Nepal is a non-governmental organization that works to ensure the social rights of marginalized women and children in the society

we felt comfortable enough to express our frustration from our “western” viewpoints of the given matter. The discussion made us more aware of women’s related problems in Nepal, and the importance of campaigning about these issues. Furthermore, we realized that the work of the organization were steps in the right direction; empowerment of women and securing their rights. Other than that we also realized that the country, compared to 50 years ago, has developed on many levels but compared to a country like Denmark, Nepal is still far behind especially regarding empowering women etc.

The representatives at the CWES only communicated in Nepali, and one of our Nepali trainers functioned as the translator. Although our trainer did his best in translating, we non-Nepali speaking participants felt that the meeting was not as fulfilling as it could have been. We felt that some of the points of the meeting were lost due to the fact that the representatives of the organization talked fast for a longer period at a time, which made the translation process difficult. Afterwards we discussed the given information from these meetings with our entire group. We discussed the information, their work methods and how we could use this in relation to our upcoming campaign. Even though there had been some frustrations within these meetings did the meetings helped us reflect on the context we were in and thereby did the meetings also help us reflecting on our working methods in our upcoming campaign.

3.2.5 Fifth Module

This module was very hectic due to different factors. Nepal's biggest festival started in this week, which meant that we got five days off between the fifth and the sixth module. The festival traditionally lasts for an entire month, and that was a setback for our campaign and us.

During module five we began using the message sun for our campaign, which is shown in section 3.2.4, but because of the lack of time we decided to start working on the message sun already in the weekend (6th of October). The whole group began to clarify our targets, objectives, sub-objectives etc. The clarified message sun is shown in annex 9.1

During this module we were as well assigned a 12-hour working day; initially it was 24 hour. Because of the intensity of the course, which had affected the participants, the trainers changed it to 12 hours. During this day the trainer and participants shifted back and forth between their own campaign group and the entire course group. The three campaign groups had their own plans, and throughout the day we met several times for debriefing. The 12-hour day extended unintentionally to 14 hour due to the intensity of the day and work on

pamphlets, which would be distributed the following morning. To end the week on a more slowly note we had a workshop on Photoshop and video making.



3.2.5.1 Redoing the Campaign Groups

During the weekend did our trainer redo the campaign groups and the structure of the *event* and *communication* groups was changed. The only group that did not change was the research and lobby group. The new groups were revised so that the participants in the communication and events group could choose between three groups. The first group was the art group, which entailed everything with the stencil making, wheat pasting, posters, flash mobs etc. The second group had planned a self-defense day and screen movies and lastly, the third group had to reach out to the press and plan an art exhibition and rally.

Other than that did our trainer also want a press team, so that we knew exactly who would be talking to the press and not just all-random people. The press team consisted of one participant from each of the groups.

3.2.5.2 Reflection of the module

We felt that the 12-hour assignment was a good group work exercise and the idea behind a long working day was to understand how much we could achieve and to realize that it is during the late hours that the best ideas evolve. This helped us process some of the ideas we had for our upcoming campaign in the new campaign groups but it also meant that we were beginning to work with a more hectic schedule because we had many ambitions with this campaign. The 12 hour assignment thereby led us do a lot of work for the campaign.

The sessions on Photoshop and video making were important and useful for us to learn. During these sessions did we use the method learning by doing, and in general with our

upcoming campaign was it necessary that we had an idea of how to work with Photoshop and somewhat get an idea of how to make a video.

3.2.6 Sixth Module

Then came our five Dashian holidays and so we did not start our campaign until the mid-week (the 15th of October), which was in the sixth module. During this module we did not have any sessions, instead we began our campaign work when our holidays were over. Despite the holidays in this week did the participants, who did not celebrate Dashain, unofficially, began the campaign by preparing and performing street art; stencil work and wheat pasting. In the mid-week did the course participants together with our trainer prepare a thorough calendar, shown in section 4.1, Pp 24, for the remaining time and the actual campaign. The schedule was prepared with room for changes and mobility, because we were not certain about some of our plans due to the festival. Some of the uncertain plans were for example having appointments and meetings with relevant organizations and offices.

3.2.7 Seventh and Eighth Module

As described in the section above, the campaign started in the mid-week of the sixth module, and continued during the seventh and eighth modules. Each campaign group had during these weeks their own tasks, which were linked to the other groups and thereby to the campaign. During these weeks it was possible to make appointments with various organizations and offices, as well as plan events such as meeting the press and art exhibition. The campaign related work was during this time very intense and time consuming and each course participant was needed. The entire module seven was dedicated to the campaign, which ended in module eight. The remaining time of module eight was used to evaluate the entire course, sum up the learning's from the Global Change Course and learning's and experiences from the campaign.

During the seventh and eighth module we also had two Skype meetings with two Global Change Courses in El Salvador and Tanzania. With them did we discuss our different campaigns, our plans for the campaigns, achievements etc. We believe the point of the Skype meetings was to make us aware of some of the other Global Change campaigns and their context in other countries. The description of our campaign and its events will be described in section 4.0.

4.0 Introduction to the Campaign

As described in section 2.0 are women's rights central in ActionAid's HRBA approach, which they focus on eradicating through different work, including our campaign. ActionAid set the theme for our campaign "Fighting Patriarchy", as patriarchy is a relevant issue to address and create more awareness about.

As early as week 2, we began to narrow the topic, by focusing on domestic violence, as we experienced domestic violence from the next-door house in the second week of our stay (the landlord of Global Platform). Even though this was not the time to determine the ultimate topic most of our discussions from then on focused on issues of domestic violence.

Domestic violence occurs mostly within the household, and is a "family matter" in Nepal. It is attributed to cultural, social, economic and psychological factors, and furthermore derived from poverty as well as it is a product of poverty. Cultural beliefs, practices, anger, stress and depression are also causes of domestic violence. It can therefore be said that patriarchy is to some extent responsible for domestic violence in Nepal. This means that the state have to realize that domestic violence is neither a private nor family matter, as it is a widespread social problem in every class of society, which also means that there is an urgent need to prioritize women and their equality, security and right to freedom (thehimalayantimes.com). Thereby we fought patriarchy by focusing and making awareness on domestic violence.

4.1 Process of Planning the Campaign

In the following section we will describe the process of planning the campaign, this preparation was carried out in the weeks up to the actual campaign and the decisions were made with all participants as one group.

Campaign Planning:

The campaign, which we carried out, was an advocacy campaign as our main focus was to create awareness about domestic violence in Kathmandu. Chris Rose, an English campaign strategist, describes that advocacy campaigns will create awareness through a series of coordinated actions and events (Rose, 2005; Pp 2). We used Rose's motivational communication strategy for our own campaign because this strategy is made of concrete tools, that can make a good campaign if followed. The main point in the advocacy campaign is good communication and thereby did our communication for our campaign about domestic violence have to be motivational for the targets. As mentioned in section 2.0, ActionAid

focuses on HRBA and works with a goal to make awareness and give tools to motivate societies to take action against injustice, and to make social change by changing the social structures. In one-way or another, our goal for the campaign was influenced by ActionAids' goal.

