

# video volunteers >>

EMPOWERING COMMUNITY VOICES



## **ANNUAL REPORT**

April 1st, 2016 to March 31st 2017

# INDIA **Un**heard IS A STRONG NETWORK OF

**215**

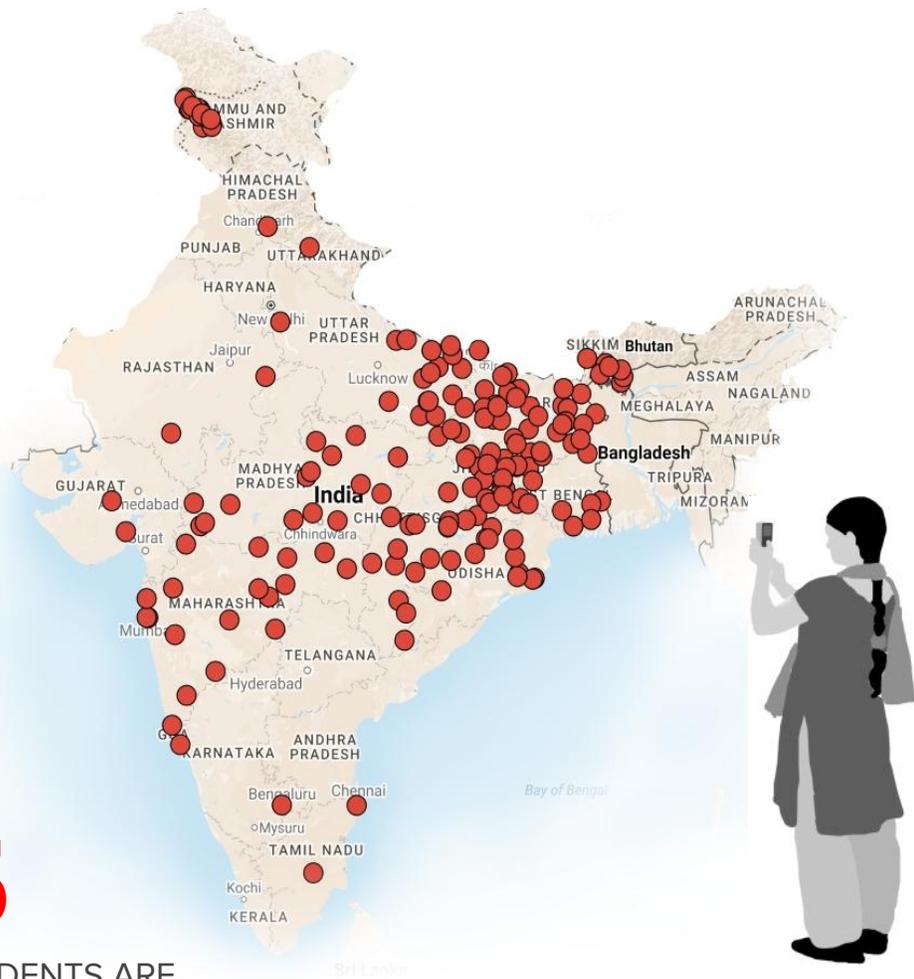
COMMUNITY  
CORRESPONDENTS

**16**

STATES

**160**

DISTRICTS



**215**

CORRESPONDENTS ARE

**60%**  
WOMEN

**30%**  
ADIVASI

**35%**  
DALIT

**20%**  
RELIGIOUS  
MINORITIES

# VIDEO REPORTS

---



**2100**

STORIES  
PITCHED

---

**1268**

ISSUE VIDEOS  
PRODUCED

---

**377**

IMPACTS  
ACHIEVED

---

**252**

IMPACT VIDEOS  
PRODUCED

---

# TOP ISSUES APPEARING IN FOOTAGE RECEIVED:

---



Governance and  
Accountability

**214**



Anti Poverty  
Programs

**193**



Education

**135**



Gender

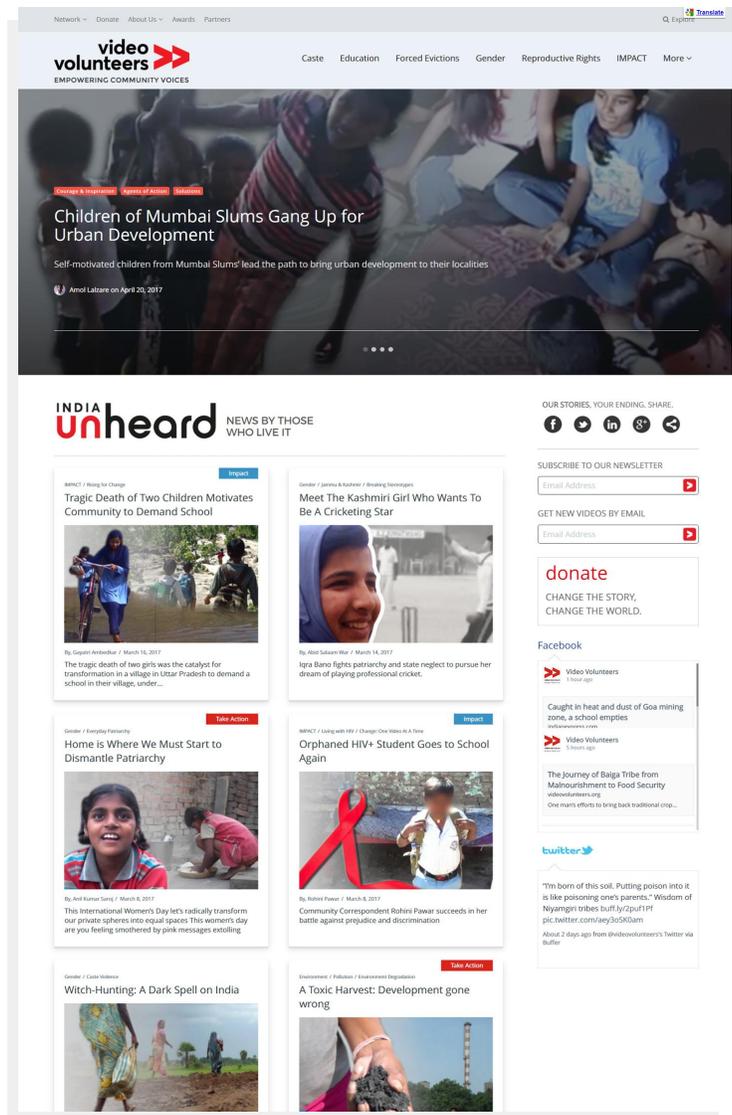
**132**

# OUR NEW LOGO AND WEBSITE



VV emerged with a fresh look when our new website and logo were officially launched on International Women's Day on 8<sup>th</sup> March 2017. The launch was made public after a celebration at the office where the efforts of women Community Correspondents across VV's extensive network was honoured.

The new website is a content-first news site, aiming to deliver a handful of videos and articles each week that speak to global audiences while still being truly from the community's perspective. It was designed over many months as a pro bono project by the ad agency [Ogilvy & Mather India](#).



# SOCIAL MEDIA OUTREACH

---

VV's social media platforms showed excellent growth over the past year,. The Facebook page monthly reach more than doubled by the end of the period and our YouTube channel has increased to a monthly average of over **2 million views**.



