



# VIDEO VOLUNTEERS

ANNUAL REPORT 2015 - 2016



## THE NUMBERS: Our Performance

Between 1<sup>st</sup> of April, 2015 and 31<sup>st</sup> of March, 2016

**194** Community Correspondents

pitched **1990** stories,

produced **1300** videos,

achieved **342** impacts.





improving more than **1.2 million** lives.



## THE NUMBERS: The Content

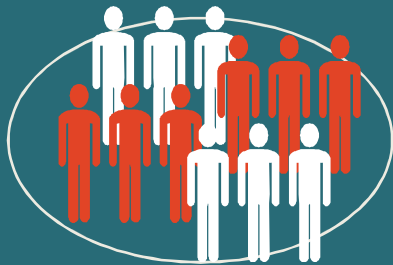
### Top issues Appearing in the Videos:

	Governance & Accountability :	<b>225</b>
	Food & Security:	<b>223</b>
	Education:	<b>149</b>
	Health:	<b>121</b>
	Corruption:	<b>97</b>



## OUR NETWORK: Geography

Strong network of **188** Community Correspondents



covering...



**16** states

**143** districts

**172** blocks.



## OUR NETWORK: Diversity

Diversity in our network and inclusion of the marginalized communities are of paramount importance for us when we identify potential recruits.

Out of the total 188 Community Correspondents in 16 states in our network

**51%** are women

**31%** are Dalits

**30%** are Tribals

**18%** are from Other Backward Classes



**14%** are Christian

**9%** are Muslim



## OUR NETWORK: Expansion

**36** new Community Correspondents  
added to the network with



**6** CC's from Jammu & Kashmir

**12** CC's from Bihar

**18** CC's from West Bengal.



## OUR NETWORK: Kashmir



### Jammu & Kashmir: Overview

- Total of **14** Community Correspondents in J&K
- **Gender Balance** with **7** women and **7** men
- Coverage of **all 10 districts** in the **Kashmir Valley**,  
including conflict areas **Tral & Sopore**



## OUR NETWORK: Kashmir



### Jammu & Kashmir:

**6** new Community Correspondents from **6** districts including...



**Afroza Mahed**

- Central Kashmir's Ganderbal district
- Has been extensively working for the justice to women who have been traumatized and victims of domestic violence.
- Volunteers with “Society for the rehabilitation of destitute girls and victims of Violence”
- Participated in several AIDS awareness programs and aspires to see the “Khushaal Kashmir” (Blissful Kashmir).
- Master's degree in Political Sciences, as well as a Diploma in Kashmiri language





## OUR NETWORK: Kashmir



### Jammu & Kashmir:

**6** new Community Correspondents from **6** districts including...



**Zahid Ganie**

- South Kashmir, Tral
- Communication Officer at the NGO CAUSE (Concerned About Universal Social Empowerment), has spearheaded many anti-drug campaigns across Kashmir valley
- Has conducted many camps on mental health awareness and career counseling to young students of the valley through CAUSE
- Also reports for “Greater Kashmir”, the most circulated newspaper of the valley
- Has taught journalism at different colleges of the Kashmir valley for the past three years



## OUR NETWORK: Bihar



### Bihar: Overview

- Total of **26** Community Correspondents in Bihar
- Coverage of **23** different districts out of 38
- Close partnership with leading **social movements** in the state



## OUR NETWORK: West Bengal



### West Bengal: Overview

- Start of the West Bengal Network with **18** Community Correspondents
- Coverage of **14** different districts
- **Debashis Aich**, a journalist with 25+ years experience, appointed as the State Coordinator
- **Soma Ghosh**, an active documentary filmmaker and editor, appointed as the regional editor



## OUR NETWORK: West Bengal



West Bengal:

**18** Community Correspondents from **14** districts including...



**Soriya Banu**

- Originally from Kaliachak, an area infamous for trafficking, child marriage and gender violence
- Has completed her Master of Social Work despite being from an incredibly impoverished family
- Also works as a trainer with Malda SahayogitaSamiti, a small non-profit conducting training and awareness camps on access to health care
- Focus on arsenic poisoning in water, bad road conditions, poverty and trafficking in her work as a CC



## OUR NETWORK: West Bengal



**West Bengal:**

**18** Community Correspondents from **14** districts including...



**Jahanara Bibi**

- From Kanaipur, South Dinajpur, Jahanara
- Associated with Nari – O – Shishu Kalyan Kendra (NOSKK), an organization supported by Poorest Area Civil Society (PACS) doing field work and surveys on gender violence, implementation of MGNREGA, ICDS and education
- Walked out on an abusive husband and defied all social constraints by moving back to her mother's home
- Earns her living by rolling beedis and farming.
- Her CC work highlights rampant gender violence, non-implementation of MGNREGA, corruption in the panchayat, lack of job cards, lack of clean drinking



## ADVOCACY: Maternal Health Campaign (1/2)

Every year **56,000** women die in India in **childbirth** – the **highest** maternal mortality ratio in the world and one of the **most violent** possible assaults on women.