The goal and message in our campaign was “[...] to FIGHT PATRIARCHY by providing awareness to the public regarding their social responsibility and to help them learn how to act against domestic violence. We are motivated by the victims of domestic violence and believe that the public have a voice that needs to be heard. By bridging the information gap, putting pressure on government and police to implement the laws and acts protecting women, through pamphlets, organizing flash mobs, an art exhibition, meeting the press, amongst other activities, we hope to mobilize a force against injustice”.

The campaign message has a clear focus on awareness, as a lot of women in Nepal are not aware of their basic human rights, and furthermore is the government not fully implementing the existing laws on domestic violence. That is why the public needs to be aware of its responsibility towards victims of domestic violence. The public has to act against the injustice in these crimes that happens within the households on a daily basis. Furthermore the message focuses on helping the public on how to act against domestic violence. During the campaign we tried to significant the empowerment of the public because we believe the public has a voice that needs to be heard, which will hopefully affect the government. The government has a central position and can improve the current situation of domestic violence by implementing the existing laws.

An effective message does, according to Rose, also have a well-established sequence: awareness to alignment and from alignment to engagement and from that to action (Rose, 2005; Pp 4). Other than that Rose also argues that communication needs to have a purpose, as “[...] you need to know why you are trying to communicate, what the objective is in terms of action. What you want someone to do, before you can communicate effectively” (Rose, 2005, s. 4). In order to achieve this purpose, we created objectives and sub-objectives and thereby came up with the campaign message, shown above.

Our objective was:

Fight patriarchy by providing awareness and promoting public responsibility in acting against domestic violence.

Our sub-objectives were:

1. Awareness of the procedure of how to report a case of domestic violence
 - Awareness of legal assistance
 - Awareness of safe houses for victims of domestic violence
 - Awareness of the procedure of how to report a case of domestic violence
 - How to report a crime (where, who (victims, witness, police, Women's Cell and NGO), how, when (before 35 days) and why (misbeliefs, rights))
2. Lobby Group
 - Lobby the government and police to implement and enforce existing laws on domestic violence
3. Group 1 + 2
 - Public participation in decision making at VDC level and allocation of the funds related to women

The objective and sub-objectives were made through several complex and time consuming long brainstorming and discussions with the entire course group and our trainers. We went back and forth and changed them at times as we got more knowledge about the context of Nepal and got more knowledge about campaigns. The discussions were very important for our working process and together we had to agree on a goal for the campaign. Lastly, we were able to create the campaign message by setting the objective and sub-objectives. Our objectives and sub-objectives illustrate Rose's communication model as they have a purpose and a sequence, which is needed for good communication. In order to achieve our goal of the campaign we needed to specify whom our targets would be. We found these targets to be relevant actors because they can positively influence the current situation of violence against women in Nepal.

Our Targets:

- Government
- Police Women's Cell

- Media
- Policy Makers
- Lawyers
- Safe Houses
- NGO's + INGO's
- Doctors

How we used the preparation

As mentioned above were the objective, sub-objectives and targets very important factors in planning the campaign. As we started our campaign during the Dashain festival we planned our events based on what we wanted to happen, without completely knowing if there was any possibility in it happening, as most of the offices were closed for at least two weeks. However, we did at some point also have a tendency to forget the factors when creating the calendar of our campaign events. An explanation could be tiredness as the calendar was planned during the late hours after an intense work day or the fact that we were so excited to finally start the campaign that we instead focused on figuring out, which cool events should take place.

Though when we later on revised the calendar were we more conscious of our objectives, sub-objectives and targets as some of the offices we wanted to get in contact with had at this point reopened. This was also because we have had time to reflect on some of the already planned events, which we either changed or removed, as they did not fit our objectives, sub-objectives and targets. The calendar, which we used for our campaign is as shown below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6 Session	7 Session	8 Session	9 12 hour assignment	10 Street Art/Wheat Pasting Pamphlets R/L Women's Cell (Police headquarters) 10 am National Women's Commission Gr. 2 meeting with Paritran 2pm	11 <i>DASHIAN</i> Street Art	12 <i>DASHIAN</i> Street Art
13 <i>DASHIAN</i> Street Art	14 <i>DASHIAN</i> Street Art	15 <i>DASHIAN</i> Street Art	16 T-shirt (contact) Contact documentary people Contact press for Saturday + Monday Flash mob planning	17 Wheat pasting Flash mob planning	18 Practicing flash mob Start with documentary	19 Flash mob 11 am Invite press <u>Pamphleting</u>
			Wheat pasting			
20 Flash Mob 4 pm Press preparation Self Help Desk 11 am <u>Sancharika Samuha</u> 12 pm	21 Press Conference 9:30-11:30 am Women's Cell (Police headquarters) Media Advocacy Group	22 Flash Mob 10 am Press Ministry of Women and Social Welfare Chairman of National Women Commission Women's Foundation Women's Cell (<u>Kalimati</u>) Skype Meeting with Tanzania	23 Art Exhibition preparations	24 Online Debate 2-5pm Art exhibition preparations Skype Meeting with El Salvador (8 pm)	25 Art Exhibition + spokespeople (evening 5:30-8pm)	26 Rally preparation
27 Rally preparation	28 Rally	29 Evaluation	30 Evaluation	31 Final ceremony	1 Nov Leaving day	

Reflection

Reflecting upon this preparation time, we believe that the planning of the calendar could have been better and more relevant to our objective, sub-objectives and targets if we had started the brainstorming and discussing the events in our campaign groups instead of discussing the

events altogether because it was easier to forget our goal. This would also have made the workload easier for all as well as it would not have been as complex to reach an agreement. We believe, as mentioned above, when we reflected on the calendar during Dashain and presented our ideas in the given groups that it was much easier to reach an agreement, as it fitted what each campaign group needed in order to achieve our goal. As well do we believe that planning our events was challenging because of some difficulties, that we experienced. Some of the planned events were not carried out either because of lack of time, lack of engagement among some of the participants or because the alliances⁶ were not cooperative, or did not have the same goal.

5.0 Documentation from the Campaign Groups

We will in the following section describe the three campaign groups and present the documentation that has been collected in the two and half weeks campaign.

The campaign groups were essential for the campaign as all groups were dependent on each other's work. Each campaign group did not only work on their-own tasks, but worked at times non-formally cross each other. For example if a participant did not have much work to do on a certain day in his/hers own group, it was likely that the person either by own initiative or by request helped another group. Thereby did the participants not only work in their own campaign group but also in the other groups. Some of the participants were more likely to shift between their campaign groups and help other groups out, whereas some participants had to be pushed into helping during the campaign. It depended on how much a participant wanted to work and how much pressure one could cope with.

