

20-21

ANNUAL REPORT

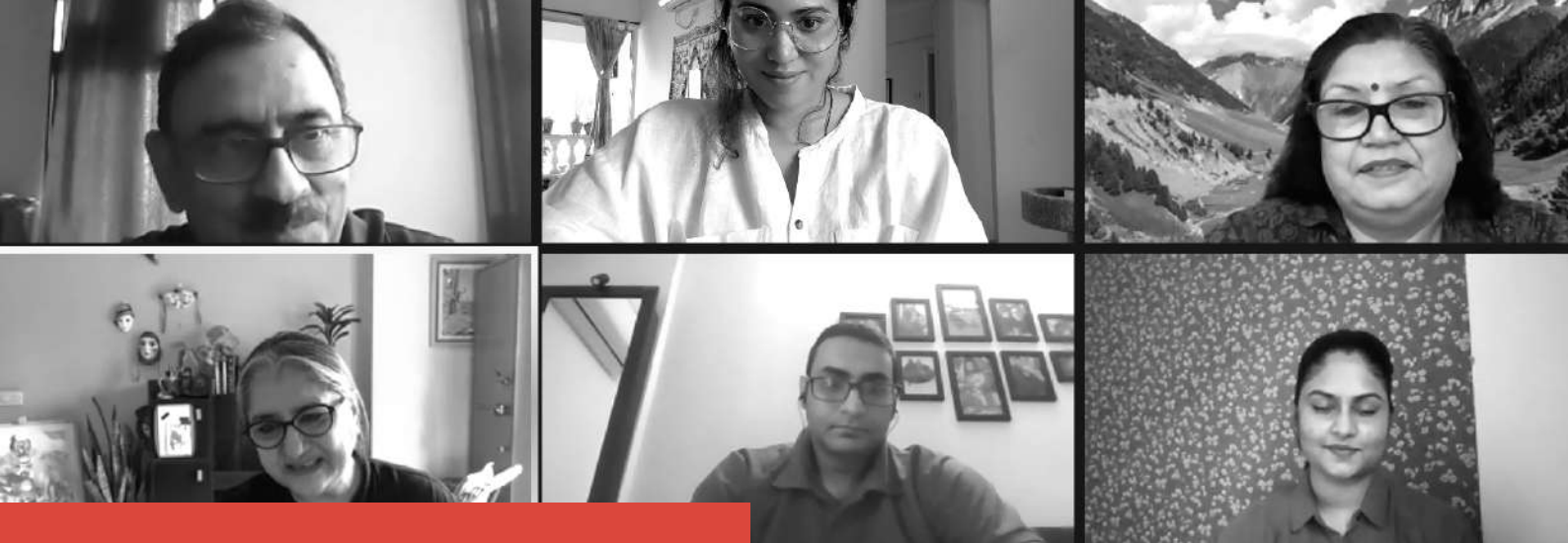
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A Note from the Designer

I'm sure you either just don't bother, or are tired of reading platitudinously long annual reports. Either way, the pandemic has been dreadful enough and so we decided to brighten things up this year. We've kept this report simple bearing all the highlights from the year that was 2020-2021 and just enough numbers to not overwhelm the arithmically challenged (such as myself). Do keep in mind that the media is hyperlinked! This means you can click on certain images and they will come to life! If you find yourself missing any information or detail, do write to us at hello@sakshi.org.in and we'll be happy to hook you up with it.

Love, Natashja



FROM THE DESK OF THE **EXECUTIVE COMMITTEE**

2020: The Year of the Pandemic, for us at Sakshi has been a time for moving from conversation to practice and swiftly. When the virus arrived, we had training teams of The Rakshin Project deployed in 6 regions of the country who had to immediately return to base.

India is a country where 1 out of 2 children have experienced sexual abuse before the age of 18, most often at home by family members or people closely known to them. . In the wake of the pandemic, while everyone stayed at home in an effort to stay safe, the world finally took cognisance of the Shadow Pandemic. In times of rising anxiety and insecurities, where ICPF reported a 95% spike in demand for child based sexual material online, Sakshi launched a nation-wide campaign to **#MakeHomeASafeSpace** led by several celebrities and influencers. The campaign offered a free online

session every Sunday at 3:00 pm aimed at building the capacity of participants to prevent sexual violence and child sexual abuse in their family and communities.

Having brought our experience through SBOX in communication and technology, we created dynamic, mobile friendly and immersive small screen engagement for The Rakshin Project. We realigned our work, adapted and redesigned our content to suit an online delivery of the workshop and achieve the same impact that we were receiving from our offline workshops. This required structural changes in the pedagogy forcing us to replace experiential group-work based role plays with immersive and relevant films, expand technology intervention and create polls, and surveys to collate the responses, interactions, questions and learnings of the students.

The pre-pandemic era had us travelling from one college to another, Pan India. multiple modes of transport, carbon footprints, expending physical energy, paper, material management and endless man hours for data collection and collation. Earlier, 1 team could only

reach upto 2 colleges in one day, with two days before and after for travel. The switch-over to remote digital operations, enabled one team to deliver up to 13 sessions in 10 different cities, 5 different states, to students who were glued to the screen.

As a result, we've reached out to 164 Colleges and skill-built 12,596 Rakshins in the last year to prevent homebound violence in their family and communities.

The Rakshin Fellowship programme for continued skill-building and education saw 289 enrolments from committed Rakshins who highlighted their experience and shared how the programme had for the first time enabled them to have conversations amongst the family members and friends, analysing gender-based violence. The five graduation ceremonies saw the unique presence of all the stakeholders: the Ministry, the Educational Institutes and the Funding Partners who supported and established the relevance of the programme.

Earlier we had physical offices in Mumbai and Delhi, working Pan-India, relying on shared office spaces. Today, we have virtual offices in 11 States, 2 Union Territories, 20 cities. Although broadband proved to be an issue in certain geographies, we had visuals of students in the middle of open fields, or perched on a high boundary wall wanting to connect with us. The enthusiasm and

response from the students, coupled with the efficacy of online learning and fund-optimization made us re-examine the offline mode entirely.

On the flip-side of the digital transition, wading through uncertain waters, an abstraction of video calls and reorienting spaces around us, we recognized the potential of succumbing to anxiety or lethargy as a result of flexi hours, isolation, scarcity of resources, uncertainty about the virus and lack of information. From morning virtual meetings to virtual breakaway rooms, we worked on online hygiene. If work from home makes homes a workplace, then our policies needed to reflect that - Prevention of Sexual Harassment, Child Protection, Ethics and Code of Conduct and Communication. Through SBOX, we were also selected to produce a PSA on Mental Health for the National Commission for Women - shot in Mumbai, during the pandemic, it was our first remotely directed film.