Yet, none of these women are stories.  
No officials are accountable for their deaths.



With a grant of **\$15,000** from Oxfam Video Volunteers started to change that by giving these women **a voice**.



## ADVOCACY: Maternal Health Campaign (2/2)

**123** Community Correspondents participated in a **two day training** on reporting on maternal health and benefit from an **ongoing mentorship** by our lead journalism trainer.

CC's, now encouraged to report on this issue, have started to produce many stories related to maternal health.

Healthcare fails pregnant women in Bihar - Reena reports from Katihar  
One woman's harrowing experience of giving birth at a state-run health facility Why women opt out of institutional deliveries  
70 Women Await Maternal Health Cash Incentives  
Shortage of medicines force pregnant women to spend out of their pockets  
This Primary Health Centre opens only 3 days a month  
You can't Deliver Your Baby Here, The Root May Collapse Any Moment Pregnancy Ambulance Fails To Deliver  
The Nurse asked me for 500 Rupees to cut my umbilical cord



There is also a [playlist](#) constantly updated with new videos.

As a result, several press outlets in India have started picking up these issues, for example [IndiaSpend](#) and [LadiesFinger](#).





## ADVOCACY: End Medical Negligence (1/3)

### Jharkhand: Reparative Justice for Medical Negligence Deaths in Jharkhand

Last year several cases of **medial negligence** at the government hospital leading to the **death of a newborn** and a **12-year old boy** occurred in Madhupur, Jharkhand.







## ADVOCACY: End Medical Negligence (2/3)



Community Correspondent **Mukesh Rajak** reported on these cases, launched two online petitions with more than **40,000 supporters**, organised a **rally to call for justice for these families** and eventually arranged a meeting with the **District Collector**.





## ADVOCACY: End Medical Negligence (3/3)

This pressured the **Civil Surgeon and the Sub Divisional Officer** to conduct an investigation of the cases. With Mukesh's support, many people from the community came forward **for the first time** to speak out against the poor quality of care and ill treatment received at the hospital.

As a reimbursement the families received **1.5 lakh** each and **material compensation**. The quality of the service at the hospital has much improved with **three doctors being present 24x7**.





## ADVOCACY: Anti-Acid Attack Campaign (1/2)

### Bihar: Acid attack survivor get 2 lakh compensation after 3 years

In October 2012, four men threw acid on Chanchal Paswan (19) and her sister (15) while they were asleep on their terrace.

Even two and a half years after the attack, the women **were not sufficiently compensated** by the state government.



Community Correspondent **Varsha Javalgekar** then started putting pressure on the case by reporting on it, holding press conferences and meeting with officials.





## ADVOCACY: Anti-Acid Attack Campaign (2/2)



Varsha also filed a **Public Interest Litigation** in the Supreme Court and issued a petition on Change.org with more than **70,000 supporters**.

In **December 2015**, the Supreme Court ordered

- ✓ to increase the sisters' compensation from 25,000 to **13 lakhs rupees each**
- ✓ the legal recognition of acid survivors as disabled, giving them the same rights and benefits
- ✓ as well as the obligation for private hospitals to give immediate treatment to acid victims.



## IMPACTS: An Overview

**342** impacts achieved

**3415** villages impacted

**321** Community Screenings

**1.2+ million** of people impacted





## IMPACTS: Case Study on Labor Rights (1/2)

### 250 MGNREGA workers get paid after one and a half years)

250 workers in the Khagrabari panchayat of Cooch Behar district had not received their wages for one and a half years, and yet were pressurized to work.

Community Correspondent **Bikash Barman** identified the issue in October 2015 and decided to take up the cause to help these 250 workers, who had no idea about whom to turn to for help.



*I made a video of the problem, documenting the anguish of the workers, creating a viable document which would help in preparing a proper case in front of the administration.*





## IMPACTS: Case Study on Labor Rights (2/2)

### 250 MGNREGA workers get paid after one and a half years



CC Bikash then met **Panchayat Pradhan Kajal Dey** and Superintendent **Dhananjay Barman** to inform them about this overlook.

In 2014 work worth almost **Rs 5,10,00** was done. The payment was released swiftly thereafter.



The payments have brought a **fresh lease of life** for the labourers who were debt-ridden.

Bikash Burman's dedication to bring about a change in the society and helping the community has helped 250 workers get wages that are rightfully theirs.





## IMPACTS: Case Study on Water (1/2)

### Finally clean water at home

The residents of Chingnar village in Chhattisgarh were filled with angst because of the **lack of clean, hygienic water**. Their children fell **sick** by drinking contaminated water from the local ponds, and they wished for a borewell to be fixed. But they waited for this miraculous change to take place by itself.



