Sākshi
EQUALITY IS INCLUSIVENESS

21-22
ANNUAL REPORT

INDEX

Natashja Rathore

dgujrati

FROM THE DESK OF THE
EXECUTIVE COMMITTEE

Another eventful year of the pandemic has come to a close and as always, it has brought with it, a chaotic mix of emotions. The need to keep going has never been greater. But at the same time, the funds required to keep going have not been lesser. However, despite the challenges, Sakshi rose to the occasion to ensure the upkeep of the momentum of last year.

The move to digital over the last 2 years enabled us in many ways to expand our reach internationally. **Sakshi launched its Virtual Internship Programme which drew interns all the way from USA to UAE.** The cultural exchange has been an enriching experience and in many ways, kaleidoscopic; with pieces of mirrors shifting and emerging into new patterns and colors. An integration of this programme with Sakshi Speaks enabled us to engage with renowned international voices that have been working in the space of preventing gender-based-violence & child-sexual abuse.

Leveraging technology and social media has been our top priority this year given that it was the only way the world stayed connected during the pandemic. To this effect, we ran 4 mini-campaigns to raise awareness on a range of issues concerning Gender Equality. We also explored the many social media platforms including the latest rage - Clubhouse. Our need to align our HR & PR activities to recruit quality talent made us focus more on LinkedIn this year. **While Instagram & Facebook continued to organically grow at a slow average rate of 25%, our LinkedIn saw over a 250% growth from last year.**

As far as technology goes, we've undergone a 360° overhaul for internal and external communications, programmes and operations. **Sakshi was awarded prestigious in-kind technology grants from 12 organisations** including a cash grant from Digital Ocean - Hollie's Hub for Social Good for The Rakshin Project. This has enabled us to strengthen and streamline our work for strategic impact.

This year has also clearly established the role of communications in not just raising awareness but also mobilising citizen support for policy and systemic change. As such, it has been a phenomenal year for SBOX! Not only did we produce our very first web-series **Fikar Not**, we were also selected for several film festivals and won a number of awards for our documentary, Save The Spirit of Ganga.

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VISION & MISSION

Sakshi envisions an 'equal' world of peaceful coexistence where human societies realise 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 marginalised groups including women, children, youth.

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

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4 QUALITY EDUCATION
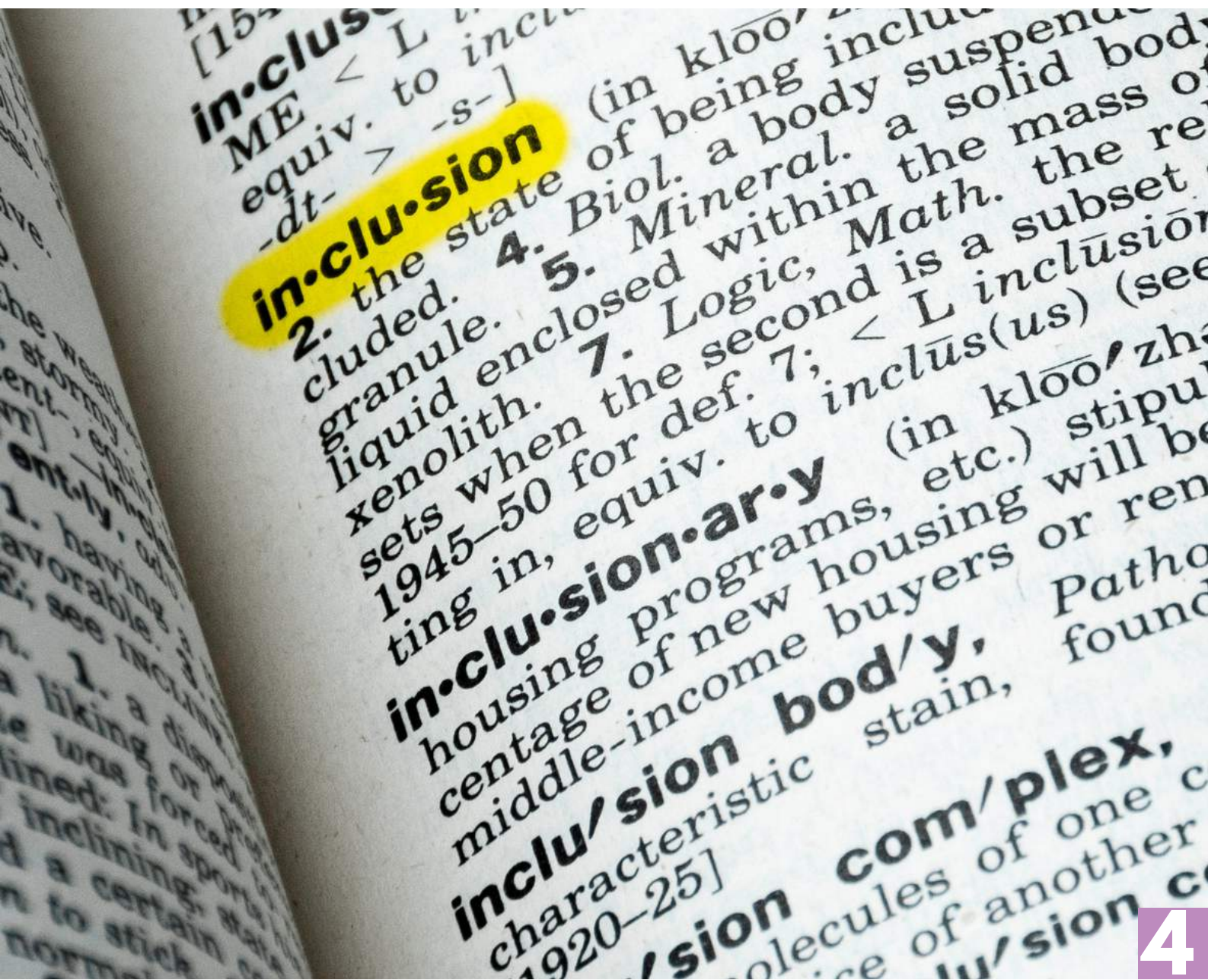
TARGET
4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, 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