With the pandemic taking precedence, Corporate Social Responsibility (CSR) funds saw a sharp diversion towards COVID-19 prevention and treatment and also stoked donation fatigue amongst individual donors. Sakshi innovatively reworked its approach for the sustainability of The Rakshin Project and started the **'Teach for Outreach'** and **'Stage for Change'** initiatives. These initiatives were aimed at encouraging creative engagement through free workshops & performances and incorporated a donate-as-you-like model that

doubled as a fundraiser. A large part of our work was supported by Individual donors in the absence of substantial support from corporate funding partners.

The burgeoning of online interactions led us to embark on conversations to broaden support and solidarity during the pandemic and also build an online community of individuals invested in participating to create safe spaces. **Our Social Media pages saw almost a 100% growth in the number of followers** as we conducted a series of interviews through **Sakshi Speaks, & Safe Space Sessions** in which survivors, corporate leaders, thought leaders, friends and family engaged in narratives that disrupt sexual, physical and emotional harm, envisioning a world where the victims or survivors of any kind of violence are treated with care, empathy and dignity.

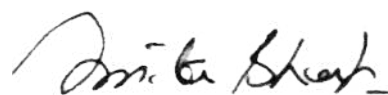
If the purpose of social justice is to envision a just world, the tool required is Collective Action. To this effect, **Collective Action**, a platform to focus on creating communities of accountability was launched and established by Sakshi in October 2020 as we completed 28 Years and entered into a partnership with **The Global Partnership to End Violence Against Children by the UN Secretary-General**. Through panel discussions, seminars, conferences and summits, brings together individuals, organizations, institutions, collectives, which are practicing the ethic of collective

action, to build networks and alliances and broaden support and solidarity.

With over a 1000% growth in the team strength, 2020-2021 has been a turning point for Sakshi and perhaps the most eventful year in our recent history.

COVID-19 has changed the old normal. It has forced us to reimagine our new normal. If we can imagine a world with decreased carbon footprints, we can surely rebuild a world which will interrogate, examine and dismantle structures of power and domination, where violence will not be sexualized, where child sexual abuse will not be a reality and where home will actually be a safe space.

Programs



Smita Bharti

Finance



Deepak Gujrati

MarComm



Natashja Rathore

VISION & MISSION

Sakshi envisions an 'equal' world of peaceful coexistence where human societies realize their potential for creative and transformative capacity to deal with conflict by replacing patterns of violence, discrimination and coercion with creative problem solving, increased dialogue, and nonviolent mechanisms of social change that assure access to justice for vulnerable and marginalized groups including women, children, youth.



Sakshi's mission is to make equality a reality through creativity, storytelling, strategic communications and systemic interventions that drive sustainable behavioural change.



THE BOARD SPEAKS



SANJIV SHARMA

“ We believe that we need to have empowered adults in every family. We believe that every family needs a Rakshin. Rakshins who recognize sexually abusive behavior, have the language to call it out, know how to de-escalate a situation, and report the violence. Rakshins who make the world a better place. ”

“ This youth led movement is committed to building a generations of youth, who will self-reflect and question the conventional narratives, protest against the existing taboos and fight for the rights of the children and understand that the root cause of Child sexual abuse lies in inequality; which we don't even recognise in our daily lives. ”



JAYASHREE DUBEY

“ Children are the future of our country. Ensuring a safe and secure environment for them, enabling healthcare, and education for them is our prime duty. But, if they are exposed to potential harm through child sexual abuse, then every other care falls short. Thus Child sexual abuse becomes a social cause that requires critical attention. It is our responsibility as adults to safeguard the childhood of our children. Through The Rakshin Project, Sakshi is working to flatten the curve of violence and harm and make homes and the world a safe space. ”



SRIDHAR . R



TARGET

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global and appreciation of cultural diversity and of culture's contribution to sustainable development

INDICATORS

4.7.1 Extent to which (i) global citizenship education and (ii) education for sustainable development, including gender equality and human rights, are mainstreamed at all levels in: (a) national education policies, (b) curricula, (c) teacher education and (d) student assessment



TARGET

5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

INDICATORS

5.2.1 Proportion of ever-partnered women and girls aged 15 years and older subjected to physical, sexual or psychological violence by a current or former intimate partner in the previous 12 months, by form of violence and by age

5.2.2 Proportion of women and girls aged 15 years and older subjected to sexual violence by persons other than an intimate partner in the previous 12 months, by age and place of occurrence



TARGET

11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities

INDICATORS

11.7.2 Proportion of persons victim of physical or sexual harassment, by sex, age, disability status and place of occurrence, in the previous 12 months



TARGET

16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children

INDICATORS

16.2.3 Proportion of young women and men aged 18-29 years who experienced sexual violence by age 18

#MAKEHOMEASAFESPACE

In a country where 1 in 2 Children are sexually abused 90% by known and trusted people it became evident in the pandemic that **'Home' was not a 'Safe Space'**. Sakshi launched a Digital Campaign to #MakeHomeASafeSpace

The Campaign #MakeHomeASafeSpace was launched in May 2020 with a Music video written and conceived by Sanjiv Sharma, the former producer of Indian Idol and an active board member of Sakshi.

Aimed at raising awareness on the 'Shadow Pandemic' as termed by the UN, the campaign was supported by several celebrities and influencers including Sonakshi Sinha, R. Madhavan, Neena Gupta, Sonu Nigam, Pooja Batra and Manoj Bajpayee.

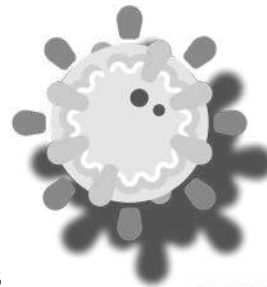
The Music Video **'It Has to Be'** was posted by Sonakshi Sinha through her Instagram page and Twitter handle and received over **2,97,000 views in less than 48 Hours**.

CHILDLINE 1098 responded to 4.6 lakh calls in 21 days of coronavirus lockdown

A total of 9,385 interventions were also taken up on the ground by the CHILDLINE 1098 frontline workers during this period.

