

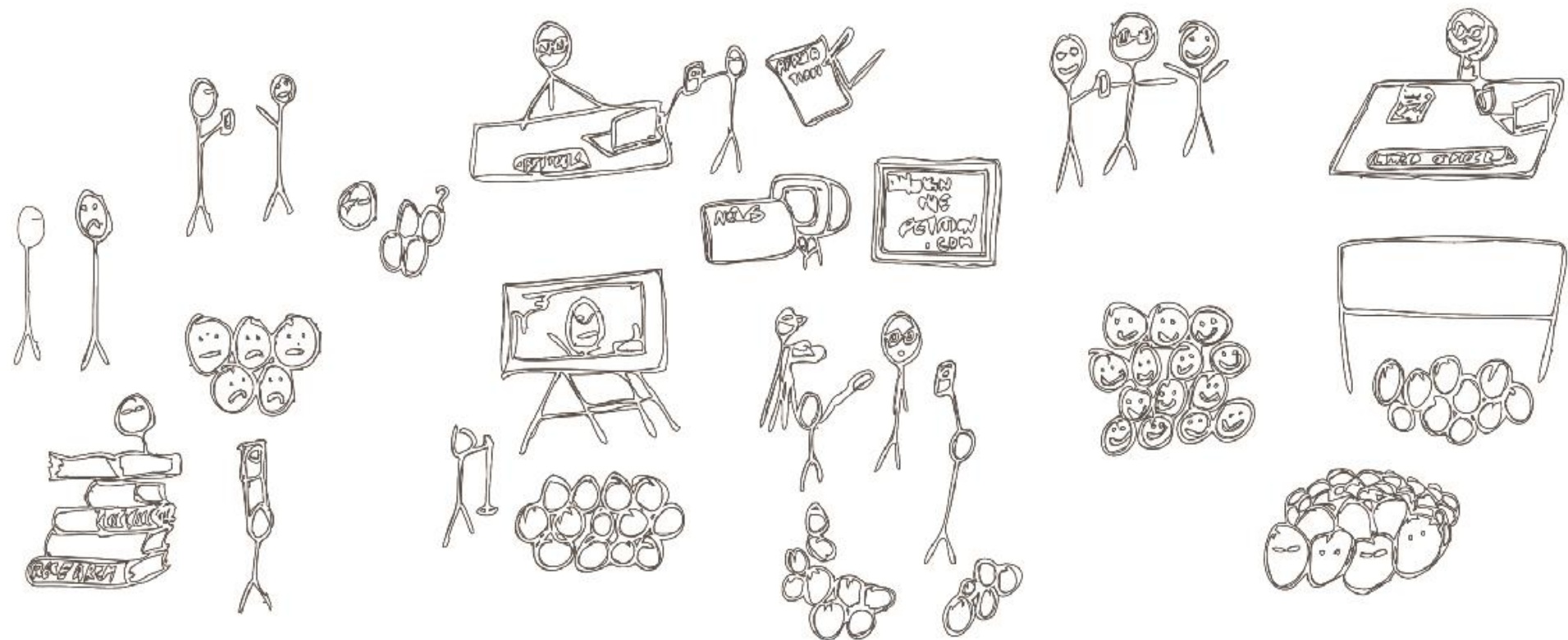


**VIDEO  
VOLUNTEERS**

**OVERALL  
ACHIEVEMENTS  
Apr'13 - Mar'14**

**We empower marginalized citizens to right the wrongs they witness by becoming players in the global media revolution. We collaborate with disadvantaged communities to develop journalistic, critical thinking and creative skills.**

**They in turn use these skills to articulate their solutions to those in power and to create concrete change – on a local and global scale.**



# SNAPSHOT OF OUR PERFORMANCE



More than **700 story ideas** were pitched by our Community Correspondents (CC's).

These stories came from nearly **1/3 of India's rural districts**.

**530 stories** were **produced**.

On **204** of those stories, Community Correspondents (CC's) **mobilized** their **communities** to solve the problem.

**111 Impacts** were **achieved**.

We grew our network to **206 community correspondents across the country**.



# GROWING THE CC NETWORK

We have grown to **206 CC's** across the country.

**100 new community correspondents**  
were recruited and trained.

We launched **4 New state level community networks.**

The new networks are in four of the poorest or most conflict ridden states of India - Madhya Pradesh, Uttar Pradesh, Bihar and Jharkhand.

**VV brought much needed economic, social, gender and geographic diversity into the Indian media landscape.**

# DIVERSITY OF THE CC NETWORK

**48% Women**

**67%** of new recruits  
are women.

**31% Dalit**

**42% Tribal**

**9% Muslims**

# HOW MANY PEOPLE DID WE AFFECT ?

In **111** cases,  
the CC's  
successfully resolved  
the issue presented  
in the video.