When **CC Khirendra Yadav** became aware of this situation, he changed the mindset of the people. After doing a video report on the water problem, he gathered the community for a meeting and educated them about their rights.





## IMPACTS: Case Study on Water (2/2)

### Finally clean water at home (2/2)



Motivated by the initiative taken by Khirendra, the community, along with him went to the **Gram Panchayat** office and officially requested the District president to install a borewell in the village.

Today, thanks to their **own initiative**, the community of Chingnar village has a **borewell with clean, drinking water**.





## IMPACTS: Case Study on Ration Shops (1/2)

### Ensuring subsidized ration for an entire village



The community at Luxmipur village **was not receiving subsidized ration** and, therefore, was forced to buy food supplies at a high price from the market. Many simply couldn't afford and **struggled** to make ends meet.

Community Correspondent Reena mobilized the community and met with the **local ration dealer**. He assured that as soon as he gets the supply he would immediately distribute it to the villagers. Next, Reena screened the video at the **Block Development Office**.

It took **6 months** for the ration card paperwork to get processed, but the villagers have now started receiving their ration at a subsidized rate.





## TRAINING: An Overview

This year Correspondents and State Coordinators again had many opportunities to hone their skills, ranging from filmmaking to legal understanding of issues they work for such as health related issues, as the following two examples show:



### May 1-3, 2015:

Oscar nominated filmmaker **Ashvin Kumar** conducted a workshop for all CC's in J&K to enhance their filmmaking skills in special documentary stories on half widows in Kashmir and cases of mass graves.

### September 10-12, 2015 & October 10-12, 2015:

**CEHAT** and **Karve Institute of Social Science** held two courses on medical examinations in sexual violence cases, maternal health, as well as HIV/AIDS. Five CC's from Maharashtra attended the training and received certificates.



## PRODUCTION: DOORDARSHAN

indiaunheard

NOW ON DOORDARSHAN



**50** episodes of “IndiaUnheard” aired across

**Jharkand, Maharashtra, Uttar Pradesh, Bihar and Chattisgarh.**

IndiaUnheard is VV’s behavior change television program. 30 minute programs air once a month in five states on Doordarshan, India’s National Broadcaster.



## PRODUCTION: DOORDARSHAN

July 25, 2015:



A press conference to introduce the **IndiaUnheard program on DD** was held in Ranchi to publicize the CC Network and the first community media program to air in that state:

- **Anu Radha**, the VV consultant for DD
- Representatives from **Doordarshan**
- **Sunil Minj, Jerom Jerald Kujur and Fr. Stan Swamy** from the VV Advisory Committee
- Journalists were from **News Wing, Dainik Bhaskar, Kasish News, Naxtra News, Prabhat Khabar, News 11, Aaj Ranchi, Dainik Jagran, Quami Tanjim and Aaj Press.**



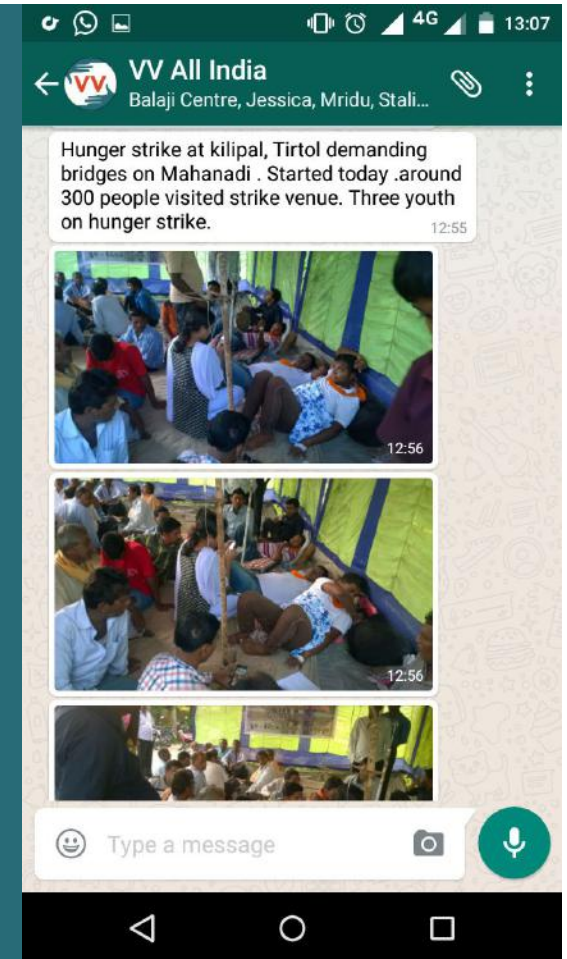
## COMMUNICATIONS: WhatsApp

### Harvesting technology for better communication and social change:

Launch of **VV All India** WhatsApp group as well as **state specific groups** for VV staff, State Coordinators and Community Correspondents to share info, updates, photos and videos.