5.1 Research and Lobby

Part of the campaign was to conduct research about the campaign theme and lobby with different stakeholders. In the following section we will give a description of the founded results that the research and lobby group found as well as a description of which stakeholders the research and lobby group was in contact with.

Research

The research was important for the campaign, as we wanted to bring awareness about our campaign theme according to our message, objective and sub-objectives. Therefore the group

⁶ The alliances were the people we wanted to cooperate with

started by conducting research about domestic violence, which was later discussed among the group members. The outcome was an informational document (annex 9.2), which the research and lobby group provided the other participants with in order for them to also get an understanding of the situation in Nepal. The research was also used to inform the audience through pamphlets, art exhibition, online debate, and press conference and in general during the entire campaign. Furthermore this group wrote a blog about the campaign and some of the founded facts⁷. Thereby the participants tried to inform and let the audience be aware about facts and information of domestic violence. Some of the information that the group found, was used to create awareness, which was:

Domestic violence can be understood as violence occurring in public or in private life. It is generally between individuals who are related through intimacy, blood or law and which takes form of physical, sexual, psychological, economic and social harm or suffering to women, which includes threats of such acts as coercion or arbitrary deprivation of liberty.

Facts about domestic violence

- 86 % women are unsafe in their own community
- 52 % women suffered from mental pressure among which 78 % are literate
- Out of total women killed; are 91 % of the women killed by people they know
- Out of 25 % of VAW survivor seek medical support
- Only 20 % of women seek legal justice
- Domestic violence is most repeated and under-reported crimes
- In 2012, 64 % of Nepalese women suffered from domestic violence

Lobby

Before this group reached out to the stakeholders, the groups brainstormed about, which organizations were already providing services for women. The brainstorm led to a list of different stakeholders that the participants of the group tried to contact. The list contained the following organizations:

- SAATHI (have safe houses for women and works with violence against women)
- WOREC (have safe houses and works for women and domestic violence)
- MAITI NEPAL (have safe houses and work with trafficking)
- KOSHISH (provides shelter for mentally ill women and children)

⁷ <http://www.sharing4good.org/article/campaign-rato-chura-bolchha-red-bangles-speaks>

- PPR (provides legal service and works with women in gender based violence)
- Forum for Women Law and Development
- MAM (a women's rights forum)
- Association of Youth Organizations Nepal (works with documentation of violence against women)
- Women cell of Nepal police (special cell for women under Nepal police to respond the case of violence against women under leadership of senior female police officers)
- National Women's Commission (a government body that registers cases of violence - against women and monitor the services provided to them)
- The women foundation of Nepal (works for women by providing them shelter and counseling)

Organizations that ActionAid collaborates with:

- Mahila Adhikar Manch
- Nepal Mahila Ekata Samaj
- HomeNet Nepal

Due to the Dashain festival it was, however, a challenge to get in touch with the mentioned stakeholders as many of the offices were closed. The stakeholders that this group ended up meeting was:

- Sancharika Samuha
- The Women's Foundation of Nepal
- National Women's Commission
- Association of Youth Organizations Nepal
- Forum for Protection of People's rights
- Media Advocacy Group
- Women Cell – Kalimati
- The Metropolitan Police Commissioner's Office

Throughout the research and lobby work the group came to know about different facts and figures through different primary and secondary data. Some of the important points were regarding the laws, policies and social viewpoints. Based on the research and lobby work the group came to the conclusion that the laws in Nepal are backdated and not sufficient enough

to ensure justice for women. New laws cannot be passed, as there is no parliamentary cabinet right now in Nepal. Although men and women are equal according to the law, it is not practiced in reality (it's more of a 70%-30% situation), which is why National Women's Commission is trying to preserve the rights for women in the constitution. The National Women's commission is trying to reserve and increase women seats in the parliamentary elections from 33% in October to 50% in the future elections. The society does not allow these women to speak up about the violence they face within their household because it is a social taboo. In Nepal and every other patriarchal society, men are treated as superior beings above women. Women generally take it as a part of their life to get beaten up by their husbands and tortured by their in-laws. They accept it as their fate.

Although there is support available from inter alia Police Women Cell, National Women's Commission and NGO's only 20% of the victims seek legal justice out of 64% victimized women. One of the reasons for this is the fact that the legal system is too lengthy when it comes to the legal paperwork, which at times discourages victims to seek legal aid. At the same time, many of the women are not aware of the fact that there is free legal aid available as for example a mobile legal clinic provided by Forum for Protection of People's rights, National Women's Commission, Police Women Cell and Women desk at Bar Association.

Source of income is another limitation for some of the victims of domestic violence, which has a major negative impact towards having justice. Monetary limitations can range from transportation costs to a roof over the head if a woman chooses to leave her husband. The social stigma, physical and mental traumas are also strong factors for women not to seek for legal support. Instead many victimized women do consider going to court or Women Cell as their last option, which in most cases is after accepting several years of domestic violence and when their life is at stake. In addition, due to the lack of government safe houses for victims and witnesses it is at times difficult for the police to even provide justice for the victims.

Evaluation of the Research and Lobby group

Even though the research and lobby group came up with important information, which the group and the other participants made the public aware of through the different campaign events. The actual workflow was to achieve these results, which was a difficult process for the group. The group tried to get in touch with stakeholders, which in the beginning and during the campaign was difficult because of Dashain. Dashain was therefore a setback for this group, and when the group finally got in touch with some stakeholders, they did at times have to

attend the meeting with the stakeholder within a couple of hours after scheduling it. This meant that the group had very limited time to actually plan a strategy for the meetings and reflect upon what the outcome of the meetings should be. Better achievements related to the sub-objectives could have been achieved if the group had gotten more guidance from the trainers by setting a strategy about which organization to contact, what to focus on, etc. Though this was not possible because one of the trainers, who had the contextual knowledge and experience with lobbyism, did unexpectedly go on a long absence because of illness.

5.2 Communication and Events

The communication group was supposed to communicate with people through social media to get support for the campaign. Furthermore this group was also supposed to design and brand the visual aspect of the campaign. The events group was supposed to plan events for the campaign and had the responsibility for creating different kinds of events during the campaign in order to reach out to as many of the audiences⁸ and target groups as possible, which meant that every event would have a different purpose. Though, as mentioned in section 3.2.5.1, did our trainer choose to revise the original groups, which will be described in the following sections.

5.2.1 Group 1

This group was responsible for the artistic side of the campaign. The participants of this group were in charge of the stencil making, the logo, our pamphlets, wheat pasting and the flash mob.

