

Sex Selective Elimination



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Introducing Breakthrough



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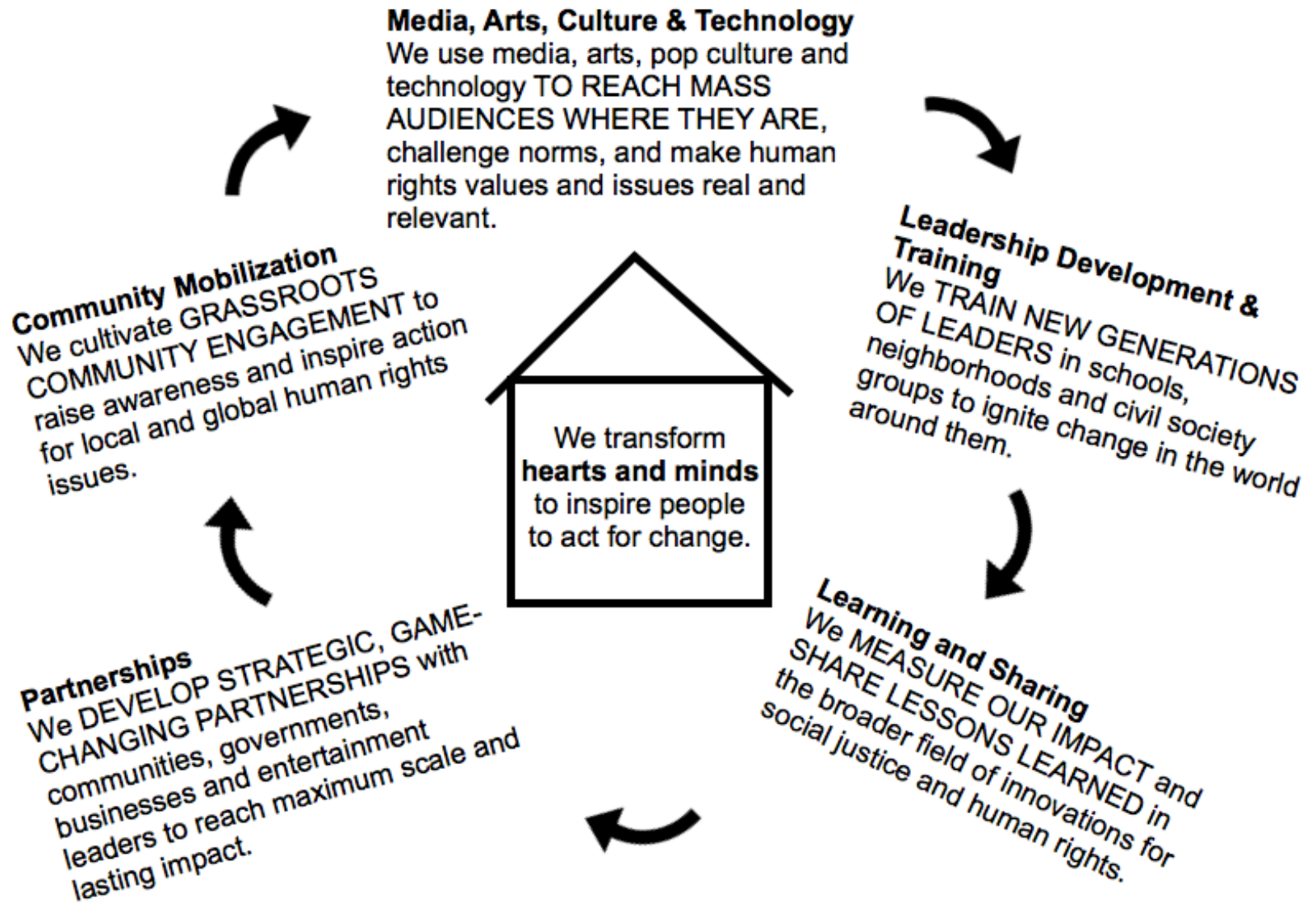
Our goal