**49,568**  
people  
have  
directly been  
impacted.

Community  
Correspondents  
rallied  
**7,777** people  
to join hands with them  
in taking action on  
community issues.

**198**  
Villages  
Impacted

# STRENGTHENING OUR SUPPORT

to community  
correspondents



REUTERS **change.org** Bloomberg

MAGNUM  
FOUNDATION



Two **Magnum Foundation** photographers trained Community Correspondents in documentary photography and published their work online.



**Change.org** trained us in online campaign planning and development.



**Bloomberg** is now mentoring 12 of our Community Correspondents in being better investigative journalists.



**Reuters** trained our staff in their journalistic practices in order to help us ensure accuracy.



Our Board Member **Michael Rosenblum** designed a workshop on 'follow a character' videojournalism which was rolled out to all mentoring staff.

# ENABLING CC's to LEAD

**Top 10% of our CC's** have **moved into leadership roles** of mentoring and training.

**All new CC's** are being mentored by senior CC's.  
**4 out of 6 state coordinators** are senior CC's.

**Experienced CC's** are **producing mini-documentaries**.

**CC's** have been trained to **initiate** their own **community media projects**.

# Reaching our Audiences



547,230

In 2013,  
people watched our  
videos on our channel.

1,780,981 views till date.

We increased our  
Social media footprint  
by 2X last year !



7,010  
Likes!



1,007  
followers!

105,089

people signed our petitions  
on change.org

170+

Media Pick ups

# Reaching our Audiences

We were covered in:



theguardian



marieclaire



THE  
HUFFINGTON  
POST

hindustantimes

FIRSTPOST.



The Sunday Guardian  
DELHI'S FINEST SUNDAY NEWSPAPER



# Reaching our Audiences

The following partners have been regularly distributing our content:



# CREATING CHANGE

One village at a time.

## RADHIKA, Maharashtra

Radhika Chincholkar's video got police officials to take action against perpetrators of caste based violence in Maharashtra's Ukhale village. This brought at least 6 offenders to justice and corrected a historic wrong in a State that has seen the worst caste atrocities in the past 50 years. Radhika ensured that the report the Dalit community wanted to file was recorded by the police. Radhika's video, with testimonies of the various acts of violence, followed by a protest by 200 people and a letter to the Superintendent of Police asking for immediate action finally resolved the tension that had mounted over two months. In 24 hours the SP and District Magistrate came, got the ban on the Dalits' mobility lifted and deployed security in the area. A month later, Radhika helped form a peace committee that now prevents caste-atrocities in the village.



## SULOCHANA, Goa

Sulochana Pednekar's video got a local slaughter house in Goa's Saligao village cleaned up, improving the lives of over 500 school children and 300 residents who were being subjected to the stench of rotting offal in their backyards. Training a group of local activists to document the health hazards, using participatory video practices, Sulochna and the activists presented the video to the village council, which ordered the place to clean up. Sulochna has since been using the same fervor to motivate an even wider group of activists to work on Goa's ever-increasing garbage problem, including the lack of proper disposal systems and a massive garbage fire set by the government on an illegal dump.



## CREATING CHANGE

One village at a time.

### AMIT, Jharkhand

India is home to 25,000 wild elephants, & human-elephant conflict is on the rise because their natural habitat has been destroyed by mining. Amit Topno's video highlighted how elephants are driven into his village where they rampage for food. Thanks to Amit's video and activism, villagers mobilized funds to purchase 15 torches that would help disperse these elephants in the future. Amit led a community protest to insist the District Forest Officers start implementing existing schemes to help affected communities. In response, the government sanctioned INR 10,000 (approx. \$160) to each of 22 villages in Torpa block, Jharkhand. So far, more than 2000 residents from 5 villages of the area have availed this money to protect themselves from elephants.



### SHANTI, Jharkhand

Shanti Baraik of Jharkhand was a brand new Community Correspondent when she got a desperate call from a neighbour whose brother was in Goa, being held against his will as a bonded laborer by a contractor along with 12 people from their village, Tati. Shanti got on a train and traveled out of state for the first time in her life to Goa, where she and VV staff collaborated with local Goan activists to intervene in the xenophobic environment. Eventually, Shanti succeeded in getting the police, some of whom were in cahoots with the offending contractor, to intervene and rescue the 12 individuals.



# CREATING CHANGE

One village at a time.

## TANJU, Bihar

Tanju Devi and her husband, who live around the forests of the Indo-Nepal border in Bihar, have played a key role in making their community aware of its right to land and resources under the Forest Rights Act. In December 2013, Tanju supported her people to take back control of the community road that was their only access to the forest. 125 people from 5 villages decided that they'd had enough of the local landlord usurping the land for his own interests. They passed this resolution in a village council meeting and re-built the road under the government's rural employment guarantee scheme. They are now awaiting the official land records to reflect this.