## PAGE LIKES

  
**17933**  
(Increased by **3357**)  
**14578**

## MONTHLY PAGE REACH

  
**12648**  
(Increased by **7444**)  
**5204**



## SUBSCRIBERS

GROWN TO  
**14753**

## TOTAL VIEWS

**11,192,147**



## PAGE FOLLOWERS

INCREASED BY  
**568**

VV anticipates that the new website will attract an ever-growing audience of Indian viewers who are searching for ways to take action and feel connected to the real issues of the country.

# KashmirUnheard

---



As the first VV state, Kashmir got its own Facebook page and website in 2015, KashmirUnheard. In time, VV will start many more, in order to decentralise the network, leaving more decisions and responsibility to the state offices, and build up audiences at the state level.

The **Facebook** page KashmirUnheard has been a great success with an outreach of **41,619 likes** in total, and with currently **1100 to 1500 new likes every week**. As of March 2017, KashmirUnheard content appeared on **14 crore people's** timeline on Facebook. The success comes from 70% of Kashmiris being smartphone users, and very active on social media, but also that there does not exist any alternative to it in Kashmir. This is due to the lack of local cable news, and not much of a tradition of video documentation. News comes from cities like Delhi and Hyderabad and therefore cannot cater to local issues. KashmirUnheard is filling this gap. But the team accomplished this in a time of great unrest. Though there is a lot of trolling and negative comments on the page, the Correspondents view this as a sign their opinions are being heard.