### Next phase:

CC's create WhatsApp groups within their own communities. E.g.: Community Correspondent **Rohini Pawar** created a group where villagers can contribute and share information on the **conditions of the village and local conflicts**. Also a great source for CC's work to find new stories.







## COMMUNICATIONS: New Directions

### Ogilvy



Thanks to board member **Raj Kandur**,

The India office of the global marketing and PR agency **Ogilvy & Mather** took Video Volunteers as a **pro bono client**. Ogilvy & Mather prepared a **branding strategy document** for VV and **conducted two workshops** at the VV office in Goa (April 2015 & January 2016).

**They are currently redesigning our website and our content strategy.**



## COMMUNICATIONS: “A New Path”



**“A New Path” wins  
Youth Vision Award at UNAFF 2015  
(United Nations Association Film Festival)**



Documentary directed and produced by **Gregory Walsh**  
Follows Community Correspondent Mukesh’s work in his region





## COMMUNICATIONS: VV in the Press (1/2)

### Top Media Pickups

#### New Indian Express: [Reporters on the Story of Their Lives](#)

«Some years ago, Stephen Lang, an American actor best known for his role of colonel Quaritch in Avatar, commented, “**Video Volunteers** is creating a kind of grassroots Reuters. They have created an alternative media in places that don’t have cinemas or TV or even regular electricity.” Lang’s remarks were made recognising the efforts of the organisation in giving a voice to the disadvantaged, one video at a time.»

#### The Better India: [How a Former Child Bride is Stopping Child Marriages in India](#)

«**Video Volunteers’ Community Correspondents (CC)** were gathered in Jharkhand for a biannual mentor meet in December 2015. In the middle of the meet, CC Rohini Pawar received information about a couple of child marriages taking place close to her village in Pune, Maharashtra. She immediately informed the authorities via ChildLine – 1098, after which the police were sent to stop the event.»



## COMMUNICATIONS: VV in the Press (2/2)

### Top Media Pickups

**Business Standard:** [Jharkhand at India's heart Of maternal-care darkness](#)

*«But as **Video Volunteers'** ground reports reveal, absolute numbers are not enough: The quality of healthcare is an important draw for women in remote, rural areas. If infrastructure is crumbling, centres lack medical staff and patients must pay out of their pockets-apart from being treated badly-they are unlikely to use institutions.»*

**Navhind Times:** [Video Volunteers: Impactful grassroots journalism](#)

*«Abhay Deol gave out awards for the best videos produced by **Video Volunteers'** network of correspondents, from some of the most remote and neglected villages in India, around human rights issues like acid attacks, caste-based violence, MGNREGA cases and forced evictions.»*



## EVENTS: The National Meet in Goa (1/5)

From September 27 to October 4, 2015  
we conducted the National Meet in Goa with

- 130** CC's
- 35** VV staff
- 35** Goan activists
- 20** guest speakers







## EVENTS: The National Meet in Goa (2/5)

One week filled with workshops on  
Patriarchy, Media & Journalism  
and Advocacy ...







## EVENTS: The National Meet in Goa (3/5)

... and the inspiring stories of our CC's.



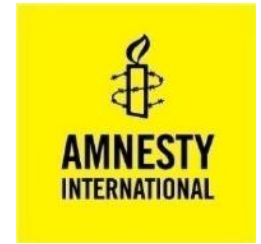


## EVENTS: The National Meet in Goa (4/5)

With a very special thanks to the support from...



IndiaSpend



RTE Forum



Bloomberg







## EVENTS: The National Meet in Goa (5/5)

... and to Abhay Deol  
for hosting the COSCARS (Community Oscars),  
honoring the best films from our CC's.





## EVENTS: Networking

### May 2015: MTV Screenings

- Screening and fundraiser at MTV's movie theater in New York
- Hosted by Trustee Dina Madhani & Supporter Nusrat Durani
- Five VV videos about maternal health related issues were screened followed by a tremendously positive response



### May-December 2015: Ashoka Globalizer

- Fellow Jessica Mayberry participated in the Ashoka Globalizer
- Served as a business planning process for VV
- Senior advisors from the tech world help created a new business plan and a new strategy for working with data







## EVENTS: Networking

### July 2015: Video4Change

- Second global meeting of the Video4Change Network in Tepoztlán, Mexico
- Jessica and Stalin representing Video Volunteers
- Gathering of people from 22 leading video organizations in the world



### October 2015: ESCR-Net

- People's Forum on Human Rights and Business 2015 in Nairobi
- Brought human rights activists from 23 countries together
- Several sessions moderated / attended by Stalin K.