Logo

Together as one team along with our trainers we had done some thoughts about our logo, these ideas were presented altogether and as a whole we came to an agreement from the different ideas. Group one continued working on the logo for, which they used Photoshop. The other participants were now and then called and asked about their thoughts on the design and at times voted for the design of the logo. Thereby was the logo created by the entire teams wishes but created by group one. Our logo ended up looking like this:

⁸ The audiences for our campaign were women, men, youth and civil society



RED BANGLES SPEAKS
RATO CHURA BOLCHHA

We wanted the logo to represent our campaign and our objective and it was therefore important that the logo fit the context of Nepal. The logo had to be an effective factor for our campaign message. As shown in the picture above, the logo consists of red bangles that most married women in Nepal wear. These married women are tied together and oppressed by the patriarchal society, but as the arm in the center breaks the tied oppression, will the other women follow. Thereby will they break the patriarchy as they become empowered by the first woman. This is also seen in the logo, as the outer ring - a bangle - is also broken because the empowerment breaks the cycle of violence and repression. Under the logo is both the Nepali and English name of our campaign: *“Rato Chura Bolchha - Red Bangles Speak”*. We used the “red bangles” as a metaphor for women who are victims of domestic violence, women who have a voice and according to our message, those that should be heard.

Along with our logo we also came up with a slogan. It was important for us that our slogan had power and was understood by the public. We had both a Nepali slogan and an English slogan. The Nepali slogan was: *“Rato Chura Bolchha. Rato Chura Ladchha”*, which means *“Red Bangles Speaks. Red Bangles Fights.”* The English slogan was *“Break the silence. End the violence”*.

Pamphlets

Group one also designed pamphlets for our campaign. The pamphlets contained information about the different types of violence, different organizations that the victims could get in contact with, as well did the pamphlets also mention the different laws on domestic violence that actually exist in Nepal. Lastly, did the pamphlets also contain a phone number to the police, our logo, our Facebook page, and twitter page and how to get in touch with us. We had decided to make the text only in Nepali as we assumed that those receiving these pamphlets were Nepali-speaking people who would probably miss the meaning and idea of the



Flash Mob

Group one was also in charge of designing the campaign flash mob that would be carried out. This was not something this group focused a lot of their time on, as it took them a long time to make the stencils and wheat-pasting poster ready. When the group had planned the flash mob and then later presented it for the other participants, it was both too complex to perform and too complex for the viewers to understand. Therefore did a few of the other participants along with group one make some changes in the flash mob. The locations of where to carry out the flash mobs were decided by some other participants, although it was group one's task, but they consisted of non-Nepali participants and therefore did not know any ideal locations. The group had decided that all the participants should, for the flash mob, wear normal clothes in order not to attract too much attention prior the flash mob. The flash mob consisted of five couples. The first couple would walk normally without attracting attention entering the middle of a planned spot, but then start pushing each other as if they were fighting (without noise). They would then stand in a position, where the man/husband would be in a violent position towards the woman/wife. After one minute would the second and third couple walk close to the first couple and as well do different violent positions. The fourth and fifth couple entered, in which after a minute or so, would five other participants each walk to an assigned couple. They would hold up a poster that would question the audience, who had gathered to watch, about domestic violence. These posters had group one chosen to write in Nepali in order for the audience to understand the message of the flash mob. As all the positions and different parts of the flash mob were time coordinated, did the flash mob ended with all the participants standing in an outwards circle shouting the campaign slogan. When shouting the

slogan was done did everyone go in separate ways, as it was believed that doing it this way would astound the audience even more. Three participants did not participate in the flash mob because one of them covered the flash mob on our social medias, the other documented the flash mob by filming and lastly, the third participant took pictures and distributed the pamphlets when the flash mob group formed the circle.



The first flash mob for the campaign (the 19th of October) and the campaign in general was covered by a Nepali radio station called "Times FM 90.6". The radio station interviewed us through what they called "Walky Talky", which was live transmitted. The interview started at the Global Platform and the interviewer followed us while interviewing the different participants to the first flash mob location.



It was not only “Times FM 90.6” that covered our flash mob. *The Kathmandu Post* arrived at one of our flash mob locations and asked questions about the flash mob and campaign in general. The next morning had *The Kathmandu Post* picture coverage of our flash mob; showing two of our participants standing in their scene of domestic violence. As well did the Kantipur Post also cover our flash mob and posted a picture on their online newspaper.



Ekantipur.com online coverage (left)

Kathmandu Post coverage (right)

Furthermore was one of our flash mobs, by coincidence, seen by two French documentarians that asked if it was possible for us to redo our flash mob, which was followed by an interview of one of our female Nepali participants because they wanted to film us and use it for their documentary about Nepal.



Evaluation of the flash mob

The whole team felt that most of our flash mobs went really well and attracted a lot of attention, which was our goal. In order for the flash mobs to take place, two of the participants

contacted the local police, for each flash mob, in the planned area to get permission. This meant that the police accepted the different performances taking place on i.e. a crowded road, and at times even stopped the traffic for us and thereby were the flash mobs both legal and successful. Due to disagreements between group one and some other participants about the task of contacting the police, was the last flash mob event not as successful as expected. The last flash mob proved the importance of contacting the police in time, which had not been done this time. By talking to the police led us to receiving too much attention prior to the flash mob.

5.2.2 Group 2

Originally group two was supposed to plan a day of self-defense lessons for women in Kathmandu in association with Paritran - Risk Management Consultancy and Training Institute. As well as conduct documentary screenings related to domestic violence in association with Bato Ko Cinema (BKC) in various locations. The documentaries were supposed to raise awareness and be informative for the audiences, but because of the Dashain festival it was not possible to get hold of BKC in time and therefore this event was cancelled. Together as a whole group we found it relevant to aware the women about the fact that they can use safety measurements in situations of violence. We believed that the women could thereby fight patriarchy - by defending themselves in situations of domestic violence. So group two got in contact with the self-defense organization Paritran. The group went to several meetings with the head of the self-defense organization but due to their desire of promoting their company through our campaign, rather than providing services to women in need, as well as their price for the lessons did not match ours was it not possible to reach an agreement.

The communication with Paritran was a time consuming process and to some extent unnecessary, as it was not possible to reach an agreement, which meant that important time of the campaign was lost for group two. The communication with Paritran should therefore have ended earlier, as it affected the campaign and the amount of events that group two could carry out. Because of this the whole process with Paritran was very problematic and it was obvious that the organization only thought of recovery and self-promotion.

Art Exhibition

Instead did group two take the responsibility of some loose ends, among these was the art exhibition event, which was ascribed to group three, but because of either lack of commitment or lack of planning, did group three not focus on planning this event, which meant that group two took over. The event of the art exhibition was very hectic to plan as it meant driving around to different locations and asking whether these would be interested in helping us. It also meant driving around to different art galleries and asking different artist if they would be able to help us in showcasing some of their art for our campaign. As when the group had found some artists that would provide the art and a beautiful location (Nepal Association of Fine Arts) was set, was the group thereby able to plan the rest of the event. Prior to the event a Facebook event was created⁹ to invite people, and all of the participants invited their friends and contacts.