## KashmirUnrest

In July 2016 there was an uprising in Kashmir. A combination of frustrations due to high unemployment and an absence of political dialogue along with excessive militarisation of the public space and repeated human rights violations by the security forces, led to violent protests lasting for seven months. The VV office was closed, no footage was received for 6 months, and there was no internet or newspaper circulation. Within the media ecosystem, our reports were valuable because we also covered rural areas, whereas most media just covered the views from the city. Throughout the conflict our CC's were in the villages, speaking to victims and collecting evidences. Despite the inflamed situation the Correspondents were able to feature voices from both sides of the conflict, from stone pelters to CRPF personnel.



# IMPACTS

---

**33%** of the videos produced solved the present problem,  
up from **25%** a year ago.



**377**

IMPACTS ACHIEVED

**12,865**

VILLAGES IMPACTED

**188**

COMMUNITY SCREENINGS

**516,716**

PEOPLE IMPACTED

# IMPACT CASE STORY : Right to Pray



Disguised as a tradition, women in the village of Veer, Pune district, Maharashtra, had not been allowed to enter the main chamber of the local temple for 400 years. A board with a written restriction on entry of women was put up on the door of the chamber. The reason behind this is that women is generally considered impure in most religious practices in India. CC **Rohini Pawar** felt insulted and of lower dignity than the men visiting the temple. She took up the fight to break this restriction, to make sure that equality also exists in religious practices.



Rohini did an issue video on this example of gender discrimination, and screened the video at a community meeting and to a local NGO. Two representatives of this NGO assured to support her fight. But the struggle was to find any women to interview, since they were afraid of the ill that could fall upon them if they speak up. The issue was published in the press, and was also broadcast on a popular Marathi channel. This helped to make the women aware of the discrimination they were facing, and gain strength to Rohini's movement. Along with the representatives, she visited the District Collector Office along with an application and a DVD of the film. A pressure was created on the trust of the temple, which resulted in the temple committee on agreeing to permit women in the main chamber. On 14 April 2016 the CC along with 30 other women entered the main chamber. This victory opened up new possibilities for women and their equality in the society.

# IMPACT CASE STORY : Right to Work



Under the MNREGA scheme, every resident of rural India who demands work has the right to work. But the women of Keshapur Village, Uttar Pradesh, had been denied work under the MNREGA scheme for two years. The reason behind was the patriarchal views of the authorities of the region. The employment office of the district had repeatedly turned the women of the village back for two years under the pretext: **“You are women, you can’t toil as much as men can.”**



When CC **Kesha Devi** heard about this gender-based discrimination, she was determined to end it, and make sure that the women got the work they were entitled to. But her road to revolution was not easy. The women were scared of the government officials, who had also tried deterring Kesha’s initiative. But Kesha was not going to give up. She went back to the women after two days, told them about their rights and showed them other impact videos to show them how change is possible if a community demands its rights as one. Ready to put up a fight for their rights, the women signed the application seeking work and agreed to make the video. 20-25 of them joined Kesha and presented the letter to Gram Sevak, the village representative. Within a month, the Programme Officer called the women to give them work.

# IMPACT CASE STORY : Witchcraft



Witch hunting is a rampant practice in Jharkhand especially in tribal communities. On 7 August 2017, five innocent women from from Karanji Maraitali village were dragged out of their homes by fellow villagers accusing them of being witches. They were beaten to death within minutes. A month before this killing took place a young boy had died due to illness, and villagers accused the five women of having killed him through witchcraft.. Immediately following the women's murder, a lawyer and four police men had visited the village to investigate the matter. The family members of the victims said that these officials would often visit the village and would assure help, but do nothing. The people who killed the women were therefore still on the run and not arrested. The family members of the victims kept seeing the killers in the village, which made them worried.

Community Correspondent **Nirmala Ekka** came to know about the issue from the newspapers, and got in contact with the NGO "AALI" to seek legal help. Nirmala then did a video on this issue which was screened among the members of AALI organisation. The video helped to understand the issue in depth and plan further steps to solve the problem.

Nirmala and AALI representatives visited the victims' families and discussed how to solve the issue. Later they approached the police officer at block level to convey the issue, but the police officer was not taking the matter seriously. The police said they had given their phone numbers to the villagers and that they would inform them if anything would happen again.