Published: 17th April 2020 05:59 PM | Last Updated: 17th April 2020 06:24 PM

A+ A A-



GENDER April 17, 2020

The link between lockdown, COVID-19, and domestic violence

Mandatory stay-at-home rules, economic uncertainty, and anxiety caused by the pandemic have led to an increase in domestic violence.

NCW received 23,722 complaints in 2020, its highest in past six years

The National Commission for Women received 23,722 complaints of crimes committed against women in 2020, the highest in the last six years.

Topics
NCW | Crimes against women | India

Sharp Rise In Demand For Child Pornography In India Ever Since Covid-19 Lockdown Imposed: Report

The ICPF has released a report titled 'Child Sexual Abuse Material in India', research of child pornography demand in 100 cities in India like New Delhi, Chennai, Mumbai, Kolkata, Bhubaneswar, and Indore.

By: ABP News Bureau | 14 Apr 2020 04:26 PM (IST)



The campaign #MakeHomeASafeSpace that started in May continued through December 2020 to March 2021 across all social media platforms. The campaign addressed the spike in child sexual abuse cases and the demand for child pornography during COVID-19 lockdown and also offered **Free Webinars every Sunday at 3:00 p.m. IST** in English and Hindi languages, alternate weeks, is an immersive and engaging experience aimed to equip the masses to Prevent, Prohibit and Resolve Homebound Violence and Child Sexual Abuse.

On Christmas Eve, SBOX by Sakshi released the short film '**All I want for Christmas**' in collaboration with ad-agency Schbang For Good. The 1-Minute film centred the uncomfortable truth that 90% of abusers are within trusted circles and so the solution has to begin from within the family unit.

The film ended with an call-to-action to register for the Free Webinar which was aimed at redefining accountability to shift the burden from the child to the adult. Irrespective of whether the child is naughty or nice, they are entitled to a secure environment at all costs. The training session provided tools for adults to build safe spaces, teach children about personal boundaries and speak up about any and all experiences without hesitation or fear.

"Sakshi has done pioneering work in Gender Equality and Child Sexual Abuse in India. I am really happy to support Sakshi in this effort and join them to help build a safer world"

Neena Gupta | Veteran Actor

A Series of 4 Influencer Films 'I am a Rakshin' were also released as part of the campaign to provide information about the Shadow Pandemic and inspire the youth to become Rakshins (preventers of gender-based violence). The films featured **34 artists and social media activists** including Leeza Mangaldas, Andre Borges, Masaba Gupta, Barkha Singh, Kusha Kapila, Janice Sequeria, Suchitra Pillai & more.



To support the campaign, Sakshi also launched **Safe Space Sessions**, a series of discussions and **Qualitative Interviews** with people from all walks of life to understand more about their beliefs, lives, childhood and understanding of issues concerning Equality. A Total of 68 Interviews were conducted in a period of 3 months. These sessions not only led to several disclosures of child sexual abuse but also served as catharsis for many.



THE RAKSHIN PROJECT

WHO IS A RAKSHIN?

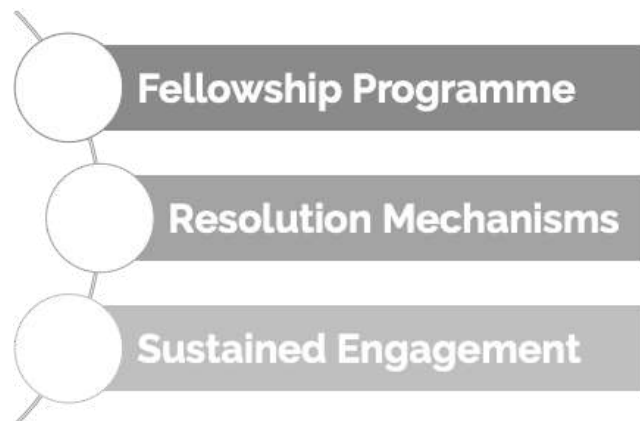
A RAKSHIN IS A PREVENTER OF HARM WITH A FOCUS ON STOPPING CHILD SEXUAL ABUSE.



The **Rakshin Project** is a unique systemic intervention in partnership with the **Ministry of Youth Affairs & Sports**, aiming to build the capacity of 4 Million Youth (18 to 22 yrs) pan-India, enabling them as preventers of gender-based violence and child sexual abuse. Since more than 90% of the abusers are from within the trusted circles, it was clear that the solution had to be housed within the family

Designed as a 360° C4D Intervention, the project strives towards capacity-

building over 2 years, using immersive content, experiential pedagogy, and participation, enabling the message receiver to become the message carrier, and prevent gender-based violence & child sexual abuse within the family and community.



The Rakshin Project has **Three Pillars**:

- **Fellowship Programme** with 5 Levels & 18 Modules for building 21st Century Skills, Emotional Intelligence and Dismantling Root Causes of GBV and Child Sexual Abuse.
- **Resolution Mechanisms** (Creative Expressions, Legal Advice, and Online Counselling) for Healing Trauma and Cultivating Resilience.
- **Sustained Engagement** for Norming Preventive Actions and enabling Safe Spaces for Difficult Conversations.

Over the course of the year, The Rakshin Project hosted **5 Certification Ceremonies** to celebrate the Rakshins who completed the fellowship levels, performed incredibly well, and have created an impact in their communities through their activities. Several Partners, Industry Experts and Celebrities graced these occasions to felicitate and inspire these volunteers.

“ In the Rakshin Project, I saw a way in which solidarity, empathy can be tapped within the youth and can be moved into transformative action for someone else. ”



NAGHMA MULLA

President & COO
EdelGive Foundation

Through The Rakshin Project, Sakshi along with the Ministry of Youth Affairs and Sports engaged young adults from NSS units across the country to create an empowered, informed, and educated generation, present in each family and capacity built to Recognize, Identify, Address, Deescalate, and Report Child Sexual Abuse by addressing the barriers of Denial, Silence, Shame and Stigma.

“ The details of the fellowship are truly impressive. It is much more intense compared to other NSS training programmes. 2 years across 18 modules and 12 certificates. Expectedly, it aims to develop deeper capacity and more sustainable interest towards the subject. ”



UPMA CHAWDHRY

Former Secretary
Ministry of Youth Affairs & Sports, GOI

“ Sakshi has been doing a wonderful job, and all over our experience with them has been extremely fruitful. The partnership with Sakshi will help us reach great heights. ”



ASIT SINGH

Joint Secretary
Ministry of Youth Affairs & Sports, GOI

“ What I really appreciate about the Rakshin Project is that it is taking a wholesome approach. We are equipped, ready and aware that there might be reactions, repercussions and triggers that might come through. For this, The Rakshin Project offers legal aid and counselling. ”



RYTASHA RATHORE

Actor & Comedian

The Rakshin fellowship instituted under the project is designed to ensure that Rakshins come out as empathetic individuals who are skilled in critically analysing conflict, gender-based violence, and situations of conflict that need to be de-escalated and addressed accordingly.