The event exhibited art based on women as well as our own art from our campaign work. Beside the shown art the purpose of the event was create awareness. This happened by having the research and lobby group, the artists and representatives of the stakeholders speak at the event. The research and lobby group spoke about their findings from their work. The artists spoke about their art and why they had portrayed women. The stakeholders spoke about the problems women face in the Nepali society, their organization, their work for women, and their approach towards creating better conditions for women.



⁹ <https://www.facebook.com/events/1384400368464775/>

At the art exhibition the visitors were given a program with the plan for the event, a pamphlet and a bookmark. The pamphlet was the same, as mentioned in 5.1.1 and the bookmark that we had made, was an invitation to our rally that would be held the following Monday. The program (annex 9.3), as entailed, was made with the different times of when speeches would be held from the different organizations as well as from our trainer and us. This was also made because we only had the location for some hours and in order for everyone to speak it was necessary to have a program. We did not completely follow the program, once we started, but instead we followed the flow of the speakers, as this was better.



Some of our campaign art



Bookmark Rally invitation

Evaluation of the Art Exhibition

The event was very successful as we in a very short time frame managed to plan and carry out a big event, where a lot of people showed up and showed interest in the art and the speeches. It was also successful because the artists and stakeholder representatives cooperated with us. Though was this event as mentioned planned in a very short timeframe, which led to miscommunication between the participants, but this did not have any major negative impact on the event as we managed to work around the miscommunications on the day of the event.

T-shirts

All the participants agreed upon the importance of having designed t-shirts that should be worn during some of the campaign events - especially for our rally. The task of figuring out the design and company group two had decided to take care of. The idea behind the T-shirts was that it would be an indicator and a mediator for our campaign; all the participants thought wearing these would raise more attention towards our work. There were disagreements, with one of our trainers about the T-shirts mainly because of the amount of

money that would be spent, which was why our trainer would rather have us using the DIY method. Though with the support from another trainer was the decision of company made t-shirts accepted. We ordered 50 t-shirts that were for the participants, the staff at the Global Platform and the stakeholders that had supported us. The t-shirts were as shown below; with our logo on the front along with our campaign name and our Nepali slogan on the back. Group two had sought advice for the t-shirt design from an artistic participant from group one.



Evaluation of the T-shirts

As mentioned we had a disagreement about the T-shirts, which slowed the process of ordering and designing them, as the t-shirts were made in the last minute meant that we only wore them during our rally. Though did we during the rally, as expected, receive a lot of attention from the audience, which emphasizes the reason of having the T-shirts. It would thereby had been an ideal situation having the T-shirts as early as possible in the process.

5.2.3 Group 3

Originally this group was supposed to plan the press conference, the art exhibition and the rally. The lack of work and lack of participation in-group work meant that this group did not pursue all its tasks and the tasks were carried out by a lot of help from participants in the other groups.

Press Conference

The first task group three was supposed to conduct was the press conference, which took place on the 21st of October. The participants had contacted the press as well as the stakeholders, which the research and lobby group had met with. The English-Nepali

newspaper The Himalayan Times¹⁰, the Nepali newspaper The Annapurna Post, a Nepali television station Avenues Television came and covered our press conference, as well as a representative from Sancharika Samuha Nepal¹¹. The purpose of the press conference was to inform the press about our campaign; who we were, our message and objective for the campaign and the previous and upcoming events that would take place. As mentioned earlier in section 3.5.2.1, the press team consisted of one from the communication group, one from the research and lobby group and one from the events group. The one from the communication group explained how we through media would launch our campaign, the one from the research and lobby group presented the findings of the research about domestic violence and the one from the events group described the events that would be held. One of the Nepali participants opened the event by welcoming the press and as well as translated the English information, given by the press team, when needed. The press who showed up received our pamphlet, our calendar, our campaign message and one of the posters, which was used for wheat pasting.



Annapurna Press article

¹⁰ <http://thehimalayantimes.com/fullNews.php?headline=International+youth+activists+join+anti-VAW+campaign&NewsID=394496>

¹¹ Forum of Women Journalists and Communications

Evaluation of the press conference

The event was not carried out according to our plan as not all the press people showed up at the specific time of the event. Instead did the participants follow the flow of the press and delayed the program. It can be argued that the press event was planned on a “bad” day, as another major political event related to the upcoming parliamentary election was taking place on the same day. The political event had an impact on our event as some of the invited press did not show up for our press conference. When planning the event in our calendar we were not aware of an overlap of the two events. The political event was not something we could have anticipated as their event was conducted on the same morning as our event. If we knew of the political event, we would have rescheduled the press meeting.

Rally

Group three was also responsible for planning the last event - the rally. The aim for the rally was to make the public aware of the topic domestic violence and that it has to be stopped. The rough ideas of group three about the event were thoroughly planned with the help of all the participants.

The rally started from Khullamanch and ended at Santibatika, a route that had been agreed upon as a route that would attract a lot of attention. As well was the rally set to start at 09:30 am, which meant that a lot of people were on their way to work, which would mean there would be a lot of traffic. The research and lobby group got through meetings with police officer Kabir Pradhan to get permission to carry out the rally. As well did the police offer full security through the route and allowed us to use one of the three lanes of the street. The participants had prepared a large banner, posters and signs for the event with texts relevant to the cause, these were held by the participants and supporters during the rally. Two participants walked in the middle of the rally-crowd and alternately shouted our Nepali and English campaign slogans, as well as some new slogans, which then was repeated by the rally crowd. The rally ended with speeches held by the participants and the police officer Kabir Pradhan, at the Peace Park in front of a gathered interested crowd as well as invited press people, who covered our event. Among these was the event covered by INSEOnline, which is a human rights news portal¹².

¹² <http://www.inseconline.org/index.php?type=news&id=12739&lang=en>



Hugh Hucicity
Rally against Domestic Violence is in the TOP 10 events in Kathmandu today!!! See all of the Facebook events happening around you on HUGECITY.
https://www.hugacity.us/events/10123440?ref=fb_wp_1116

Rally against Domestic Violence
www.hugacity.us
Mon 10/28/2013 at 09:30 AM @ Ratna Park:

Prior to the event we advertised about the rally by handing out bookmarks during the art exhibition as well as by the help from one of our trainers, created a video¹³ about the rally as well as an event¹⁴ on our Facebook page as well as drawing on our contacts. Through the bookmarks and the video we wanted to aware and motivate people to join us and support our cause. We had also by e-mail invited the stakeholders that the research and lobby group had been in contact with, and some of these were able to send representatives for the rally (annex 9.4).

¹³ <https://www.facebook.com/photo.php?v=10202309926855832>

¹⁴ <https://www.facebook.com/events/163985400476437/>

Evaluation of the Rally

The rally was very successful as a lot of people joined us and supported our cause. It definitely also helped that the police supported us and helped us move through the streets safely.