Nirmala told the police that the killers were seen in the vicinity of the village and that she would go to higher police officials if they didn't arrest the killers soon. 1 week later the police arrested a handful of people. The community urged Nirmala to meet the police officials at district level so that more people could be arrested and more protection could be given.

Nirmala together with the AALI organisation therefore submitted a written application to the CID officer at district level with three demands of the community: 1) main killers should be arrested 2) compensation should be given 3) four policemen should patrol 24 hrs in the village.

As a result of Nirmala's efforts, with the help of AALI, 40 people were arrested, 1,20,000 were compensated to each victim's family. The case is running at Ranchi Civil Court. Nirmala also states that, as a result of this action, three more women were saved who were on a 'hit list' of other so-called witches.

# IMPACT CASE STORY : Right to Health Care



The Health center in Village Batiyagarh, in district Damoh in Madhya Pradesh, is the main source of health services for around 15 villages. The center also hosts women's sterilization camps as part of the government's population control effort, where each woman who undergoes the procedure is compensated Rs. 600-1100. Our Community Correspondent **Artibai Valmiki** came to know that these camps were lacking basic facilities and hygiene, and began to investigate.

In August 2016, 12 women who underwent sterilization operations were facing immense problems just after the operation, since there were no beds for the women to rest. All 12 women were made to recover on the floor. The medicines prescribed by the doctors also had to be purchased from outside. On top of that the compensation cash was handed to the women immediately upon exiting the operation room, while they were still only semi-conscious. Also these 12 women were issued a "Karmakar card" which entitled them to receive Rs. 6000 as a financial support (daily wage earning loss).

Artibai filmed a video on this issue wherein she incorporated all these lacking aspects in the video. She also held a community meeting related to this issue and submitted a written application to the block medical officer (BMO). The BMO conveyed this issue to the Chief Medical Health Officer. The CHMO realized the importance of this issue and made arrangements of more than 20 beds in the health center. Additionally a concrete platform was constructed at the entrance of the health center to help the patients enter and exit the center easily. Also instead of giving the compensation as cash directly to the women, the amount is now being deposited into the accounts of the women.

# IMPACT CASE STORY : Relief for a Flooded Village



In the tiny village of Pathartola in Bihar, monsoons are nightmarish. Located at the confluence of the rivers Ganga and Kosi, the village floods every year. The people get cut off from the roads and their agricultural fields and often their homes get submerged. **Navita Devi**, a Community Correspondent braved extreme conditions to meet the villagers and make a film on the issue.

Together with the community she went to meet the local government officer the very next day to demand compensation and relief. Together they submitted an application to the concerned official, the Block Circle Officer (CO). The CO was sympathetic to the light of the villagers and assured them that steps will be taken to help them. The officials visited the village the very next day: the conditions were such that they had to inspect the situation from boats. Within the next couple of days, medicines and food arrived as relief for the villagers. Boats and electronic torches were also provided for them. The villagers were also compensated for the damages and losses they suffered.



# IMPACT CASE STORY : Right to Health Care

---



The Maharashtra state government has a funded mission that entitles women from economically and socially marginalized groups -Dalits, indigenous people and those living below the poverty line - to Rs 4000 (USD 60) in the last month of their pregnancy. The rationale behind this grant is that women get adequate nourishment and rest for the health and well being of both the mother and the child. However, in Nandurbar district an administrative oversight made thousands of women ineligible for this scheme based on the time of their pregnancy.

After failing to get a response from the apathetic administration despite numerous appeals at public hearings, Community Correspondent **Chetan Salve** decided to make a film on the issue. He then screened this film to officials from the state. He even travelled to the state capital, Mumbai, and screened it for the functionaries of the State Human Rights Commission. An application was even sent to the Chief Minister. Finally the mainstream media outlets took notice of Chetan's relentless efforts to highlight this injustice and ran his story. The new District Magistrate to Nandurbar proactively took up the cause after being approached by Chetan. He sanctioned an amount of Rs 40,000,000 (USD 6,25,000) and 12000 women in the district finally got their dues.