“ Like The Rakshin Project says, If it is happening, speak out, if it has happened, even then speak out, So it is very important that we speak out, what The Rakshin Project is doing, it is creating awareness, the work is very important. ”



SANDIP SOPARRKAR

Dancer & Choreographer

“ It is an honour to be a part of this movement. This is the kind of work that is critical for today considering that children are unsafe in their own homes. The Rakshin project is very, very important. ”

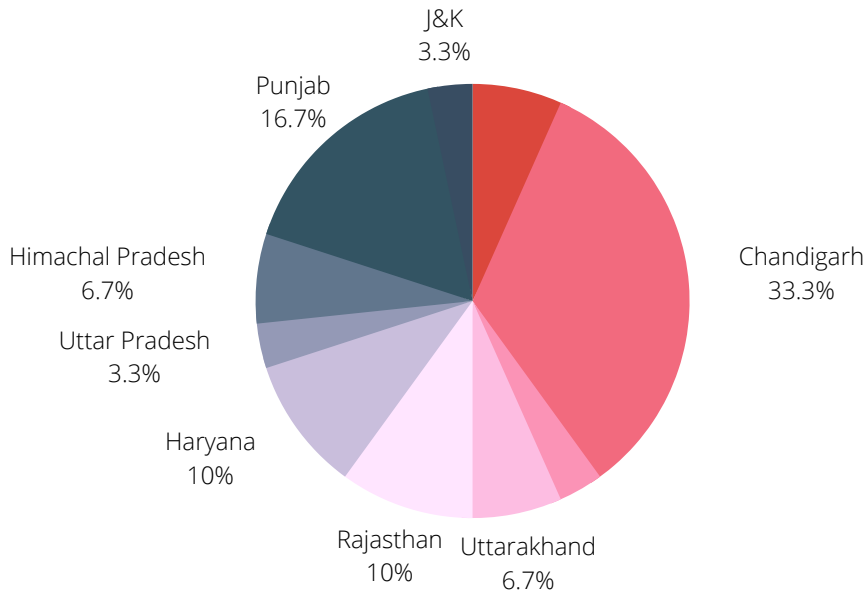


CHINMAYI SRIPADA

Playback Singer

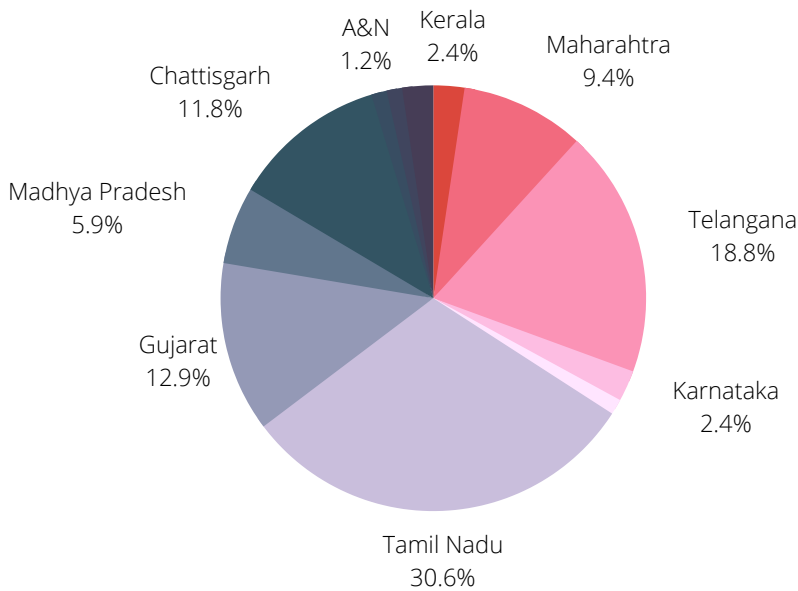
The Rakshins present at the Certification Ceremonies displayed a burning fire to effect impact in a sustainable way. With the youth investing in a world free of sexual violence, making real informed choices, taking charge of the stories they write for themselves, one can certainly imagine an India where uneasiness in the use of rights-based language, lack of information and reinforcement of stigma and will no longer be barriers to preventing child sexual abuse and homes can be a safe space.

12,596 Rakshins
164 Colleges
28 States
7 UTs



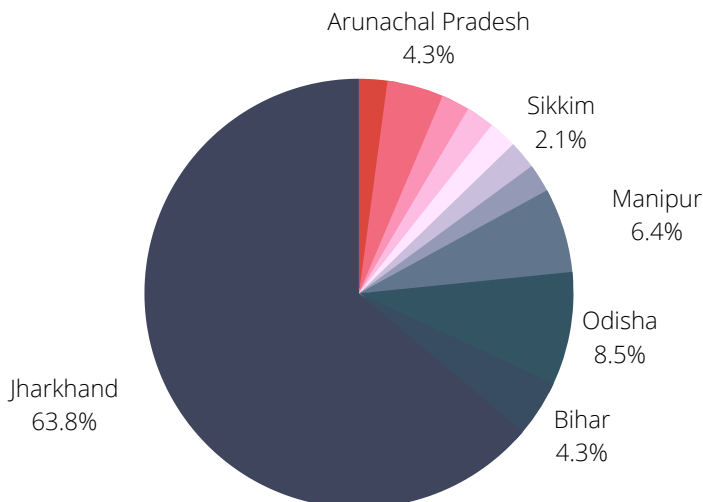
North & West

State	Districts
Rajasthan	3
Haryana	3
Punjab	5
Jammu & Kashmir	1
Uttarakhand	2
Himachal Pradesh	2
Uttar Pradesh	1
Delhi	1
Chandigarh	10



South & Central

State	Districts
Tamil Nadu	26
Andhra Pradesh	1
Telangana	16
Kerala	2
Karnataka	2
Maharashtra	8
Gujarat	11
Madhya Pradesh	5
Chattisgarh	10
Andaman & Nicobar	1
Goa	1
Pudducherry	1
Daman & Diu	2