Another important factor of the event being successful was the fact that we were heard and seen by a lot of people, which was the purpose of this event. A lot of people were stunned and could not keep their eyes away as we move through the streets. It is believed that it would not have been as successful, if the participants had not informed their contacts to join our cause. But because as we walked in the same direction of the traffic, did the vehicle drivers keep turning their heads back to see what was happening. It would therefore have been safer for the traffic if we had walked against direction of the traffic, as we then would have faced the vehicles and our message would thereby have been even more visible.

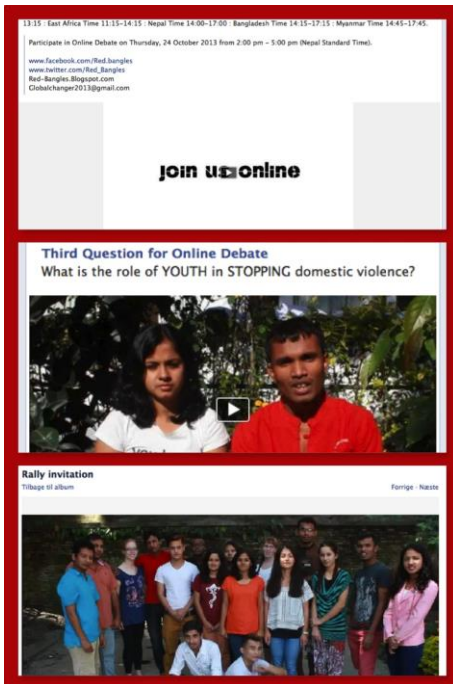
The Social Media of Our Campaign

One participant in-group three ran the social media, as he operates with social media on a daily basis. This participant was in charge of our Facebook and twitter page. The links are Our Facebook page: <https://www.facebook.com/Red.Bangles>

Twitter page: https://twitter.com/Red_Bangles

We had also decided to use our Facebook page to create an online debate about domestic violence. To involve the participants of group three had our trainer decided that there should be video questions, where each video would start a new discussion in the topic of domestic violence. For the participants this was an obligated event to participate in. Because we were a team of 18 did we decide to split up into two groups and shift in taking part of the debate, because some of the participants still had loose ends in their own campaign groups.

Participants responsible for our social media uploaded the videos one by one according to the direction of the discussions on our Facebook page.



Evaluation of Online Debate

The social media websites were in general necessary and useful means to reach out to people, especially when we held the online debate on our Facebook page. The online debate was very successful because it lasted for about three hours and had a very good outcome of it because people participated from all around the world. Because the debate was interesting, did some of the participants keep taking part in the debate although it was no longer mandatory for them. Having an online debate is definitely a good way to receive attention as well discussing people's viewpoints on a given topic.

Sum up of the campaign

Overall do we think that we carried out a successful campaign, which created awareness about domestic violence in Nepal. The sessions were useful for the campaign as we used the skills that we had learned. We believe that all of our events helped the audience to a certain extent to realize the importance of fighting against domestic violence and thereby also patriarchy. Being campaigners we have realized that making changes take time. But we feel that our campaign was a small step in the right direction in changing the social structures of Nepal's unequal society. The campaign is still ongoing and present in Nepal, as we still have our Facebook page up and, as we still have stencils and poster hanging in Kathmandu, which as mentioned provides information and assistance.

6.0 Evaluations and Recommendation of the Global Change Course

During the course we took notes to be used for this report after our return from Nepal. This way we had fully attention on the work to be done during our stay, which also included a lot of work and socializing, as one of the main points also was to integrate with the group.

With a full time schedule (during the sessions and during the campaign process) did we feel that there was not any time left to write the project in Nepal, which emphasizes our decision and that also meant that we had time to reflect upon the course and the experiences.

Throughout the stay, we gained many personal as well as cultural perspectives due to the diversity among participants and trainers. The cultural diversity also meant that all the participants had to adapt to each other in the different actions and expressions. But before we were able to adapt to the cultural diversities, we faced challenges and misunderstandings between the participants now and then, as we were a group of people from five different countries.

The challenges were mostly met at the beginning of the course as we later became more and more comfortable with each other and knew how far each participant could go, but this is not to say that the cultural differences were completely overcome at the end of the two months. The misunderstandings and challenges related to the cultural diversities and different educational systems could have been reduced by a few sessions early on in the course. During the first week of the course we were divided in random groups and each group was assigned to conduct a non-formal presentation about one of the five participating countries. It would have been more ideal if the participants were divided by their country and with their country group presented their country, its culture, its youth, its educational system etc. Thereby would the participants themselves have had a chance to introduce their background and the way the people from their country i.e. does group work and what it means to them. With that would the participants early on have an understanding of the other participants' background and would know how to handle group work, how to act among each other and in general just be open.

Another challenge we faced through our Global Change Course was the participation among the participants. It was mostly the same participants contributing to the discussions in the different sessions. We find it crucial to participate and contribute when being part of such an intense course as the Global Change Course. Although the trainers would try and attempted to have more participators to contribute, it was very challenging. The participants were very

respectful towards each other during the sessions, which meant that the atmosphere during the sessions was not uncomfortable, only the participants in especially discussions were an issue. We suggest that ActionAid clarifies, in its course description, that discussions and active participation is a core factor for the course. This understates that we also suggest ActionAid in considering having English entry requirements, as especially one of the participants from our course did not participate in i.e. discussions because of her lack of English skills. This also supports our next point as we felt that the beginning of the course was too repetitive and went very slow, which for us as university students makes it feel like we are studying on a lower level than what we are used to.

The field trip to Pokhara was an enriching experience. As mentioned in section 3.2.4.1 we came to know each other and the trainers even more as well as we became more comfortable with each other. This is also supported by the fact that we came to a new location and had some free time, which had been needed. We would recommend that this field trip took place earlier in the course, as it was a good way to tear down any barriers there might be between people of different cultures. The visits to the two organizations were motivating factors and nonetheless important as the meetings with the organizations made us aware of the women's related issues in Nepal. This trip also helped us to get a better understanding of the given context and if we had gotten an understanding of the context earlier, we would thereby had more time to reflect upon our campaign.

The two and a half week long campaign was in many ways successful. Though was the amount of time to plan and carry out the campaign a very challenging factor. We felt in constant lack of time no matter how much or how intense we worked. This also affected the communication between the participants, which meant that there was a lack of communication, which had an impact on our campaign events. Furthermore as mentioned throughout the report, Dashain affected how we carried out the campaign. The festival was at times a setback and a challenge to work around during our short campaign period. Therefore, do we recommend that the Global Change Courses should be extended, which would also mean that there would be more time to get a cultural understanding in the beginning of the course, more time for planning the campaign and carrying it out. This would also in the end mean that the campaign could

become more successful. By extending the course the setback of Dashain could also be compensated for.