5 GENDER EQUALITY

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

11 SUSTAINABLE CITIES AND COMMUNITIES

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

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

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
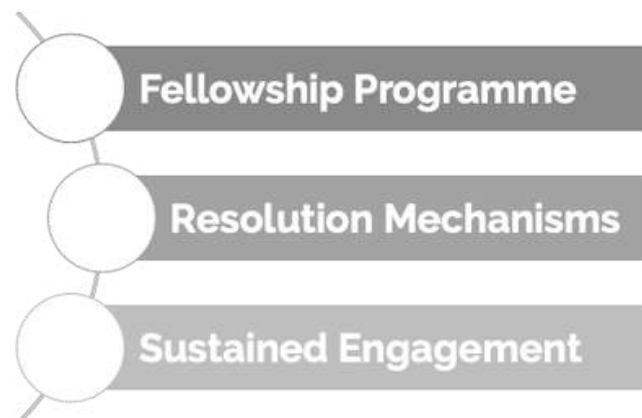
THE RAKSHIN PROJECT

WHO IS A RAKSHIN?

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

- Addresses the harm and secures the child
- De- escalates the violence
- Reports the abuse
- Identifies Allies
- Recognises behaviours
- Resolves unaddressed trauma

#MakehomeaSafespace

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.
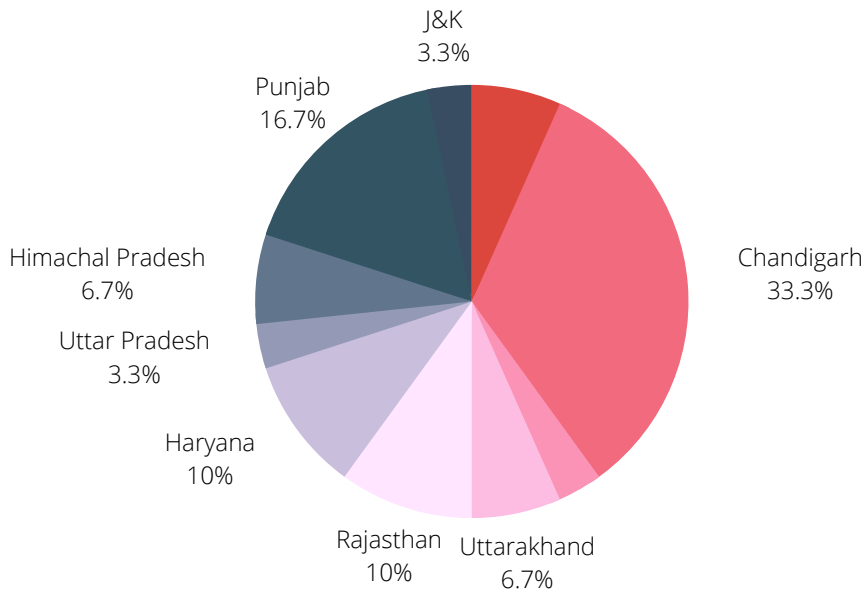