## MAMTA, Odisha

The government run Medical Sub-centre in Badahindol, Odisha had remained shut for ten years because no doctors had been appointed there. Mamata Patra aided this community to get medical staff appointed. Now around 8,000 people from 10 villages have access to proper health care for the first time in a decade. While the women of the villages had often tried to solve this issue by themselves, it was finally the presence of Mamata's camera that galvanised the process and made the Block District Officer deliver on her promise.



# NATIONAL CAMPAIGNS

## Article 17: A Campaign to End Untouchability

**Contrary to what people think, Untouchability is still practiced in modern day India despite being illegal.**

Yet prosecutions of people practicing untouchability are negligible. We therefore believe the government must take proactive steps to end untouchability through massive public awareness campaigns, similar to campaigns against practices like Sati (where widows were coerced into immolating themselves on the pyres of their dead husbands) and Devdasi (where girls, mostly Dalit, are dedicated to temples as brides of god and are forced into prostitution).

**Highlights from 2013:** A petition was filed to the National Commission of Scheduled Castes highlighting the complacency of the state in taking cognizance of and putting an end to untouchability practices. We filed an application under the Right to Information Act when we didn't get any response from the Commission. We followed up by sending them fresh evidence— 36 videos documented by our CCs and their case notes.

**On the ground** our correspondents, many who are Dalits, won some hard fought victories. Through these videos CC ensured: people who had been fired from government jobs because they are Dalit were reinstated; survivors of caste atrocities were compensated for physical injuries and the damage to their homes; police reports were filed against people who had perpetrated caste-based violence.

**In the coming year** we will file a writ petition (Public Interest Litigation) in the Supreme Court of India to ask for the stringent implementation of the anti-untouchability laws, and to demand that district administrations be held accountable if the laws are violated. Human Rights Law Network will continue to be our legal collaborators in this campaign.

# NATIONAL CAMPAIGNS

Pass  
Ya  
Fail?

A Video Audit of the Right to Education Act in India

**Video Volunteers is doing the first ever video audit of 100 schools across India, documenting their compliance to the India's ground-breaking Right To Education (RTE) Act.**

Community Correspondents are documenting violations in schools and then working to ensure that those provisions are properly implemented.

**Highlights from 2013:** Six months into the campaign, community correspondents have already audited 42 schools where they found that provisions of the RTE Act were not being properly implemented. **The most common findings were: lack of safe drinking water; dirty or no toilets; inadequate number of teachers and that schools were too far to reach.**

**CC's have already created 18 'Impacts' where they've gotten school infrastructure fixed.**

Through this campaign they will continue to focus on this **and there will be at least 30 such Impacts making sure that thousands of kids across India have access to quality education.**

# NATIONAL CAMPAIGNS

**Justice  
For  
Chanchal**

## A fight Against Acid Attacks

**In early 2013 Chanchal, a feisty young girl, stood up for herself after surviving an acid attack and asked for VV's audience's help to get justice from her hospital bed.**

This had happened because she, a Dalit girl, had refused the sexual advances of some 'upper caste' boys.

Community Correspondent, Varsha Jawalgekar reported her story from Patna and after 71,000 people signed a petition on change.org, Chanchal's attackers were put in jail, where they are to this date.

Her case has been put in the 'fast-track' court which means won't get lost in the Amazon that is the Indian legal system.

Among a multitude of victories, the campaign resulted in getting Chanchal the first few corrective surgeries and continued medical compensation from the government for her and her sister. Chanchal's story also set off a chain reaction and resulted in several campaigns to stop such attacks. This culminated in a recent law regulating acid sale in India.

A red circular graphic containing the text 'End Medical Negligence' in white.

## End Medical Negligence

# NATIONAL CAMPAIGNS

Ensuring Access to Responsible Healthcare

**CC Mukesh Rajak documented several cases of medical negligence at a government hospital that led to the death of a new-born, a birthing mother and a twelve year old, among others.**

In response, VV and other local activists have launched a campaign focused on turning around the dire medical facilities in Deogarh, a district in Jharkhand with 1.5 million inhabitants.

Two petitions were launched on change.org, on which **33,547 people signed.**

As a result of a fact finding mission and community screenings, there was a **public demonstration in Jan 2014.**

**In response**, the Chief Medical Officer of Jharkhand was forced to launch an investigation and one family received a set of entitlement schemes including pension and housing.

The story got considerable local and national coverage, which further supported the community to achieve its goals. Advocacy groups in Jharkhand are filing a writ in the High Court, along with our partner Human Rights Law Network, to ensure the families are compensated and to bring to the attention of the state the dire lack of an appropriate grievance redressal system with the primary health care set up. This has led to local advocacy groups in Jharkhand using this case as an example to take forward their demand from the state for 24x7 access to hospitals with doctors present.