# VV RECRUITED **22 NEW WOMEN CC'S** ACROSS THE COUNTRY



HARYANA

**5**

NEW CC's ADDED

GUJARAT

**3**

NEW CC's ADDED

RAJASTHAN

**3**

NEW CC's ADDED

UTTAR PRADESH

**4**

NEW CC's ADDED

MADHYA PRADESH

**5**

NEW CC's ADDED

MAHRASHTRA

**2**

NEW CC's ADDED

# TRAININGS : An overview

---



**24/2/16: TRAINING ON DATA SURVEY AND ON-BOARD EDITING APP**  
**8 CCs from Bihar** participated in three days

**22-23/4/16 REFRESHER TRAINING**  
**2 CCs from MP** had extra training on impact processes.

**19-20/6/16: TRAINING ON DATA SURVEY AND ON-BOARD EDITING APP**  
**19 CCs from Bihar, Jharkhand, UP and WB** participated in a three days training.

**23-27/8/16 REFRESHER TRAINING**  
**20 CCs from UP, Bihar, Odisha** participated a three days gender refresher training.

**28-30/9/16: GENDER TRAINING OF EXISTING CCS**  
**15 CCs from Chhattisgarh, MP, Jammu & Kashmir, Maharashtra and Jharkhand**

**27/9-4/10/16: GENDER TRAINING OF NEW CCS**  
**22 new CCs were trained as gender Correspondents.** They were trained in questioning gender stereotypes and challenging patriarchy, identifying story ideas to produce videos related to everyday patriarchy and gender-based violence, and how to conduct Discussion Clubs.

**23-26/11/16: REFRESHER TRAINING**  
**31 CCs from Jharkhand and West Bengal** participated in a refresher training.

**28/11/16: GENDER REFRESHER TRAINING**  
**14 CCs from Bihar and UP** participated in a gender refresher training.

**28/11/11: GENDER REFRESHER TRAINING**  
**8 CCs from MP, Chhattisgarh and Maharashtra** participated in a gender refresher training.

**5-7/11/16: REFRESHER TRAINING**  
**19 CCs from MP, Chhattisgarh and Maharashtra** participated in a refresher training on impact processes.

**30/11-2/12/17: REFRESHER TRAINING**  
**28 CCs from Bihar and UP** participated in a refresher training.

**17-18/12/16: NDTV TRAINING**  
**9 CCs** participated in trainings at the NDTV headquarters making them ready to work as stringers for NDTV.

**22-23/2/17: RSTV TRAINING**  
**49 Community Correspondents** did a one-day training making them ready to pitch stories directly to RSTV.

# MENTOR MEETS : An overview

---



Video Volunteers organises mentor meets in every state, in these meetings State Coordinators and senior CCs functioning as mentors for new CCs get updated on new stories, review footage and have editorial meetings. These meetings are also held to further train the mentors in things like technical skills, impact planning and script writing.

BIHAR <b>5</b> MENTORS MEET	MADHYA PRADESH <b>3</b> MENTORS MEET	CHHATTISGARH <b>3</b> MENTORS MEET	JHARKHAND <b>4</b> MENTORS MEET
WEST BENGAL <b>3</b> MENTORS MEET	ODISHA <b>4</b> MENTORS MEET	UTTAR PRADESH <b>1</b> MENTORS MEET	JAMMU & KASHMIR <b>1</b> MENTORS MEET

# VV WORKSHOP ON GENDER CAMPAIGNING

---



Video Volunteers conducted a capacity building workshop for 24 human rights and social justice organisations on how to design effective campaigns on gender and women's rights.

The purpose of this workshop was to aid organizations, to identify their campaign strategies and core areas to amplify the audience reach of the respective gender campaigns. The focus was on challenging gender biases, enhancing the value of women and girls and building public pressure to counter declining sex ratios.

This workshop was conducted in Bhopal, in collaboration with Girls Count and with the support of UNFPA. The organisations were from Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan and Gujarat and the workshop was held from the 29th of November to 1st December 2016.

# SURVEYS FOR ACTION

**40 CCs from Bihar, Jharkhand, UP and WB** have been trained on data surveying and on-board editing app.

**Video Volunteers** is now equipped to gather data in a quick manner and to fill existing data gaps. As of March 2017 VV has done 5 surveys, which were turned into infographics you can see on our website [here](#),

## We are doing this because:

- India deserves 100% accurate data about development programs and communities are best placed to get that
- Information leads to action and problem solving when it is in the hands of communities
- Building citizens capacities in data gathering empowers us all to stand up for transparency and accountability
- India has committed to the Sustainable Development Goals – to eradicate poverty by 2030. Empowering communities to monitor progress towards these goals will help us achieve them.

