

## Annexure II

### 16 Days Activism Against Gender Based Violence Campaign Report of Jharsuguda District

**District Name-** Jharsuguda

**Reporting Period:** -25<sup>th</sup> November 2024- 10<sup>th</sup> December 2024

#### 1. Overview of Campaign Activities: -

The 16th Days of Activism Campaign was a comprehensive initiative held from November 25 to December 10, aimed at raising awareness, educating the community, and advocating for the elimination of gender-based violence. The campaign was marked by a series of targeted activities, workshops, and outreach efforts designed to engage different segments of the community, including frontline workers, students, teachers, working women, religious leaders, general public, and local leaders.

The campaign started on November 25<sup>th</sup> with an inaugural event where district officials addressed the public, emphasizing the goals of the campaign and the urgency of ending GBV. Flyers were distributed to inform the public about the campaign's objectives. On 26<sup>th</sup> November, Gender Sensitization Workshops were held for frontline workers, including Anganwadi workers and One Stop Centre staff, focusing on empathy, confidentiality, and effective victim support. These sessions aimed to strengthen the ability of frontline workers to address cases of Gender Based Violence.

On 27<sup>th</sup> November, emergency response awareness was promoted by educating the community about helplines like 112, 181, and 1098. Leaflets in local languages were distributed to ensure accessibility to emergency services. The focus on **legal rights** on 28<sup>th</sup> November provided essential information about how to file Domestic Incident Reports (DIR) and access platforms like SHE-Box for reporting workplace harassment. This session aimed to empower community members to take legal action against GBV.

Campaign also worked to **link Gender Resource Centres and One Stop Centre** on 29<sup>th</sup> November, facilitating better coordination and support for women in need. On 30<sup>th</sup> November, a legal workshop was held to provide information on vital laws, such as the Domestic Violence Act, POCSO Act, and the Sexual Harassment Act. These efforts were complemented by a **Mission Shakti Awareness** event on 1<sup>st</sup> December, informing women about the services available under Mission Shakti. On 3<sup>rd</sup> December, school awareness programs were conducted, educating students and teachers on consent, gender equality, good touch and bad touch. On 4<sup>th</sup> December the campaign also leveraged social media to amplify its reach, with posts, videos, and infographics shared across platforms to promote helplines, legal rights, and support services. Workshops on **positive masculinity** on 5<sup>th</sup> December targeted men and boys, aiming to challenge harmful gender norms.

The campaign concluded with a **community walk** on December 7, showing solidarity against GBV, and a **closing ceremony** on December 10, where participants pledged their commitment to ending violence.

In conclusion, the campaign successfully raised awareness, educated communities, and fostered a sense of solidarity in the fight against gender-based violence, making a significant impact across the district.

A summary of the campaign objective and approach,

**Objective:** - The primary objective of the 16 Days of Activism Campaign was:

- Raise awareness about gender-based violence (GBV).
- Mobilize communities to take action.
- Promote gender equality and challenge patriarchal norms.
- Support survivors and provide a platform for their voices.
- Influence policy and legislative changes.
- Engage men and boys in prevention efforts.
- Build partnerships and demand accountability from governments and stakeholders to prevent and respond to Gender Based Violence.

**b. Target Audience:** The primary groups targeted during the 16 Days of Activism Campaign included: General Public, Frontline Workers – Such as Anganwadi workers, Shakti Sadan staff, and OSC staff, School Children and Teachers Community Leaders, Local leaders, religious figures, youth group, Working Women and College Students.

## 2. Summary Of Activities Conducted:

Date	Activity	Location	Target Audience	No of Participants
25 <sup>th</sup> Nov	Campaign Lunch	Mission Shakti Bhawan ICDS(U), Jharsuguda	General Public, Stakeholder	75
26 <sup>th</sup> Nov	Gender Sensitization for Frontline Workers	Parichya Gruha Guduramunda Anganwadi Center	Anganwadi Worker, OSC Staff, Shakti Sadan Staff	25
27 <sup>th</sup> Nov	Emergency Response Awareness	Kubapada Village Block-Kirmira	Community Member Local Leaders	44
28 <sup>th</sup> Nov	Awareness on Legal Rights	Sodamal Village Block-Kolabira	Women Community Member	32
29 <sup>th</sup> Nov	Linkage Gender Resource Center	Mission Shakti Bhawan, Zilla Paridas Office	SRLM & OSC Staff	45