# INTERNATIONAL CAMPAIGNS

People  
VS  
POSCO

Fighting for Development with Democracy

**In Jagatsinghpur, Odisha 22,000 people are being forcefully evicted to make way for projects by South Korean steel giant POSCO — a steel plant and captive port.** Worth USD12 billion, it will be the largest-ever foreign direct investment in India. The Government of India has allowed some serious human rights violations to happen there.

We are working with groups like ESCR-Net, IHRC-NYU, Accountability Project and WITNESS to demand that the state takes the necessary action to halt the project and address all the human rights violations in the project.

**Highlights from 2013:** In November 2012, we participated in a fact-finding mission with ESCR-Net and IHRC-NYU that culminated in a report called '**The Price of Steel**'.

The mission also resulted in a documentary '**The People Vs. POSCO**' that VV produced and released in November 2013. In it, the affected people explained how their self-sustainable economy would be destroyed if the project comes through. It also documented how false cases are filed against protestors and use of extreme violence.

The advocacy video and fact-finding report resulted in UN Special Rapporteurs issuing directives to the Indian government to stop the project amidst serious human rights concerns. **In 2014**, activists will focus on ensuring that the proposed mining licenses for the project are not issued, and for the project to be declared as illegal by the state, in the wake of the irregularities and concerns raised by national and international human rights organisations.

# Advocacy Engagements

**VV engaged with 125 different civil society groups this year.**

**VV's Director Stalin K. serves as:**

**as President of the Community Radio Forum of India.**

**on the Working Group of the Community Radio Support Fund created by the Ministry of Information & Broadcasting, Government of India to design a fund to foster the community radio movement.**

**on the steering committee of a national coalition of more than 200 organizations working to combat declining child sex ratio in India, as the principal campaign designer for this coalition.**

**on the Corporate Accountability Working Group of ESCR-Net.**

# Advocacy Engagements

## Awards & Recognition

VV's Founding director Jessica Mayberry was recognized as **21 leaders for 21st century**.

Award accepted by VV Board Member and CNN Senior New York Correspondent Deb Feyerick.

Jessica was selected by the **Ashoka** community to be one of 15 advanced Ashoka News and Knowledge Fellow to participate in the Ashoka Globalizer on Media Innovation.

## Trainings and Workshops

Conducted participatory video workshop at **EsoDoc** in Bolzano, Italy.

Designed and led a communications training for 96 partner CSOs of **PACS**. CC trainers conducted these sessions with our training leads.

Conducted a 3 day workshop for the students of the Post Graduate Diploma in Community Media at **Tata Institute of Social Sciences**, Mumbai.

# Advocacy Engagements

## Speaking engagements/Presentations

Presented the work of Community photographers from the Magnum workshop at the **Delhi Photo Festival**.

Organized a session including organisations like Amnesty and PACS on bridging the gap between activism and visual documentation at the **Delhi Photo Festival**.

Presented at the **NAPM** conference in Trichur.

Presented at **Reel Revolution**, as part of the **Kranti Conference**.

Presented VV's work on Violence Against Women at the **Goa Law College**.

CC's attended and spoke at the **Khabar Leheriya** event in Delhi on Starting a Women's CC Network.

CC's attended a workshop on campaigning on environmental issues organised by **INECC** and **350.org**

# Advocacy Engagements

## Speaking engagements/Presentations

Guest lecture on Development Communication for students of Masters in Social Entrepreneurship at **Deshphande Foundation, University of Karnataka**.

Moderated a session on Advocacy & East Asian Corporate Activities Abroad at the **People's Forum on Business and Human Rights** in Bangkok organized by **ESCR**.

Chaired a session in a conference on Community Radio organized by the **Ministry of Information & Broadcasting**.

Spoke at a Dalit rights conference organized by **Navsarjan** in Ahmedabad.

Presented at the **APTE Conference** at **Ohio State University**, the largest gathering on social entrepreneurship in the midwestern United States.

Attended the People Forum on Business and Human Rights in Bangkok organized by **ESCR**.

## ACADEMIC RESEARCH ON VV

The **UNESCO Chair of Community Media** did the first ever study in India of community media products with VV.

Students at **Harvard Kennedy School** did a class paper on how VV's community videos could be source material for academics.

VV was **researched by 2 PHD candidates** - Ben Lezner from the University of Waikato in **New Zealand** and Martin Heidelberger at Humboldt University, **Berlin** - and Manjari Sharma from **India** did her **MA dissertation** looking into the role of community media in journalism.

Student Interns created **reports on VV's role in the global freedom of expression movement**; the **business model of a rural stringers network**; and an **in-depth analysis of VV's corruption videos**.

# Collaborations and Special Projects

We collaborated with Berlin-based Water Integrity Network to document corruption in the water sector.

We collaborated with the Center for Internet and Society to document rural telecenters. Two CC's presented the videos at CIS' annual event in Bangalore.

VV collaborated with Link Tv and screened Michael Peled's award-winning film Bitter Seeds across the Vidharbha villages where it was filmed.