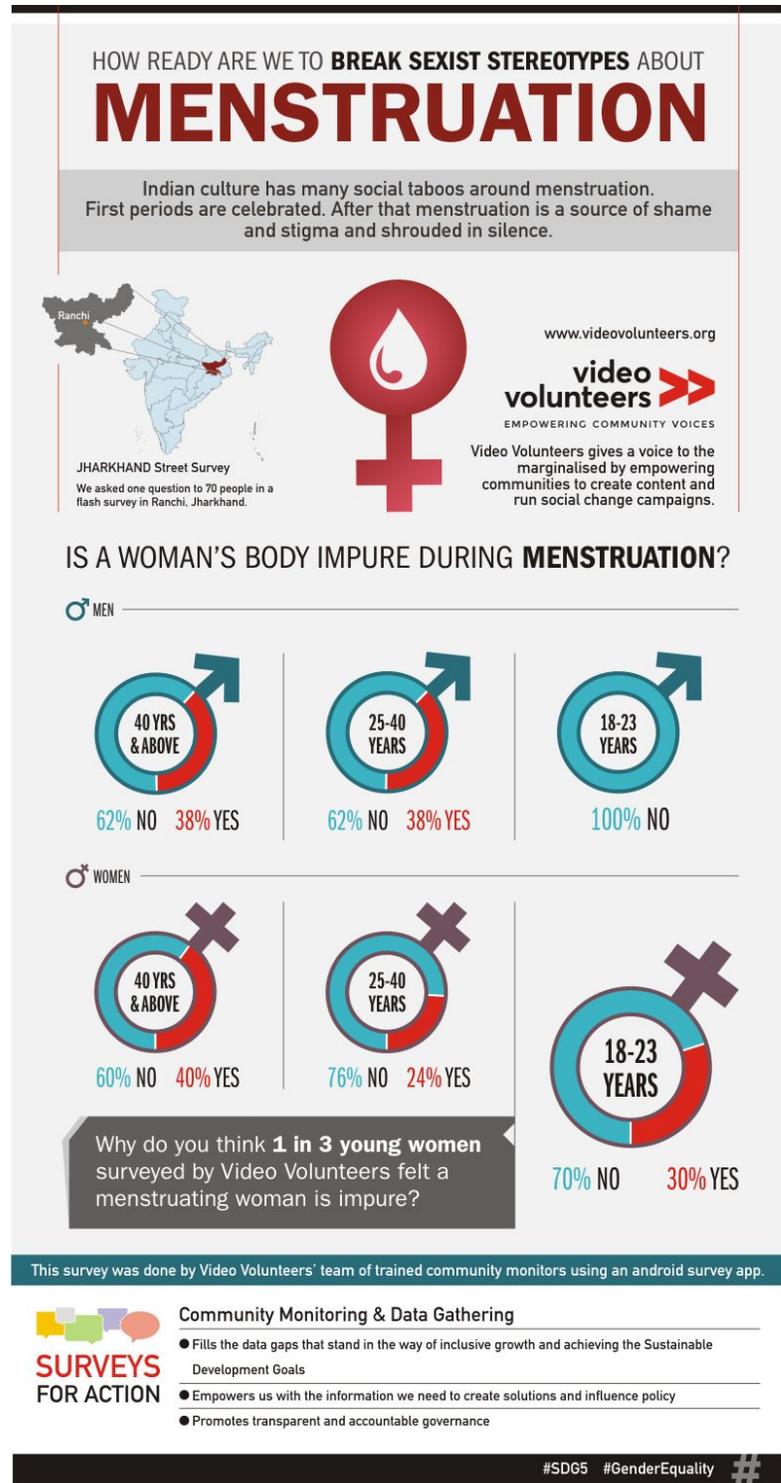
cont..