30 <sup>th</sup> Nov	Legal Workshop	One Stop Centre, Jharsuguda	Anganwadi Workers, OSC Staff, Shakti Sadan Staff	29
1 <sup>st</sup> Dec	Mission Shakti Bhawan Awareness	Lakhanpur	Women community members	61
2 <sup>nd</sup> Dec	SHe-Box Awareness Drive	P.S College Laikera	Working Women, college Student	90
3 <sup>rd</sup> Dec	School Awareness Programs	Kirmira High School	School teachers, students	75
4 <sup>th</sup> Dec	Social Media Campaign Launch	Jharsuguda	General Public	250
5 <sup>th</sup> Dec	Positive Masculinity Workshop	Badbahal Village Block-Kolabira	Men, Boys, Community Leaders	33
6 <sup>th</sup> Dec	Child Marriage Sensitization	Sanskriti Bhawan, Jharsuguda	Community Members Youth Groups, religious leader	63
7 <sup>th</sup> Dec	Community Walk	BeheramalDurgam andir to Collector Office Jharsuguda	Community Members, Local Leaders	62
9 <sup>th</sup> Dec	Workshop on Good Touch and Bad Touch	Orient Colliery Govt. High school, Brajrajnagar	School Children	131
9 <sup>th</sup> Dec	Infographic and Video Distribution	Jharsuguda	General Public	350
10 <sup>th</sup> Dec	Human Rights Day & Closing Ceremony	District Office DMF Hall	Campaign Participants, Publics	54

### 3. Key Achievement and impact: -

**Key Achievement:** -The 16 Days of Activism Campaign achieved significant success in raising awareness and combating gender-based violence. Key achievements include widespread education on legal rights and support services, particularly through workshops and social media campaigns. The campaign strengthened community engagement by involving diverse groups like frontline workers, school children, and community leaders. It also promoted positive masculinity, encouraging men and boys to challenge harmful gender norms. Moreover, the campaign increased access to legal resources and empowered individuals to report violence. The overall impact fostered a more informed, committed community dedicated to preventing gender-based violence.

**Impact:** The 16 Days of Activism successfully created a more informed, engaged, and empowered community ready to address and combat gender-based violence. The campaign's combination of legal education, community involvement, and media outreach ensured that individuals at all levels were equipped to take action, fostering a more supportive environment for victims and a safer society for all.

**a. Total reach:** -Throughout the 16<sup>th</sup> days campaign we covered 5 block, 2 municipality area. Through the different activities, awareness walk, social media engagement, community outreach we reached to around 10000 people.

**b. Major Highlight: -**

- The campaign achieved a high turnout at events, especially in community outreach programs like workshops, roadshow. These activities saw significant participation from local communities, schools, and working professionals.
- The social media campaigns, including infographics, videos, and posts, gained wide attention and reached a large audience. Social media played a key role in spreading awareness and engaging younger generations.

**c. Social Media engagement: -**

The social media campaign included multiple posts on platforms like Facebook, Twitter, and WhatsApp. These posts garnered significant reach, with impressions reaching several thousand individuals, particularly among younger audiences.

- **Number of Posts:** - Over 20 posts were made across social media platforms.
- **Likes and Shares:** - Posts received hundreds of likes and shares, helping spread the campaign's message organically.

### 4. Recommendation for future campaign: -

Based on the experience and outcomes of the 16 Days of Activism Campaign, the following suggestions are provided to improve the effectiveness of future campaigns:

- Future campaigns could benefit from earlier and more extensive collaboration with media personnel, police personnel, local leaders, including religious and community

heads. These leaders can play a crucial role in spreading messages and ensuring community-wide participation.

- Use of paid social media ads or sponsored posts could further boost visibility in the target areas.
- To further strengthen community participation, future campaigns could involve more interactive, grassroots-based activities such as door-to-door awareness campaigns, local art exhibitions, and interactive theater.
- Engaging more local schools, colleges and youth groups more deeply by incorporating them in planning and execution could build a sense of ownership and long-term commitment to the cause.
- Continue to prioritize initiatives promoting positive masculinity and challenge harmful gender norms. Additional targeted campaigns for men and boys could be integrated into local schools, workplaces, and community centers.

## 5. Attachments:

### Day-1 Campaign launch



### Day-2 Gender Sensitization for Frontline Workers



### Day-3 Emergency Response Awareness





### Day-5-Linking Gender Resource Center



### Day-6 Legal Workshop



### Day-7-Mission Shakti Awareness



### Day-8-She-Box Awareness Drive



### Day-9. School Awareness Programme



### Day-10-Social media



### Day-11- Positive Masculinity Workshop



### Day-12- Child Marriage





### Day-13-Community Walk



### Day-14-Infographic and Video Distribution



### Day-15 Workshop on Good Touch-Bad Touch



### Day-16-Human Rights Day Closing Ceremony







# ଲିଙ୍ଗ ଭିତ୍ତିକ ହିଂସା ବିରୋଧରେ ସଚେତନତା

ଝାରସୁଗୁଡ଼ା, ୧୬ ଡିସେମ୍ବର (ନି.ପ୍ର): ମହିଳା ହିଂସା ବିରୋଧ, ଲିଙ୍ଗଭେଦ ଭେଦଭାବ ଏବଂ ମହିଳା ସୁରକ୍ଷା ସଚେତନତା ପାଇଁ ଏକ ଶୋଭାଯାତ୍ରା ଦେବତାପାଳ ବିହାର ଛକରୁ ବାହାରି ଜିଲ୍ଲାପାଳ କାର୍ଯ୍ୟାଳୟ ପର୍ଯ୍ୟନ୍ତ ଯାଏ।