North & East

State	Districts
Mizoram	1
Arunachal Pradesh	2
Tripura	1
Meghalaya	1
Assam	1
Sikkim	1
Nagaland	1
Manipur	3
Odisha	4
Bihar	2
Jharkhand	30

PRIMARY BENEFICIARY

My journey with The Rakshin Project started a few months ago. It has not been very long and it might look like a small change but it has had a drastic impact on my life. As a Rakshin, I have learnt that talking actually solves problems. They enabled me to break my silence at home. This is a true story. Recently, my maternal grandmother decided to distribute all her properties. She has three daughters and one son. My mother is one of the daughters and wanted an equal share of the property for all the siblings however, my grandmother was adamant that everything should go to her only son. My mother was silent about it for a long time but I could tell that she was not happy. I then recalled a Rakshin Session where we learnt about equality and how to have difficult conversations. One day, at the dinner table, my brother & I picked up the conversation. That's when I realised that more than the money and property, she was upset because of the inequality she had experienced. I told her that it is not her fault for feeling that way and that she had a constitutional right to equality. My brother was surprised to hear me say these things but he jumped in with research on property law. This made my mother feel very safe and supported. I realised how this fellowship had helped me understand topics like Patriarchy, Sexism and Equality. Everything changed after that. My mother found the courage to confront her mother and stand up for her rights.

Name Withheld on Request

Kamraj College of Engineering
Tamil Nadu

**Consent bina karo
na koi kaam.
Consent bina karo
na koi kaam. Trust
mat todo, Bano
mat belagaam.
Safe Space create
tum kardo.
Conversation ka
ras tum bhar do.**

RAKESH KUMAR

Swami Shraddhanand College
Delhi





Live Interview

Khushi Singh

SIES College

Maharashtra

SECONDARY BENEFICIARY

This happened when I was 10 years old and I haven't shared this with anybody. I was helping someone with her makeup for a function and the organiser of the event had sexually abused me. At that moment I didn't feel much, but now when I think of it, I felt uncomfortable and guilty. I somehow adjusted to the whole experience. The function went off very well, but I was confused about what had happened the whole time. When my sister spoke to me about what she had learnt at The Rakshin Project, I realised I had been sexually abused. I would like to thank The Rakshin Project for letting my sister know these things so that she could teach me and make me aware. One of the most important things is to use the right language and to speak up. No matter what, there should be no hesitation to talk about our experiences because your courage to speak up will inevitably empower others. Thanks a lot to the Rakshin Project for empowering girls to be bold and to talk about their experiences. Thank you for giving us a safe space where we can feel happy and secure.

**Name Withheld on Request
Sister of a Student from**

Annamalai University

Tamil Nadu

PRIMARY BENEFICIARY

By the end of the session, I was so free that it was easy for me to ask even some of the very very sensitive questions over the chat box. Videos used were something that really hit hard on a completely different level. Special mention to the video on the concept of consent. Now I can show that video to my six year old sister and even to my seventy five years old grandmother. The session did make me realise that there might have been situations where I may have acted a certain way or been in situations where it may have been daunting for someone but we ignored it as a group. For the people who have experienced this, it may come back as episodes which might harm their future and that's why it is important to address the topic. Thank you team Sakshi for being there for us. I really look forward to having face to face conversations to address this issue.

Name Withheld on Request

BITS Pilani

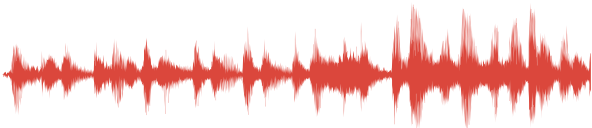
Rajasthan



त्रेता नहीं यह कलयुग का दौर है
पांडव आज भी अल्प है, कौरव आज भी बहुसंख्यक
फिर बनी द्रौपदी तू अकेली,
किस प्रकार लड़ेगी कलयुगी कौरवों से
चल शस्त्र उठा ले द्रौपदी तू
क्योंकि कृष्णा अब तुम्हें बचाने ना आएंगे
बिक जाएंगी लाज तुम्हारी, महाभारत के इस रंग महल में
पांडव आज भी निर्बल ठहरे, कृष्णा ना कौरवों से छुड़ाएंगे
ना कोई भीष्म पितामह यहां
ना कोई द्रोणाचार्य यहां
ना कृपाचार्य और ना ही विदुर यहां
चारों ओर अट्टहास है सिर्फ कौरवों का यहां
आज भी कितनी ही द्रौपदी
की चीरहरण यहां होती है
नित्य हजारों सीताएं रावण के द्वारा अपहृत हो जाती हैं
सैकड़ों अहिल्या इंद्र के नजरों से घुरी जाती हैं
चल शस्त्र उठा ले द्रौपदी तू,
कलयुग है यह कृष्णा तुझे बचाने ना आएंगे

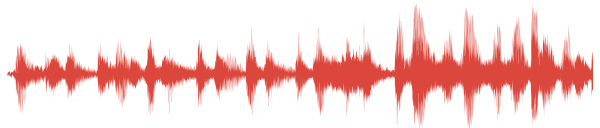
Creative Expression
Aman Kumar Holi
Sahibganj College
Jharkhand

Creative Expression
Sonal Pandey
Maharaja Sayajirao University
Gujarat



[Click to listen to audio clip](#)

Creative Expression
Shruti Dwivedi
Daulat Ram College
Delhi



[Click to listen to audio clip](#)



“ Art is but an effort to create, beside the real world, a more humane world. ”

ANDRE MAUROIS

SBOX by Sakshi is a full-service strategic communication vertical to foster change and create impact through Design, Performance & Media. SBOX caters to the creative needs of Sustainable Businesses, Development Organizations and CSR Divisions. Empanelled with the NFDC (National Film Development Corporation) as a Communication Agency, Brining Sakshi's experience spanning over two decades in the development sector with an in-depth understanding of policy and systemic change, SBOX is led by India's top filmmakers and content creators. The result is content that that is deeply rooted in experience and empowered for transformation.

Stories matter

1

Strategic Communication

We craft intersections of visuals and storytelling to create unforgettable knowledge, information and education in multiple formats.

2

Campaign Design

We create wholesome & conscious campaigns centred in a human-rights based approach, employing a range of transmedia tools.

3

AV Production

Using powerful storytelling with carefully crafted messaging, we produce high quality audio/visuals for an immersive experience.