VV is part of core team in the Video4Change network engaged in a global impact assesment research project.

# Consultancies, Funding and Partnerships

## Jharkhand Correspondent Changemakers Network

The 32 new CC's we took on in Jharkhand this year are all Tribal women. Jharkhand is one of the poorest states in India, with an enormous amount of mineral wealth and huge conflict caused between the state, corporations and tribal and other local communities over natural resources like coal, forests and land. Though it is 70% Tribal, there are hardly any Tribal journalists.

VV's Tribal women reporters are setting this right. VV's new state-wide model is broad enough that a large diversity of stories come out, while also enabling targeted advocacy to state-level government bodies. This is the 3rd major replicable community video model VV has created - the other two being our hyperlocal Community Video Units and the other our state-wide national community newswire - as part of our organizational goal of discovering the most scalable model of meaningful local content creation.

# Consultancies, Funding and Partnerships

## Women Community Monitors

A team of 20 rural women documented and monitored a massive network of women's self help groups set up by UNDP in Eastern UP. This ground-breaking 14 month project produced hundreds of videos that collectively give the development sector insights into how rural women themselves understand and visualize 'empowerment.' It culminated in a research report by the UNESCO Chair of Community Media at the University of Hyderabad that was perhaps the first quantitative study of the products - as opposed to the process - of community media in India. The report found that rural women monitors do indeed embed their videos with different characteristics and insights into the meaning of empowerment, as opposed to how traditional 'outsider' monitors view it.



**THIS REPORTER IS NOT ON YOUR PRIME TIME**



**SHE ROLLS A STAGGERING 2,500 BIDIS  
A DAY TO FEED A FAMILY OF FIVE.  
SHE NOW ROLLS A CAMERA TO TELL  
STORIES OF CHANGE THAT HER  
COMMUNITY WANTS!**

Ramsakhi Ahirwar, 32, is part of a community correspondents network initiated by Poorest Areas Civil Society (PACS) and Video Volunteers to highlight and report on issues of discrimination, denial of entitlements and change stories. She is a video campaigner from Khamaria Village, Jaisinagar Block, Sagar District, Madhya Pradesh.

for more log on to [www.pacsindia.org](http://www.pacsindia.org)

# Consultancies, Funding and Partnerships



EMPOWER > ENGAGE > INSPIRE  
**COMMUNITY  
CORRESPONDENTS  
NETWORK**

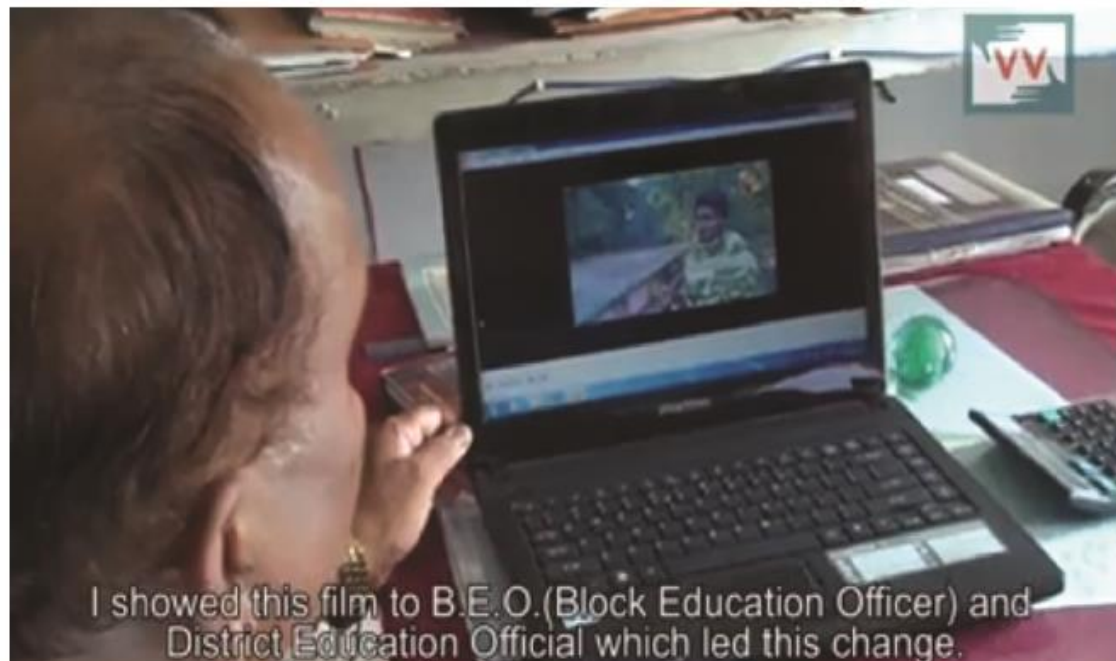
**PACS**

This network of 48 CC's highlights issues of social exclusion, where people are denied access to essential services, government schemes and livelihoods because of their gender or caste or religion. It is carried out in partnership with the Poorest Areas Civil Society Program (PACS), an initiative of the UK government's Department for International Development.