- Fellowship Programme
- Resolution Mechanisms
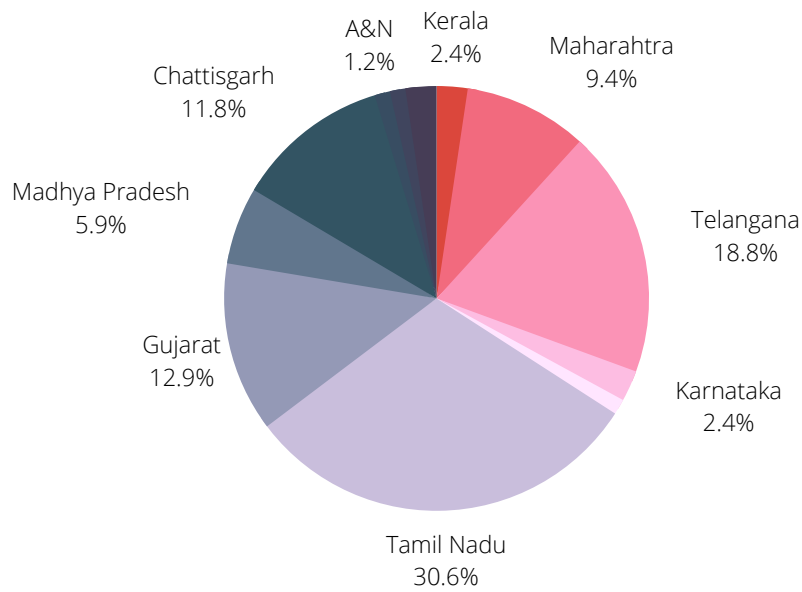- Sustained Engagement

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.
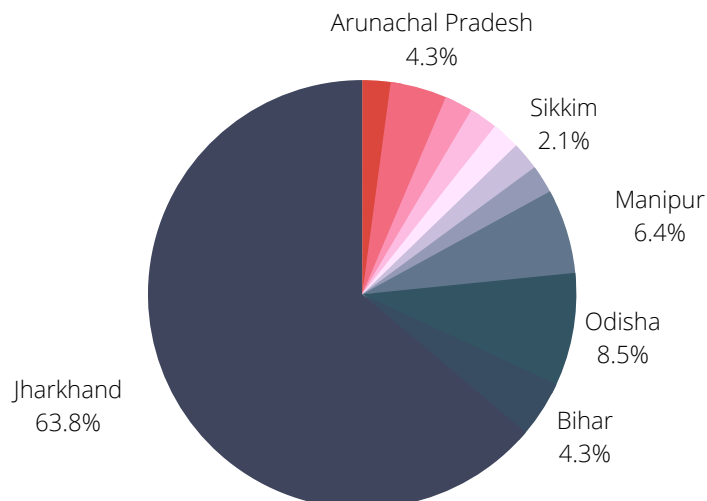
THE RAKSHIN PROJECT

12,751 Rakshins
199 Colleges
28 States
7 UTs

North & West

J&K 3.3%
Punjab 16.7%
Himachal Pradesh 6.7%
Uttar Pradesh 3.3%
Haryana 10%
Rajasthan 10%
Uttarakhand 6.7%
Chandigarh 33.3%

South & Central

A&N 1.2%
Kerala 2.4%
Maharahtra 9.4%
Chattisgarh 11.8%
Madhya Pradesh 5.9%
Gujarat 12.9%
Telangana 18.8%
Karnataka 2.4%
Tamil Nadu 30.6%

North & East

Arunachal Pradesh 4.3%
Sikkim 2.1%
Manipur 6.4%
Odisha 8.5%
Bihar 4.3%
Jharkhand 63.8%

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SBOX
COMMUNICATION FOR CHANGE

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

A N D R E   M A U R O I S "