4

Performance Production

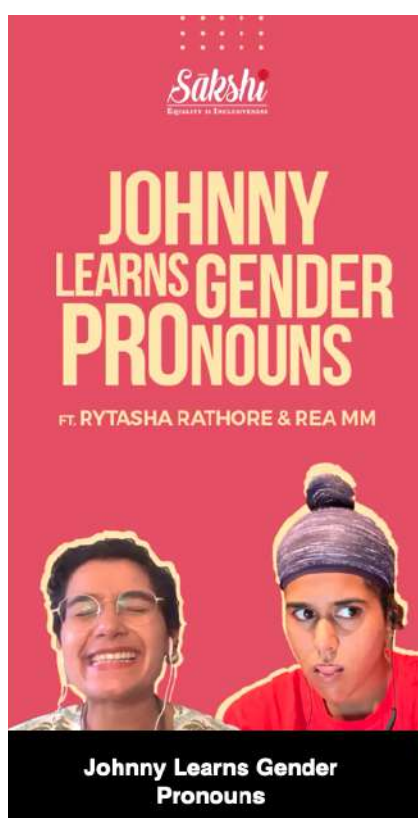
We build immersive & interactive performance based experiences in multiple formats, celebrating stories from all walks of life.

5

Social Art & C4D

We craft communication with participation from various stakeholders. When message receivers become message carriers, it results in sustained behaviour shifts.

Communication by SBOX for Sakshi & The Rakshin Project



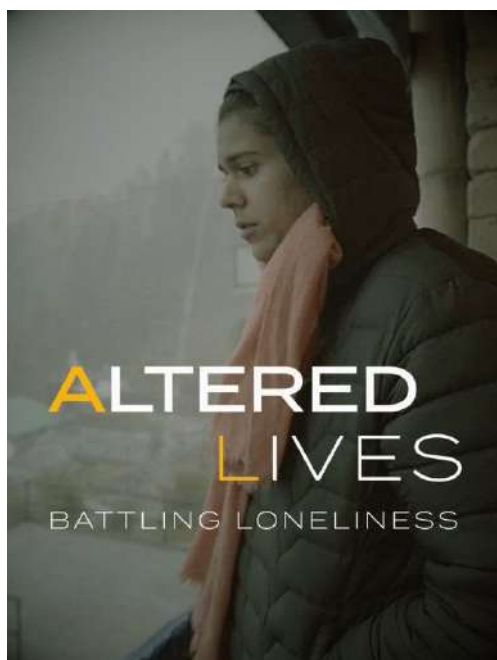
The sudden shift from offline to online made it incredibly necessary for the immersive and interactive workshop to yield the same engagement on a small screen. Given, SBOX's expertise in communication for social impact, we were able to think on our feet and quickly adapt The Rakshin Project modules with Audio Visual Material for a Creative and Immersive experience for the learner. SBOX made a total of:

12 Films (Trigger, Message Films and Social Experiments) , 3 Music Videos, 5 Songs and 4 Influencer Campaign Films

This audio-visual material contributed to greater engagement than we've ever had even in an offline workshop.

 Click to play the video clips

Communication by SBOX for other Organisations



The purpose of SBOX is to create communication to impact change and shift behaviours for all of United Nations 16 Sustainable Development Goals. Throughout 2020-2021 SBOX executed 3 national and international projects for diverse partners. As part of a 4-part Documentary Series on mental health and loneliness, the India episode of **Altered Lives** produced by SBOX for **Verite Productions & Channel News Asia Singapore** centres around 28-year-old actress in India as she ends a four-year relationship that sends her in an emotional tailspin while she struggles to deal with public and personal pressures.



The Spirit of the Ganga is a short documentary produced by SBOX on a youth-led project by 17-year old environmental activist, Sumair Handa Bakshi and his New Delhi based organisation, **Save The Spirit of the Sea** which is working to conserve the River Ganga and her endangered species in India. The documentary aims to serve as a call to action, instilling a sense of responsibility amongst the youth.

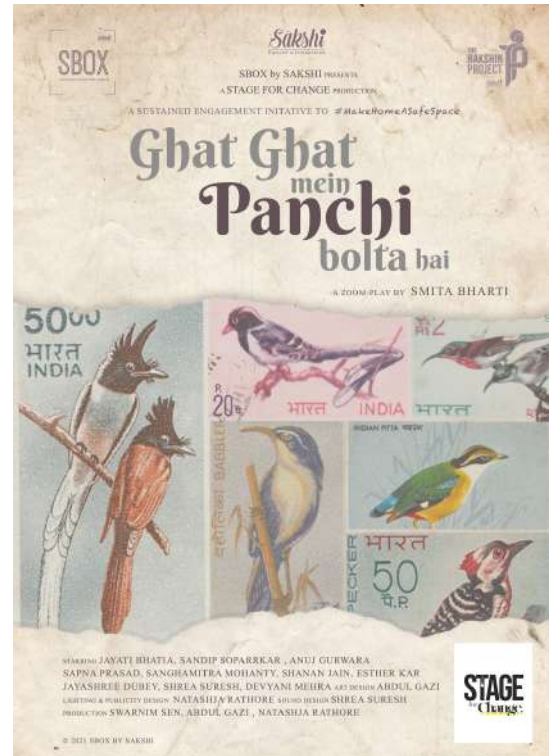


The third project by SBOX entailed a Public Service Announcement to destigmatise mental health for women during the COVID-19 pandemic. **Let's Talk** is a 30 second film which was directed remotely during the lockdown for **NFDC and National Commission for Women**, New Delhi.

COMMUNITY BUILDING

STAGE for Change.