Furthermore, based on our experiences we suggest that ActionAid should provide more information on the website about the course description. We do not feel that we received the right amount of information about the contents of the Global Change Course, as parts of the course did not fit the criteria for university students from Denmark. This supports our next point; cleaning. We recommend ActionAid to remove the weekly cleaning from the schedule, as we felt that it was not related to the course. It was in many ways a waste of time and took out valuable time in our schedule. We spent two and half-hours every week on cleaning the common areas, which we do not see as a part of the intense Global Change Course. ActionAid should either put cleaning as a part of the learning experience of the course description on the website, although it cannot by any means be explained to be a part of the course or hire a cleaning team. We would rather have spent the two and half hours of cleaning with sessions, group work, campaign work etc.

Furthermore do we suggest that the participants should instead of doing energizers with the other courses at the platform (before cleaning) have group discussions. We experienced that discussions were very ideal, as we got a better understanding of each other's culture and context.

Sum up

We consider the experiences of the Global Change Course very valuable, as we could not have gained them in Denmark or in any other context. Because of the cultural diversity, was the training for the campaign very different than what we are used to, as the course was not as theoretical but a more practical course; which we got used to very fast. We believe the outcome and experiences from the stay at the Global Platform is valuable in relation to the fact that we study Sociology and Cultural Analyses. The learning's and experiences we achieved from the platform and the course were not only related to the course and campaign, but also highly personal and cultural. Therefore do we believe that working and living in a multicultural setting will also be useful for future experiences.

As described above has the Global Change Course been a fruitful learning experience with both some positive and negative points. We will in the following sum up these points for

ActionAid to keep in mind for the future Global Change Courses.

Some of the positive points are:

- The cultural diversity that there was among the participants
- The field trip helped bring all the participants together as well as we got a cultural context
- The learning's from the sessions were used during the campaign

Some of the negative points are:

- Course level is too low for university students from Denmark
- There was a lack of participation during the sessions and in the campaign process
- The course was too short - only two-months course training; only two and a half week of campaign, and Dashain setback.

Recommendations for future courses:

- To focus on participant's different countries and the different cultures
- To focus on participation through the course description on the website
- To extend the course

8.0 Bibliography

Books

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Rose, Chris (2005); *"How to win campaigns - 100 steps to success"*

London, Earthscan

PowerPoint from sessions

Self, Us, Now - module 1

Websites

ActionAid.org1: <http://www.actionaid.org/who-we-are>

ActionAid.org2: <http://www.actionaid.org/what-we-do>

ActionAid.org3: <http://www.actionaid.org/nepal/where-we-work>

ActionAid.org4: <http://www.actionaid.org/jobs/head-international-global-platforms>

globalplatform.org1: <http://www.globalplatforms.org/nepal/global-campaign>

thehimalayantimes.com:

<http://www.thehimalayantimes.com/fullNews.php?headline=Domestic+violence++Time+for+action&NewsID=380656>

9.0 Annex

9.1 Campaign Message Sun

Goal (Fx. Equality and non-violence between men and women across the world)

Objective: Fight patriarchy by making awareness on domestic violence accessible and connecting the gaps between victims and legal assistance, safe houses, and reporting the crimes.

- Sub-objectives

Target

- Stakeholders

Audience

Awareness/Visibility:

- Technology- crowd mapping
- Empowerment
- Education
- Legal Assistance
- Shelters
- Workshop day
- Teacher's union
- Association and school community
- Documentary → Social Media, TV
- Pamphlets (Child, Youth, Man and Woman, doctors/nurses)

Target:

- Men
- Women
- Children
- Youth

Who:

- Witnesses
- Victims
 - o Women...
 - o Deprived
 - o Men
 - o Neighbors
 - o Children
 - o Youth
 - o Etc.

VDC: Village Development Committees

Our objective:

Fight patriarchy by providing awareness and promoting public responsibility in acting against domestic violence

Sub-objective:

1. Awareness of the procedure of how to report a case of domestic violence
 - a. Awareness of legal assistance
 - b. Awareness of safe houses for victims of domestic violence
 - c. Awareness of the procedure of how to report a case of domestic violence
 - i. How to report a crime (Where/who (victims, witness, police, women's cell and NGO)/how/when (before 35 days), why (Misbelief/rights))
2. Lobby:
 - a. Lobby the government and police to implement and enforce existing laws on domestic violence
3. Both:
 - a. Public participation in decision making at VDC level and allocation of funds related to women.

Target:

- Gov't
- Police Women's Cell
- Media
- Policy Makers
- Lawyers
- Safe Houses
- NGO's + INGO's
- Doctors

Alliances:

- "Self Help"
- Association of Youth Organization of Nepal
- Youth Foundation Nepal (they are working on 7 things...)
- Legal
- Transcultural psychosocial Organization
- Media
- Safe house information
- MAM (Women's rights forum)
- Maiti Nepal (safe house/trafficking)
- Hello Friday/Nari (magazine)
- News 24

Audience:

- Man
- Woman
- Youth
- Civil Society

Indicators:

- Number of participation
- Social Media Activities

- Crowd mapping/SMS
- Street coverage
- Media coverage
- Implementation of laws
- Number of programs/events

Channels:

- Media (Radio broadcasting)
- Social Media
- Our activities

Events:

- Street art
- Flash mob
- Rally
- Pamphlets
- FGD's
- Press meet
- Documentary/video
- Signature campaign
- Writing articles
- Street Drama
- Talk show

Documentation:

- Pictures/video/interview
- Making minutes of our meeting
- Agreement
- Updates in social media
- Written document
- Collection of published news/facts
- Making events + overall report

Mobilization:

- Activistas
- Partner organizations
- Youth Collage student
- GP (trainers)
- Friends
- Social Media users
- Feminists
- Role models/public figures/artist
- Journalist

9.2 Final Facts

Definition:

Domestic violence can be understood as a violence occurring in public or in private life generally between individuals who are related through intimacy, blood or law and that which takes form of physical, sexual, psychological, economic harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty.

Laws:

- **Interim Constitution of Nepal, 2063**

The Interim Constitution of Nepal, 2063 (2007) prohibits physical, mental or any other form of Violence against Women (VAW) and declares that such acts shall be punishable by law [Article 20(3)]. It also incorporates a separate article recognizing that women's rights, including reproductive rights, are fundamental. The Interim Constitution recognizes the right to equality as a fundamental right. It provides that all citizens are equal before law [Article 13(1)].