We are a global human rights organization that uses the power of multi media and community mobilization to inspire people to take action for dignity, equality and justice



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How we breakthrough



Women's human rights

- **Issue Focus:**

- Domestic violence
- Early marriage
- Sex selective elimination
- Immigrant rights

- **Geographic Reach:**

- US, India centers
- Adaptations and partners in China, Malaysia, Vietnam, Bangladesh and Nepal

TVSpot Communication Campaign Prevention Domestic Violence

Pazydesarrollo

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1 video



You lose face when you hit your wife in public?
What makes you think you can do it at home?

0:23 / 0:31

11月25号国际消除暴力日 - 「敲门，报警，止家暴」 - 新公益广告发布
Knock on the Door to Stop Domestic Violence- New PSA release
-on Nov 25 International Day for the Elimination of Violence Against Women-



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Our work towards addressing sex selective elimination



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Our Presence



Status: Sex Ratio / Child Sex Ratio

State/District	Sex Ratio		Child Sex Ratio 0-6 pop	
	2001	2011	2001	2011
Sonipat	839	853	788	790
Panipat	829	861	809	833
Rohtak	847	868	799	807
Jhajjar	847	861	801	774
HARYANA	861	877	819	830

Rationale for selection of districts:

- Consistently low CSR and Sex Ratio over the last two decades
- Census 2011: Marginal improvement in CSR



Breakthrough's Current Plan



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Multi-stakeholder approach- Research

PHASE 1: Agenda setting

- Develop draft routes
- Assess stakeholder understanding of the issue

PHASE 2: Developing action plan

- Prioritize routes
- Developing action plans

PHASE 3: Finalizing communication strategy

- Identify effectiveness of stakeholders
- Develop strategy for stakeholders



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Who are the stakeholders?



Analysis

- Campaign against SSE needs multi-agency effort to tackle it
- Needs a sustained, multi-stakeholder and multi-platform campaign
- Success will depend on understanding the strength of each stakeholder as an advocate and using these strengths effectively



S.no	Target groups	Challenges	Status
1.	Youth	Lack organizing, really want to do something	Do number of activities, not sustained with little impact
2.	PRI and other influencers	They have no clear message, do not know what to do	Can be effective but do not take up the issue actively
3.	Media	Deep analytic work is missing; reports largely on events	Know their roles and responsibilities and are willing to help within the framework
4.	Government	Too many responsibilities ; willing to give monetary incentives and create policies	Willing to be part of campaigns and initiatives and willing to support better implementation policies like SABLA , NREGA
5.	NGOs, frontline worker, SHG	Lack will, motivation, capacity, and tools	Carrying out programs and already doing work to address many of these issues
6.	Educationists	Unable to conduct inter-generational conversations; no tools; no time	Very limited participation and not sure how to address the issue directly
7.	Medical professionals	Don't know what messages to give and how	Feel defensive and blamed for SSE
8.	Corporates	Not sure if they can be part of	Minimal involvement



Where to put your bets

Youth

- Age group 13 +
- Schools, NSS , NCC
- Colleges
- CBOs with youth base
- Receptive and will be future decision makers
- They can be organized and mobilized effectively
- They can be reached through digital tech.