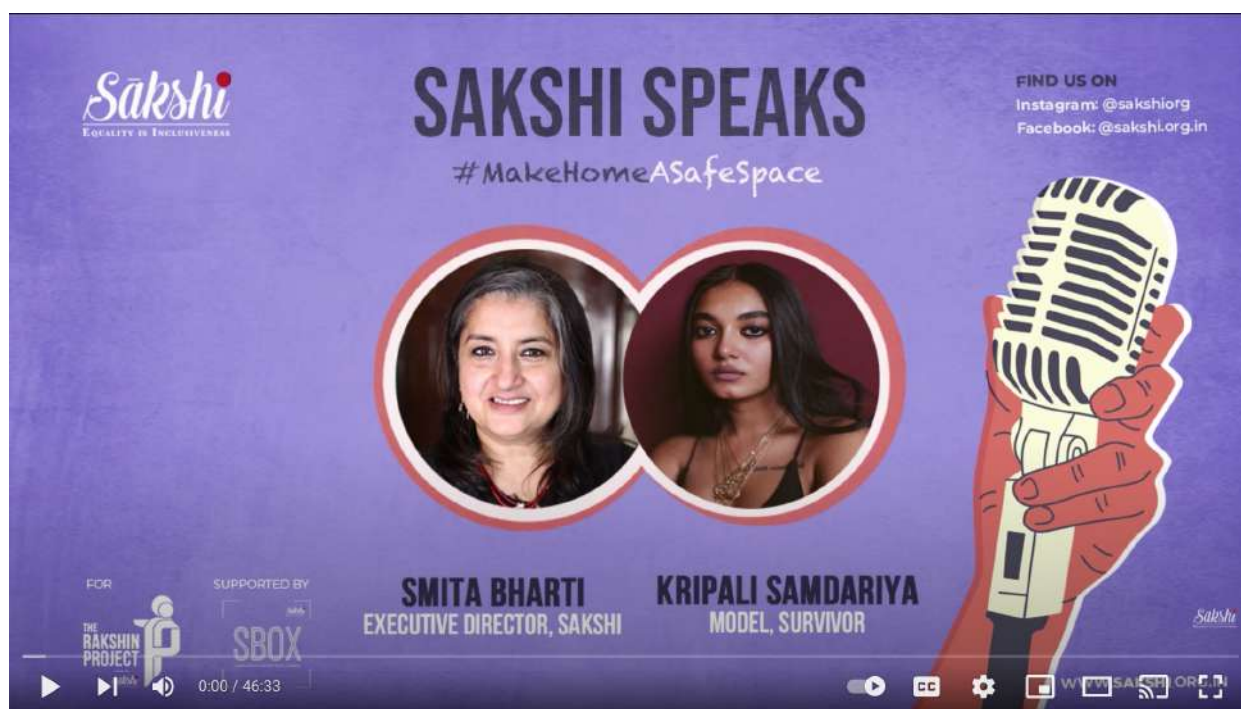
Designed by SBOX by Sakshi, Stage for Change is a sustained engagement initiative undertaken with the purpose equipping audiences to heuristically recognise and enact change through performance. Our first production under this initiative was **Ghat Ghat Mein Panchi Bolta Hai, a Zoom Play which premiered on 31st March 2021 to an audience of over 300.** Set within one triggering event, the play was a collection of letters between two families, three generations and nine characters, played by a group of passionate acting students in collaboration with veteran theatre actor, Jayati Bhatia, dancer & choreographer, Sandip Soparrkkar, and singer & musician, Anuj Gurwara.



TEACH for Outreach.

Launched in 2020 by SBOX and offered for free, the donate-as-you-like Masterclass Series Teach for Outreach aims to connect talent and skills with seekers and learners to engage in Creative Expression whilst doubling as a fundraiser for Sakshi's on-ground programmes. 2020-2021 saw a total of **5 Masterclasses including one on The Basics of Writing Sketch Comedy with renowned comedian Naveen Richard. The workshop was sold out with 500 Registrations.**





Sakshi Speaks is an awareness building tool conceptualised and launched by Sakshi in 2020 to bring changemakers, influencers and survivors closer to larger virtual audiences. Sakshi Speaks involves informal interviews exploring different intersections in the topics under the umbrella of gender equality.

I would just like to thank Sakshi because this is what most of us need. Not many people can understand what they are going through and it takes a lot of years to realize what you had been through as a kid. Thank you for doing this for me; for all of us.

KRIPALI SAMDARIYA

Through this global initiative, we aim to facilitate dialogue between diametric and alike communities to achieve #EverydayEquality in all aspects of existence. A platform to help us engage with our audiences, Sakshi Speaks allows us to be a bridge between individuals with inspiring stories to tell and listeners looking to make an impact.

Through 2020-2021, we conducted 61 Sessions of Sakshi Speaks with prominent public figures and social activists including Gurmehar Kaur, Aranya Johar, Nirmika Singh, Sushant Divigkr, Elton Fernandez, Chitragda Satarupa, Sashaa Tirupati & Tara Kaushal amongst others.





Safe Spaces are environments of trust, understanding and non-judgemental conversation between individuals. At Sakshi, we aim to explore larger issues of Equality through discussions with individuals from various walks of life, about their lives, experiences, beliefs, understanding and opinions about "Equality".

The **Safe Space Sessions** have been designed by SBOX as a Qualitative Research tool for The Rakshin Project which aims to get a better understanding through first hand experience on how participants derived meaning from their childhood and surroundings and how

their meaning has influenced their opinion and behaviour on issues of Equality & Safe Spaces.

Additionally, through the discussions in the sessions, we intend to build a community of #AlliesForSafeSpaces and equip adults across the country with the skills needed to Recognise, Identify, Address, De-escalate, Report and Resolve instances of sexual violence within their family and communities.

Over the course of the year, we have conducted a total of 55 Safe Space Sessions with a variety of participants.

When we were growing up, me and my younger brother, we had a private tutor. This private tutor used to touch me inappropriately. I was just 10 years old and I didn't know what was happening, I didn't have the language to stop it so I'd basically sit in a way that he can't reach out to me. This was going on in front of my brother, and it was systemic, it went on for a few years.

Barnali Das
Head, Corporate
Communications
UBER India



COLLECTIVE ACTION / 2020

AN INITIATIVE BY
Sakshi
EQUALITY IS INCLUSIVENESS

Designed by SBOX as a recurring annual event in October, our founding month, **Collective Action** is an initiative by Sakshi that focuses on creating communities of accountability. Through panel discussions and seminars, we aim to bring together individuals, organisations, institutions, collectives, which are practicing the ethic of collective action, to build networks and alliances and broaden support and solidarity. **For Collective Action 2020, Sakshi hosted two Panel Discussions around the theme 'Beyond Ourselves, For Ourselves'.**



Building Compassionate Communities

10th October 2020

Moderator: Smita Bharti

Panelists: Jhilmil Breckenridge, Urfa Mir, Richa Vashistha, Samay Ajmera & Divya Kandukuri

The panel examined how to build safe spaces and supportive communities, that give value to trust and respect for one another, offer a non-judgmental atmosphere that allows its members to be resilient, learn and grow. In the context of violence and abuse, the role of various forms of therapy and the need to cultivate empathy and care as a discipline to facilitate healing from trauma was also discussed.