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
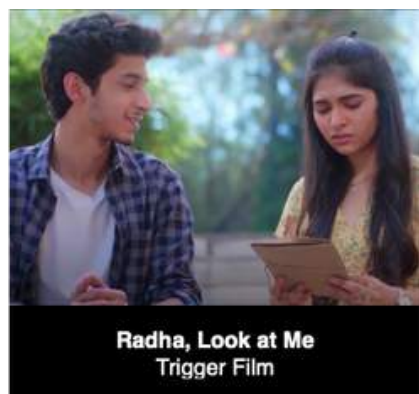
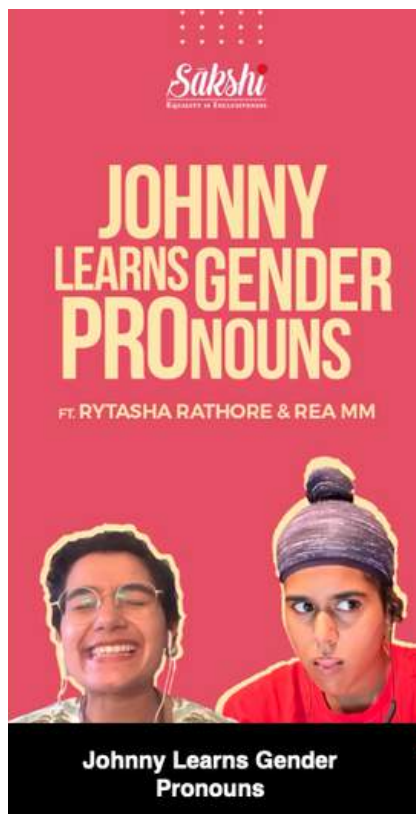**All I Want for Christmas**
Trigger Film

MASHAAL BAN TU MISAAL BAN
Mashaal Ban
Music Video / Anthem

#MAKEHOMEASAFESPACE
#MakeHomeASafeSpace
COVID-19 Campaign on CSA

I am a Rakshin
Influencer Video

Radha, Look at Me
Trigger Film

THE RAKSHIN PROJECT
a project of *Sakshi*

JOHNNY LEARNS GENDER PROnouns
FT. RYTASHA RATHORE & REA MM

Language Taboo
Social Experiment

Johnny Learns Gender Pronouns

▶ Click to play the video clips

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.

Communication by SBOX for other Organisations
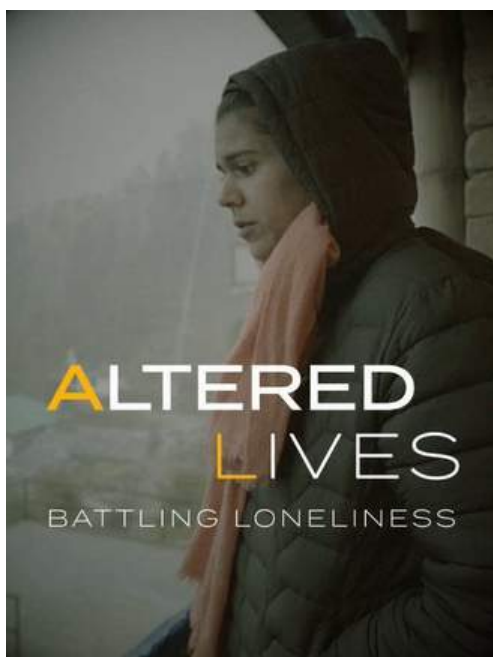
The purpose of SBOX is to create communication to impact change and shift behaviours for all of United Nations 16 Sustainable Development Goals. Throughout 2020-2021 SBOX executed 3 national and international projects for diverse partners. As part of a 4-part Documentary Series on mental health and loneliness, 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 series of 5 short films called **Fikar Not** for Girl Effect India's popular channel Chaa Jaa to raise awareness on mental health and wellbeing during Covid Times.

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COMMUNITY BUILDING

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.

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.

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.

AISHAH SHAHIDAH SIMMONS

TECHNOLOGY GRANTS

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DigitalOcean

salesforce

Canva

freedcamp

The Events Calendar

linktree

LiveChat

MAINWP

envato

grammarly

hotjar

balsamiq

FUNDING

FUNDING AGENCY	AMOUNT
1. Give India	429880
2. Redbull India	500000
3. Save the Spirit of Sea	245520
4. Verite Productions	835192
5. Nasscom Foundation	16797
6. 3 Peepul Productions	73000
7. Girl Effect Enterprises	2542658
8. Mygen	40000
9. NFDC	505750
10. Donations	170128
Total	**5358925**

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.**

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