ଶୋଭାଯାତ୍ରାରେ ମହିଳା ସୁରକ୍ଷା ଅଧିକାରୀ ଯାକ୍ଷସେନି ମହାନ୍ତ, ଜିଲ୍ଲା ବାଲ୍ୟ ବିବାହ ବ୍ୟବସ୍ଥାପକ ପ୍ରାଚରାଣୀ ଦେବତାପାଳ, କର୍ମୀ, ଏବଂ ସମାଜକ ଗୋଷ୍ଠିର ମହିଳା ସମାଜସଭା ସଭ୍ୟମାନେ ଯୋଗ ଦେଇଥିଲେ।



ଉଦ୍ଦେଶ୍ୟ ରୂପେ ଆନ୍ଦୋଳନ କରାଯାଇଛି। ଶିଶୁ କଲ୍ୟାଣ କମିଟିର ଅଧ୍ୟକ୍ଷ ପ୍ରମୋଦ ପଣ୍ଡା ଏବଂ ଜିଲ୍ଲା ସମାଜ ମଙ୍ଗଳ ଅଧିକାରୀ ପ୍ରମୋଦୀ ଦେବତାପାଳ ଏହି ଶୋଭାଯାତ୍ରାକୁ ସଫଳ କରିବା ପାଇଁ ଶୁଭାଶୀର୍ଷ କରିଥିଲେ। ଏହି

ସମାଜସଭା, ପୁଲିସ, ଜିଲ୍ଲା ସମାଜ ମଙ୍ଗଳ ବିଭାଗର କର୍ମଚାରୀ, ଶକ୍ତିବନ୍ଦ ଏବଂ ସବୁ କେନ୍ଦ୍ର କର୍ମଚାରୀ ଗାଳି ରାଜସ୍ୱରେ। ଏହି କାର୍ଯ୍ୟକ୍ରମକୁ ଜିଲ୍ଲା ସମାଜ ମଙ୍ଗଳ ବିଭାଗ ଓ ସେବା ଅନୁଷ୍ଠାନ ମିଳିତ ଭାବରେ ଆୟୋଜନ କରିଥିଲେ।

# ଲିଙ୍ଗଗତ ଭେଦଭାବ ସଚେତନତା ଅଭିଯାନ



ଝାରସୁଗୁଡ଼ା, ୧୬ ଡିସେମ୍ବର (ନି.ପ୍ର): କିର୍ମିତା ଉଚ୍ଚ ବିଦ୍ୟାଳୟରେ ଲିଙ୍ଗଗତ ଭେଦଭାବ ଉପରେ ଏକ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ଆୟତ୍ତ ହୋଇଥିଲା। ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ବିଦ୍ୟାର୍ଥୀ ଶିକ୍ଷକ, ଶିକ୍ଷୟିତ୍ରୀ, ଛାତ୍ର ଛାତ୍ରୀ, ଶକ୍ତିସଦନର କର୍ମଚାରୀ, ସବୁ କେନ୍ଦ୍ର କର୍ମଚାରୀମାନଙ୍କୁ ଲିଙ୍ଗଗତ ଭେଦଭାବ, ଭଲ ଛୁଆଁ, ଖରାପ ଛୁଆଁ,

ପକସୋ ଆଇନ ଓ ବାଲ୍ୟ ବିବାହ ନିଷେଧ ଆଇନ ବାବଦରେ ସଚେତନ କରାଯାଇଥିଲା। ଜିଲ୍ଲା ଶିଶୁ କଲ୍ୟାଣ କମିଟିର ଅଧ୍ୟକ୍ଷ ଆଶିଷ କୁମାର ପଣ୍ଡା ତାରିଖ ଦେଇଥିଲେ। ଏହି କାର୍ଯ୍ୟକ୍ରମକୁ ଜିଲ୍ଲା ସମାଜ ମଙ୍ଗଳ ବିଭାଗ ଓ ସେବା ଅନୁଷ୍ଠାନ ମିଳି ଆୟୋଜନ କରିଥିଲେ।



Handwritten signature and date: 16/12/24

Signature:

District Officer's Name: Punyabati Halen Xess

Designation: DSWO, Jharsuguda.

Date: 16/12/2024