Sexual Violence & The Culture of Domination

11th October 2020

Moderator: San Sudharshan

Panelists: Shruti Sharada, Mahima Mehra, Jagisha Arora, Varuna Srinivasan

The panel examined the power dynamics and existing structures of oppression and the roles they play in allowing for sexual abuse to occur. It was observed how the patriarchal family unit functions as a blueprint for structures of domination outside of the home, and how women and children function within these constraints. Subsequently, sustainable models of allocation of resources to women and children were also discussed.

AWARDS & RECOGNITION

"GreatNonprofits focuses on helping people make great giving decisions through socially sourced feedback and reviews"

Bill Gates | Bill & Melinda Gates Foundation

In addition to winning the **NGO of The Year Award** for Women Empowerment by NGO Story, Sakshi was amongst one of the first winners of the "**2021 Top-Rated Nonprofit**" by GreatNonprofits, the leading provider of user reviews of charities and nonprofits globally.

"Sakshi is a great example of a nonprofit making a real difference in their community, Their award is well-deserved recognition not only of their work but the tremendous support they receive, as shown by the many outstanding reviews they have received from people who have direct experience working with Sakshi." Perla Ni, CEO, Great Nonprofits.



Great Non-Profits

Top Rated Non-Profit
2021

**NGO
STORY**

NGO Story
NGO of the Year
2020



2020-21 has not just been a great year for Sakshi in terms of recognition but also for Sakshi's leadership across two generations. While our Director of Marketing & Communications, Natashja Rathore, won the **Nationwide 30 Under 30** award in the social entrepreneurship category for SBOX, our Executive Director, Smita Bharti received the **40 Over 40 by SheThePeople** for her contribution in the field of Gender Equality.

In a felicitation ceremony in Jaipur on women's day, 8th March 2021, the duo also received the **Global Women Inspiration Award** by the iCan Foundation. In addition to these awards, Ms. Rathore & Ms. Bharti were also a part of the **UN Women UK Delegation** to the virtual **65th Commission on the Status of Women** on the 4th of March 2021

NEW PARTNERSHIPS



In September 2020, Sakshi entered into a partnership with The Global Partnership to End Violence Against Children which was launched in July 2016 by the UN Secretary-General.

The End Violence Partnership is a global entity focused solely on Sustainable Development Goal 16.2: ending all forms of violence against children giving the systemic approach of Sakshi a global platform to effect change in collaboration with like-minded organizations. With this partnership, the organisation looks to join an international community in the movement against abuse against children and help create the much-needed dialogue on the need to acknowledge children as a vulnerable population who need special care and attention.



In early 2020, Sakshi was verified as a partner by GiveIndia - the most trusted platform for giving in India, with more than 2000 verified Indian Registered NGO partners.



In order to drive employee engagement and corporate giving, Sakshi partnered with Benevity, a Calgary-based global platform for purpose-driven corporate activities.



With the arrival of the pandemic, technology became a necessary component. To this effect with, we partnered with Nasscom Foundation's Big Tech programme which has enabled access to several technology solutions.



In 2020, Sakshi applied for and received the transparency key from GuideStar, India's leading certification program for legal and financial compliance for non-profits with over 8500 verified NGOs

GRANTS & FUNDING



Western Coal Fields Limited
(A subsidiary of Coal India Limited)



FUNDING AGENCY	AMOUNT
1. Capri Global	1775000
2. NFDC	1789250
3. Give India	842684
4. Red Bull India	500000
5. Verite Productions Pte	345910
6. Save the Spirit of the Sea Foundation	245520
7. Ketto	206010
8. NLC India	204100
9. Inner Wheel Club of Bombay	80000
10. Chattisgarh State Dept. of W&CD	16092
11. Others	122300
TOTAL	6126865

SOCIAL MEDIA

Sakshi's Social Media platforms saw a **100% Growth** in Following, Viewership & Engagement Rate during 2020-2021 as compared to the previous year.

PLATFORM	APR'20	MAR'21
Sakshi Instagram	998	1500
TRP Instagram	450	683
Sakshi Facebook	740	1562
TRP Facebook	200	543
Rakshin Adda	1000	1879
LinkedIn	150	585
Total	3538	6752

PRESS COVERAGE

In the year 2020-2021, Sakshi's work featured on a record-breaking **64 Platforms & Publications**



THE YEAR AHEAD

The new normal has shifted the status quo. Work-from-Home is a reality, not an option. As a result, boundaries between home and workplaces have morphed and blurred. The factors that exacerbate homebound violence are stacking up, And the resources required to counter these factors are steadily depleting.

All this, combined with the uncertainty of the mutating virus and projections of the second and third waves, has created an environment that is fraught with anxiety and stress. This is having an adverse impact on the mental well-being of all concerned.

We recognize that working for mitigating gender-based violence even if it is preventive in nature can be traumatic and triggering for those engaging with it. The 'new normal' working conditions have exerted an additional toll on the workforce. With this in mind, Sakshi centred the mental health of those who were engaged with this work day in and out.

Even then, we experienced an exceptionally quick turnaround during this time. The fallout of this was an ongoing continuous reinvestment in the new joinees. Moving forward, we are working to build strong technology-based processes to reduce person based dependency and increase organisational resilience.

The way forward is foggy in many ways but one thing is clear; it is that we cannot and must not stop the work we are doing at Sakshi.

We realize there are many pressing and real situations that require attention, time and material resources to mitigate the harm. Yet homebound gender-based violence is the shadow pandemic, and we cannot negate the critical nature of the harm caused by it or its impact on GDP.



The work that Sakshi has engaged with over three decades has been preventive in nature, much like the vaccine against the virus as opposed to the medicine required when we fall sick.

Though it will always be difficult to measure the results of prevention, though the results of this preventative action may be visible over a spread of time, we at Sakshi are taking a conscious decision to continue on this less travelled path.

We trust it is possible for us to one day to wake up to a generation that knows better and can do better to prevent violence.

Because The Rakshin Project will continue to work towards its goal of equipping 4 million youth every 2 years with the skills of the 21st century, steeped in the practice of Diversity, Equality and Inclusion, armed with competencies of peace and conflict resolution to create safe spaces and **#ENDViolence**.

We are confident that SBOX by Sakshi will continue to create and communicate for social justice while generating enough resources to continue our action through The Rakshin Project.

We believe that this generation will make it possible for us to wake up in a world where the head is held high and the mind is without fear. **We know.**

2022

