

## bring domestic violence to a halt. ring the bell.

*"I play cricket every day in the evening with my friends. Once, we heard a woman scream behind closed doors and we could hear noises of banging. We realized that this was happening every evening when her husband would come back home from work. We decided to stop playing cricket and instead started watching TV in her house. By being in the house, we prevented her husband from beating her and in our own way, we rang the bell."*

Raju, 11 years, Mandiya (Karnataka)

### one out of every three women faces violence behind closed doors join breakthrough's campaign to end domestic violence.

**Bell Bajao! (Ring the bell!) - Breakthrough's latest intervention campaign and has reached over 130 million people.** The 360 degree campaign asks men and boys to bring domestic violence to a halt. Men can play a positive role and challenge peers who are abusive, act as positive role models and support women who face violence. The use of media, pop culture and community mobilization is the Breakthrough way to advance human rights and create social change.

*Bell Bajao!* was launched in 2008 by campaign ambassador and popular film star **Boman Irani** with support from the Ministry of Women and Child Development. This compelling campaign engages through TV and radio spots, print ads, online action and interactive mobile video vans. UNIFEM, OXFAM-NOVIB, Mindshare, Google, and many others joined the appeal and have increased the impact of the message. You can join the cause on [www.bellbajao.org](http://www.bellbajao.org) check out our bold initiatives, learn about the issue and become a leader for change.

*The campaign was created pro bono by Ogilvy & Mather and has bagged the Gold for Best Integrated Campaign 2008 at the Goafest Abby Awards. It made the "Final Cut" at One Show, New York, one of the most prestigious advertising awards.*

#### How can you make a difference and bring human rights home?

**Ring the bell with us in 2010** - Join the campaign's next phase and become an advocate for this burning issue.

**Fire up the online action** – our blog has been among the first open space for testimony and reflection. Support the use of next generation technologies, online and mobile, to amplify and widen the audiences.

**Reach target communities through video vans** – our interactive video vans educated over 2.5 million people. Support increase on the ground activities and the number of vans on the road.

**Build youth leadership** – Breakthrough has trained 52,000 peer leaders in 2008. Help us double this figure in 2010.



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## Mobilizing Youth and Communities Through Leadership

52,000 community and youth leaders trained by Breakthrough build awareness on women's rights to live a life free of violence. By advocating change in their communities, these leaders reaffirm the message of *Bell Bajao!* every day. Breakthrough's leadership training programme strives to create a sustainable change process based on a culture of human rights.

- **Community Based Organizations take ownership**

Breakthrough has trained staff of over 100 NGOs and institutions to become community leaders on issues of human rights, women's rights, sexual and reproductive health and HIV prevention. They now provide support, counseling and other services to women in their communities.

- **Youth lead grassroots education through video vans**

40 highly trained young people traveled with the video vans. They built audience-participation with the use of innovative and interactive games, street theater, audio-visual tools and quizzes. The mobile vans covered 80,000 kilometers in 150 days across six districts in Uttar Pradesh, Karnataka and Maharashtra and have exposed 2.5 million people to Bell Bajao!

- **New website takes campaign on line**

Breakthrough's groundbreaking blog on [www.bellbajao.org](http://www.bellbajao.org) provides a platform - previously nonexistent in India - to dialogue about domestic violence. To date, witnesses, survivors and advocates have all had an open space for personal testimony and reflection.

*"There is a Jain lady in my building who goes to hell and back once a week. She is skinny like a twig and is sickly as well. Last week I heard the fight start at 8 am and she screamed and she cried as the fight went on but she was not being beaten... 8 pm, the hubby was home. It started again... 1 am and it was louder than ever. Enough was enough I got up and I marched upstairs and I RANG THE BELL! She opened the door and said see what they are doing to me... I wiped her tears, told her to stop crying and sleep a bit as the whole building was listening to her. Her husband shooed my dog out and told me not to interfere as i didn't know the whole story. She then joined her hands and said "sorry, we will go to sleep". No more problems since that day. I hope it stays that way... I won't hesitate to RING THE BELL AGAIN... and call the cops too."*

Christina Lobo, Blogger, [www.bellbajao.org](http://www.bellbajao.org)

**Breakthrough is an innovative, high impact, international human rights organization** using the power of popular culture, leadership training and community education to transform public attitudes and advance equality, justice and dignity. Breakthrough works currently in India and the United States, the world's two largest democracies, on several issues including violence against women, sexuality and HIV/AIDS, racial justice and immigrant rights.



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