48 community activists, each associated with one of 200 minority-led local NGOs and with great experience mobilizing people to secure their rights, have been working for nine months as community correspondents.

**Community Correspondents facilitated dialogue between communities and officials who - though responsible for the problem - were unaware of the ground realities. Officials often appreciated this new information.**

**"I screened the video to the Block Education Officer & other staff in the office. They were so impressed. I explained to them that, as a Community Correspondent, I would now regularly document issues & bring them to their notice for redressal. I felt bad for them, as they confessed they have a hard time with their work; they themselves have so many bureaucratic hurdles & corruption to deal with.. He immediately wrote to the officer at the District level, informing him that the lightning conductors were going to be installed."**



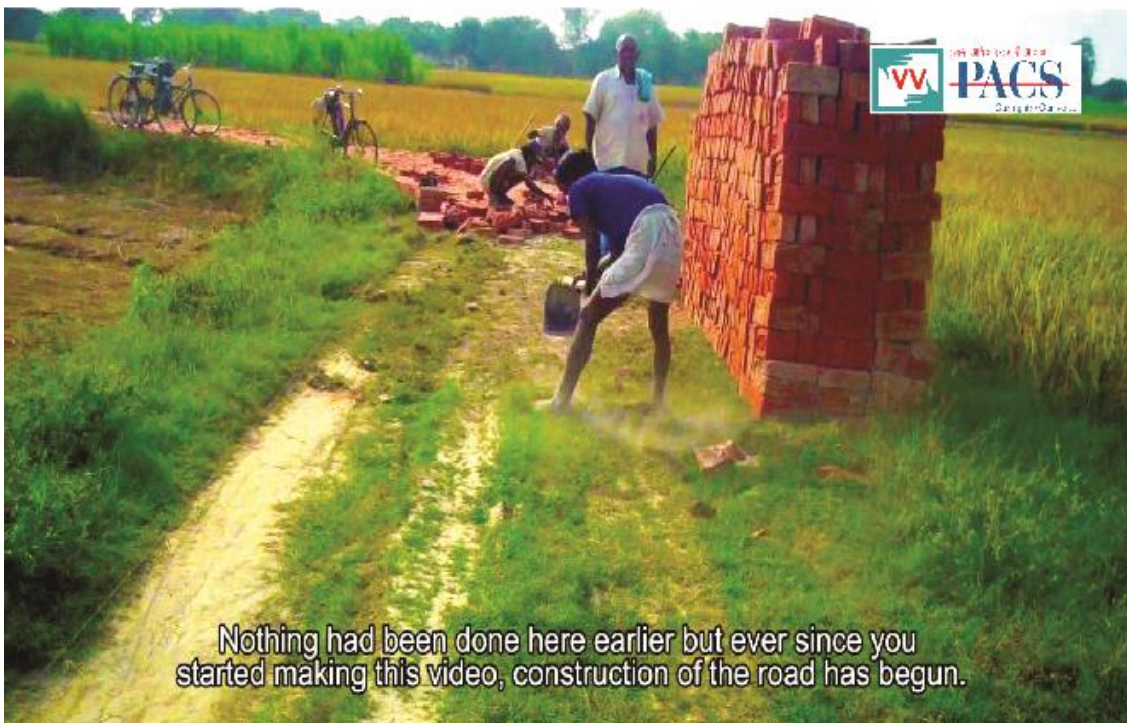
I showed this film to B.E.O.(Block Education Officer) and District Education Official which led this change.

**-Amit Topno's** video got lightning conductors installed in 50 schools across Torpa Block. Kids no longer miss school on rainy days.



## **Community Correspondents mobilized communities to take action on the violations they faced.**

**"When I returned to get some interviews for the video I planned to make, it started becoming evident that I had ruffled some feathers [of those who were responsible for the problem]. This video was a challenging one to make but I enjoyed every minute of it. And you know what, the few people who stood by me is what motivated me to do my job. Every impact video I make is the result of an internal drive. A crazy obsession that takes over when you know that you can do something right and bring change to a stagnant system."**



Nothing had been done here earlier but ever since you started making this video, construction of the road has begun.

### **-Shabanam Begum**

rallied the community of Bhavani Village, in Uttar Pradesh to speak up for themselves and get the community road, that had been in shambles for 15 years, fixed.