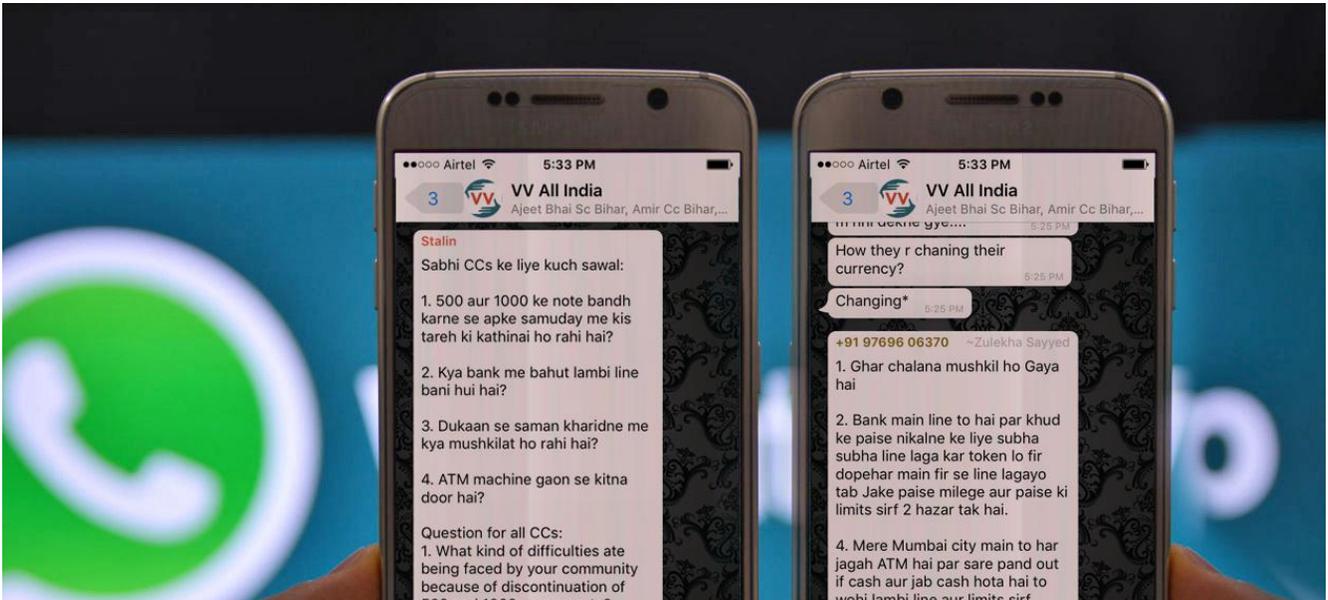
# SURVEYS FOR ACTION

## The relevance and uniqueness of Surveys for Action

- Answers crucial questions that can only be answered by people living in the community
- Bridge the culture gap between the design of the questions and how they are understood
- Generates better data on whether anti-poverty programs are working
- Fills the recognized data gaps of the SDGs
- Verifies corrupted data thus aids transparency, accountability and better policy-making
- Can measure progress and action at regular, frequent intervals at a low cost
- Empowering communities with information
- Easy to implement: NGOs, corporates and citizen groups can learn our model of surveying in a matter of days

