



Regional Coverage

40 slum clusters in Delhi and 15 wards in Tonk, Rajasthan

ALLIANCE LIAISON

USAID

Kathleen Hunt, Senior Partnerships Advisor, Global Development Alliance

Half the Sky Movement/Show of Force

Cutting edge production company focused on raising awareness on women's issues
Karishma Srivastava, Country Director
Melle Patrick, Program Manager

Games for Change

–creates and distributes social impact games.
Emily Treat, Program Manager

Center for Global Communications, University of Pennsylvania

–designs and evaluates communication and media campaigns.
Lauren Kogen, M&E Specialist

Third Sector Communications

–cutting-edge communications solutions provider.
Ahmer Siddiqui, Program Manager

NGO PARTNERS

Save the Children (Delhi and Rajasthan)

– fights for children's rights, delivering immediate and lasting change in children's lives. Save the Children invests in childhood – every day, in times of crisis and for our future.

INDIA

The USAID-funded Half the Sky Movement (HTSM) Global Engagement Initiative is a two-year transmedia development alliance to promote gender equality globally, with focused efforts in Kenya and India.

The influence of cinema in India is both widespread and deep-rooted. There is also a mounting body of work that links reel-life violence to actual violent behavior in real life. India's Censor Board is keenly aware of this link, as is reflected in its own charter. The national-level Frame Her Right (www.frameherright.org) campaign promotes re-envisioning how society perceives women and girls in real life, drawing on Indian cinema to highlight gender disparities. Targeting the Censor Board through the Frame Her Right campaign, Half the Sky Movement is urging improved certification and rating system to capture violence against women and girls within film. Launched in early 2015, the campaign film, *Uncensored*, has been viewed more than 80,000 times in its first day online. By the end of 2015, Half the Sky Movement aims to have 100,000 signatures supporting the petition, all toward supporting efforts to adopt a new certification and rating system.

At the community level, Half the Sky Movement is working with on-the-ground non-governmental organizations, employing documentary, educational videos, educational mobile games, and social media within community groups to engage specific audiences and discuss gender issues over time, toward fostering lasting knowledge, attitudinal, and behavioral changes. In India, Half the Sky Movement is working with Save the Children India.

15,824

Number of person hours of discussion sessions within target communities

25%

Percent increase in organizational capacity of grantees

320

Number of times games played during discussion sessions

680

Number of screenings in discussion sessions



SHOW OF FORCE