## Community Correspondents held corrupt government employees accountable for their lapses:

**"Assuming that poor, illiterate women cannot tackle corruption is one of the biggest misconceptions these kinds of cheaters have. This corrupt fellow probably didn't realise what lengths these women would go to, to uphold their reputations... Earlier, we knew all these problems [i.e. corruption] existed, but barring multiple trips to administrative offices, we couldn't do very much. Now having a camera in hand really shakes up the way people view a situation. They take it more seriously. This camera helped us change the lives of over a 100 people in Simaria."**

**-Reena Ramteke's** video helped a women's self help group expose a teacher who'd been siphoning off money from the local school's mid day meal funds. Now the money reaches the correct bank accounts and the kids have a healthy meal at school.



The problem is that accounts of the mid-day meal are not properly kept and we don't get our money.



## Community Correspondents supported fellow community members to get justice:

"I had heard about Pushpanjali's story and the injustice against her (She'd been fired from a government job because she had entered a temple despite Dalit). I really wanted to do something to help her. I am also a Dalit, and an activist. I had been where Pushpa was many times as I myself faced and fought discrimination. I wanted to support her but the 'how' and 'what' eluded me at that point in time. It was about two years later that I got called for the IndiaUnheard training camp in Odisha... I thought that maybe now with the use of my camera I might be able to do something now. So, I set out to find Pushpa."

**-Lambodar Takri** found Pushpa and made a video that got her reinstated as the caretaker of the local childcare centre from where she'd been fired. With two more victories under his belt, Lambodar is addressing one of the most intractable issues plaguing India.

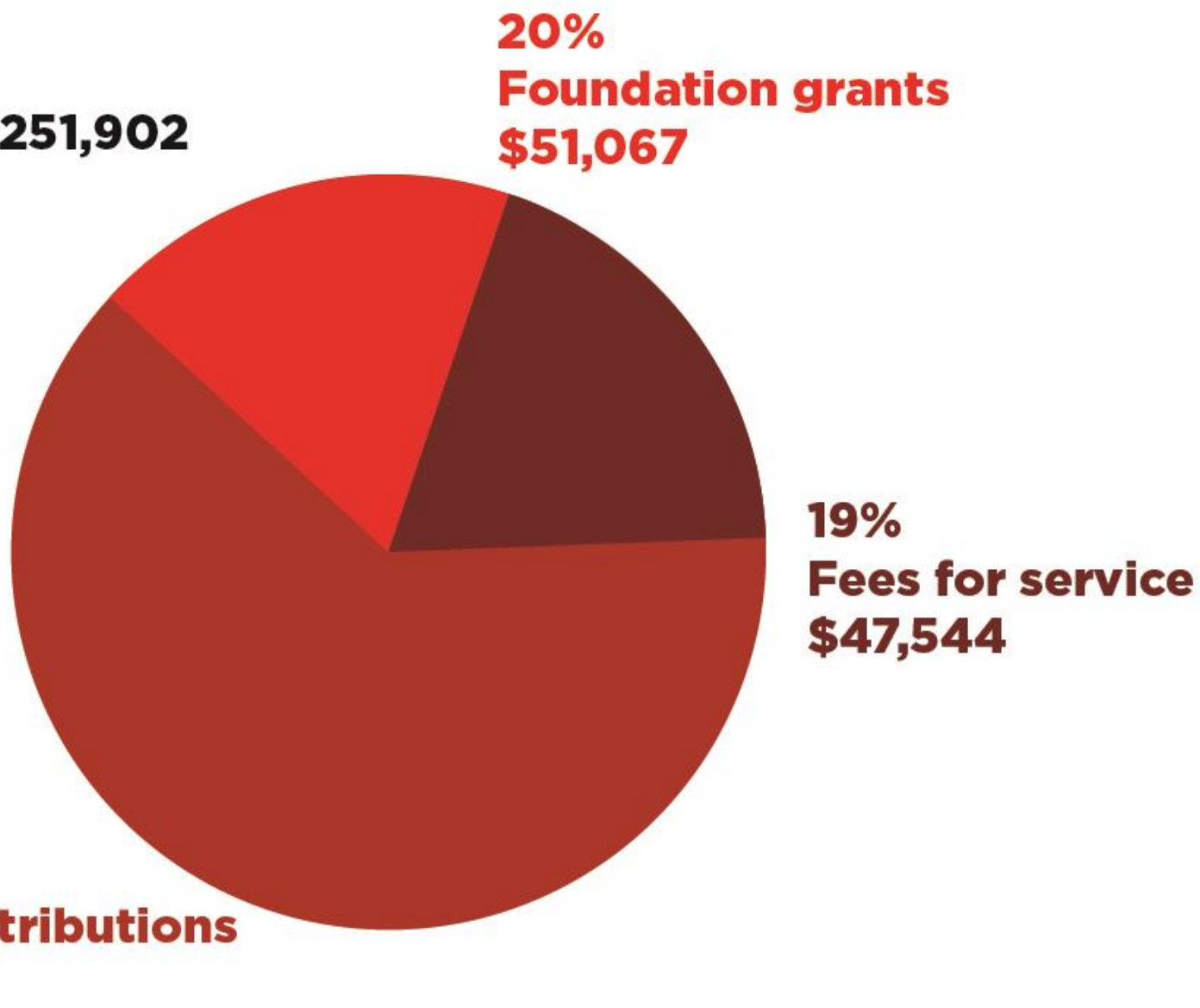


People from Ganda (Dalit) community are not allowed to enter the temple.