- **Domestic Violence (Crime & Punishment) Act,2009:**

The Act includes physical and psychological violence within the definition of domestic violence. The Act also states that the reporting of the crime can be made both verbal or in written forms. If the case does not get resolved through quasi-judicial bodies or mutual understanding, the victim can file a case directly to the courts. Furthermore, a third party can also file a report on behalf of the victim. It also has provisions for interim relief to the victim of the domestic violence. The court can order interim protective measures for the entire duration of case proceedings

- **Muluki Ain:**

In cases where a person with intention to attempt rape assaults, rounds up (chhekthun), ties up (bandchhand) or uses force (jorjulum) by any other means to a victim and it is not possible to save the chastity (dharma) for the victim upon rescuing herself from the offender by shouting, requesting for the help or by any other means immediately, or where the victim is in a situation that if she does not do anything with her idea (akkal) or power (barkat) she may not be able to save her chastity due to serious fear or threat so created over there before the commission of rape or even after the commission of rape where she could do nothing due to lack of her power or force immediately, if such a victim, out of anger of such act, strikes a weapon, stick (latho) or stone at the place of commission of rape immediately or within one hour upon pursuing the offender from such place and the offender dies over there, such an act shall not be deemed to be an offence. In case the victim kills the offender after one hour, she shall be liable to a fine of up to Five Thousand Rupees or imprisonment for a term not exceeding Ten years. Number 8(Chapter 1, Number 8 on Rape muluki Ain)

Statistics:

- 86% women are unsafe in their own community
- 52% women suffered from mental pressure among which 78% are literate
- Out of total women killed, 91% of the women have been killed by the people they know
- Only 25% VAW survivor seek medical support
- Only 20% of women seek legal justice
- Domestic violence is most repeated and under-reported crimes
- In 2012, 64% of Nepalese women suffered from Domestic Violence
- 59% of women are raped from intimate relationship and 8% of it is incest.

- Females of 26-35 years are at the greatest risk of nonfatal Intimate partner violence
- More than 30 per cent of hospital emergency-room admissions are women who have suffered abuse. (Data from Nepal Police)
- The most common form of violence experienced by women globally is physical violence inflicted by an intimate partner. On average, at least one in three women is beaten, coerced into sex or otherwise abused by an intimate partner in the course of her lifetime.
- Women aged 15- 44 are more at risk from rape and domestic violence than from cancer, motor accidents, war and malaria, according to World Bank data.
- Several global surveys suggest that half of all women who die from homicide are killed by their current or former husbands or partners.
- It is estimated that, worldwide, one in five women will become a victim of rape or attempted rape in her lifetime.

Organizations:

- **Women Cell (Nepal police)**
- **Women Shelters:**
 - o The Women's Foundation Nepal: In 2008, WFN built a new shelter in Thali (just outside of Kathmandu) with the generous help of Treuhand, Germany, which currently houses around 70 women and children.
 - o WOREC
- **Loans:**
 - o The Women's foundation of Nepal (Micro credit)
 - o Women Entrepreneurs Association of Nepal (WEAN)
- **Legal Assistance:**
 - o Women Awareness Centre Nepal (WACN)
 - o The Women's foundation of Nepal
 - o Forum for Protection of People's Rights, Nepal
- **Psychological counseling & Medical support:**
 - o Forum for Protection of People's Rights, Nepal
 - o The Women's foundation of Nepal
 - o Help Society Nepal
- **Trainings:**
 - o Help Society Nepal
 - o Women Awareness Centre Nepal (WACN)
 - o Women Entrepreneurs Association of Nepal (WEAN)
 - o The Women's foundation of Nepal

Different types of Violence:

- Psychological:
 - o 16% of married women reported experiencing emotional violence such as humiliation, feeling threatened and insulted
 - o The proportion of suicides increased from 10% in the 1998 to 16% in 2008/09.
- Sexual:
 - o Among ever-married women, the current husband is the most commonly reported perpetrator of sexual violence (87%).

- Among all women, 3 percent have experienced sexual violence perpetrated by a stranger and 2 percent by a relative.
- Women who are employed for cash are more likely to have ever experienced sexual violence (28%) than unemployed or women employed but not for cash (19%)
- Physical:
 - The most commonly reported perpetrator of physical violence among ever-married women is the current husband (84%)
 - Among never-married women who have experienced physical violence since age 15, the most common perpetrators of violence are siblings (38%), fathers or stepfathers (36%), and mothers or stepmothers (30%)
 - 6% of women experience physical violence during pregnancy.
- Social & Economical:
 - UNICEF estimates that 20% of the more than 70,000 abortions that take place in Nepal each year are carried out by women who prefer a son to a daughter.
 - Violence towards women based on allegations of witch craft is also increasing. Victims of witch hunting experience extreme humiliation, physical and sexual violence, damage to property and in some cases loss of life.
 - Ninety-three percent of women aged 15-49 do not own a house and 90% do not own any land.

9.3 Program

Art Exhibition against Domestic Violence **Organized by** **RATO CHURA BOLCHHA**

<u>Time</u>	<u>Program</u>	<u>Topic of Speech</u>
2 pm	Door opens	
2:15 – 2:25 pm	Opening of art exhibition & introduction of the female artistes	
2:30 – 2:35 pm	Research and Lobby team Speech	
2:40 – 2:50 pm	Mr. Nils Tegmo, Social Activist and Artist	How art is important in changing the perception of society towards women
3:00 – 3:10 pm	Mrs. Sharada Sharma, Female Activist and artist	Art as a medium to fight against domestic violence
3:15 – 3:25 pm	Mrs. Mohna Ansari, National Women's Commission	Domestic violence and what the organization does for it
3:45 – 3:55 pm	Mr. Rajendra Ghimire, Chairperson of Forum of People's Rights	Existing laws on domestic violence
4:10 – 4:20 pm	Self Help Desk Group	Issues of domestic violence and the strategies of addressing domestic violence
4:10 – 4:20 pm	Speech by Simone Galimberti, Founder of Sharing4good.org	Why sharing is important in the field of development at this juncture?
4:30 – 5 pm	Thank you for coming	

9.4 Email (Rally invitation)

Invitation for Peace Walk against Domestic Violence in Nepal

Dear all,

"Rato Chura Bolchha" is a global campaign being run in Kathmandu by 18 Global youth campaigners and activists of different nationalities from South Asia and Europe, with a vision to fight patriarchy by providing awareness to the public regarding their social responsibility and to help them learn how to act against domestic violence. Hence, we would like to invite you to the rally and participants "Peace Walk against Domestic Violence" by "Rato Chura Bolchha". The Rally is an act of making the message visible and shows solidarity for against domestic violence to ensure proper victims and witness protection by state and motivate people to speak. On the whole, we want to spread a message that domestic violence must be stopped.

Peace Walk Time: 9:30 -10:30 am

Venue: Khullamanch to Sahidgate, to Newroad and to Santibatika (Ratnapark), Kathmandu

Rato churra Bolchha Kala Kranti Abhiyan

Contact information:

Global Youth Campaigning Against Domestic Violence in Nepal.

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@Red_Bangles

Email: globalchanger2013@gmail.com

Global Plattform Nepal