Frontline workers and PRI, SHGs

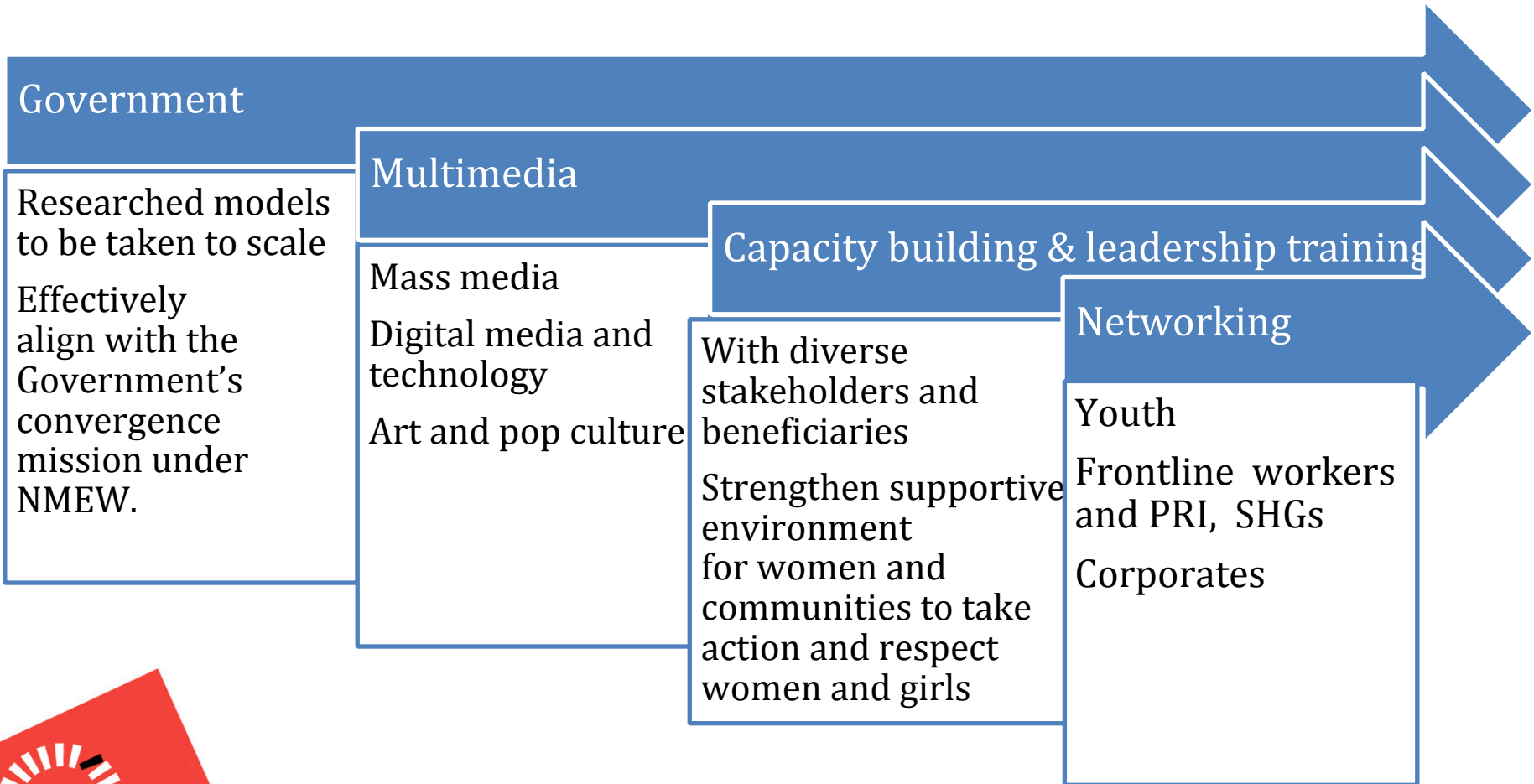
- Anganwadi workers, ASHA workers, ANM, Kishorie groups
- SHGs and PRI
- Direct engagement with all levels and particularly the vulnerable group
- They are gatekeepers
- Direct connect to family and key decision makers

Outliers like corporates

- Natural brand fits like Unilever, P&G baby care products, banks and micro finance companies.
- Factories based in the area with large workforce
- They can be visible champions
- Can engage the middle class effectively



Strategies to address SSE





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it starts with you.

www.breakthrough.tv

www.bellbajao.org