# FINANCES

## Income

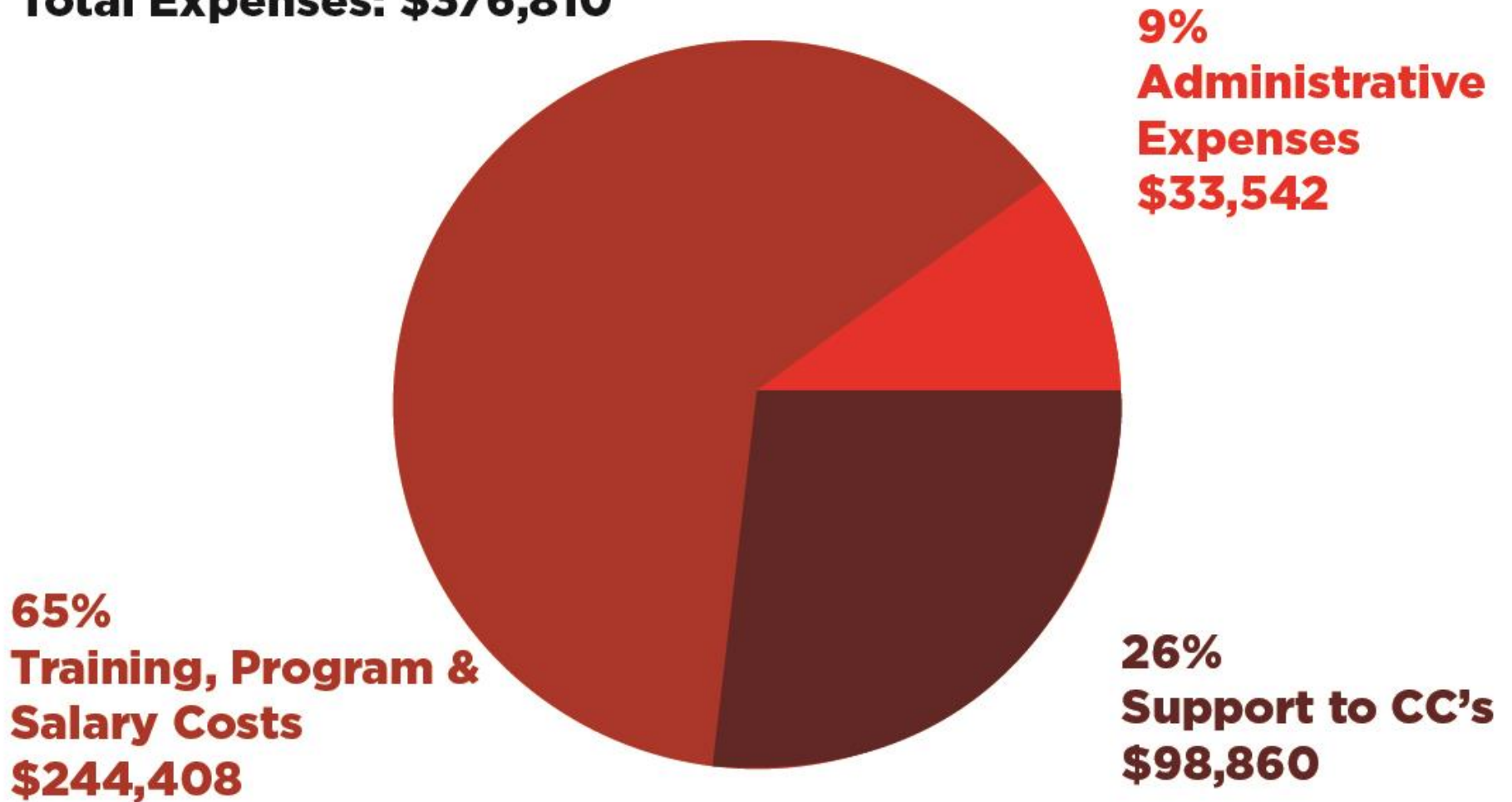
**Total Income: \$251,902**



# **FINANCES**

## **Expenses**

**Total Expenses: \$376,810**



This year, VV grew our staff from 16 to 24, following on from our best fundraising year ever, in 2012 -2013 where we raised nearly \$700,000. Thanks to our amazing staff of activists, filmmakers, communications experts and others, VV is becoming the scalable, decentralized organization we've dreamed of. Staff are taking decisions in their respective strategic areas, and at the grassroots, experienced CCs are taking on state leadership roles. We are so proud of them all. Now it's onwards to another great year.

Thanks for reading!

stall