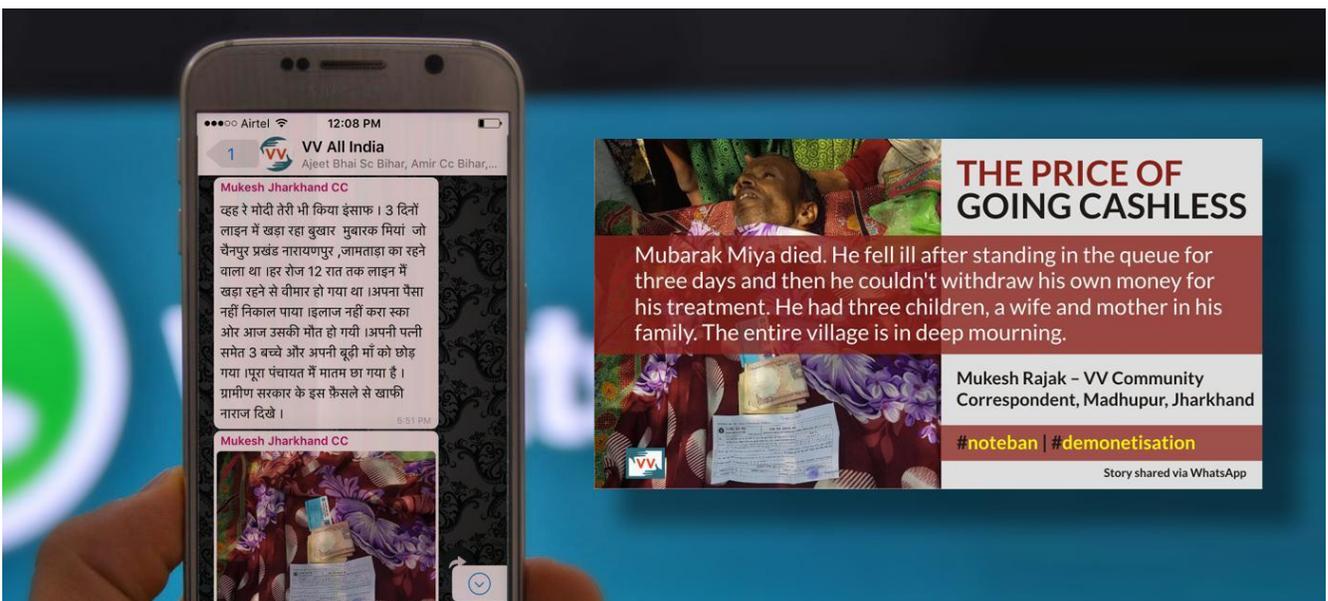


# REPORTING USING **WHATSAPP**



In November 2016, when the Indian government announced the **demonetisation** of all large notes, Community Correspondents started sharing the horrors they were seeing in their villages on the VV All India **WhatsApp** group as text and photos. Sensing the power and immediacy of their stories, the staff began to convert their WhatsApp messages into English and publishing them on social media as shareable GIFs.

WhatsApp is one of several new digital tools that will aid rural journalism and help to bridge the digital divide for our Correspondents.



# FOCUS ON BIHAR

---

## *“Creating Grassroots Accountability and Improving Service Delivery through Community Monitoring and Mobilizing”*

In a 3-year project funded by **Azim Premji Philanthropic Initiatives**, VV has decided to **make Bihar our focal state for innovating around community-led monitoring** and having Community Correspondents function as an information bridge between her/his community and the government.

The Correspondent monitors government programs through video and data gathering and joint reports with media organisations. The Correspondent then creates content for monitoring reports which will be more multimedia than VV's current way of monitoring, including photos, infographics, text or RTI results. After creating a report, the CMM begins the impact process. This includes community screenings, engaging with government officials from the Panchayat, block, district, state level and different ministries, and mobilizing the community. If the CMM is successful, she/he produces an impact report, which documents the change she/he was able to achieve.

VV has chosen the state of Bihar as the model for large scale change. VV envisions communications - of, by and for communities - playing a transformative role in improving the implementation of selected entitlement programs at multi-state level. VV is imagining an ultimate model of 'info-sutradhars' whereby a Community Correspondent functions as something akin to a 'village information officer'. While scaling this model in Bihar, VV will carry out advocacy and campaigning activities at the national and network level to drive greater change.

# DISTRICT EVENTS



**Video Volunteers** has embarked on a new district level engagement, District Events. This initiative has been initiated in the states of **Jharkhand** and **West Bengal**, and are a part of VV's effort to create awareness of VV's work within the state's communities, NGOs, People's Movements and the local administration. The purpose is to introduce Video Volunteers and the organisation's presence in India on the state-level, and to develop a positive relationship between officials and people's representatives, such as Panchayat Pradhan and block representatives. These parties are invited to a meeting to watch VV's videos and discuss issues related to their area. Participants share the stories of their community, and VV's Community Correspondents show impact videos and speak about how they work with communities to solve problems and assure government accountability. Everywhere there was big interest in how to use videos to create impact.

**Between 20th of November 2016 and 31st of March Video Volunteers arranged:**

**2 District Events in West Bengal.**

20/11/16 Malda district  
27/12/16 Alipurduar district

**7 District Events in Jharkhand.**

5/12/16 Khunti district  
20/12/16 Hazaribagh district  
13/1/17 Koderma district  
27/1/17 Dhanbad district  
18/3/17 Sahebganj district  
21/3/17 Gumla district  
24/3/17 West Singhbhum district

# DISTRICT EVENTS

---



The District Events has already had great impact. In Hazaribagh an issue video by CC Channu Hansda about 4000 people living on a river coast, and how they are facing trouble during every monsoon due to floods, made the Block Development Officer to immediately respond that he will take this issue to District Magistrate Office and advocate the construction of a bridge.

Another video about disabled people who were not getting their disability pension even after having their disability certificate inspired the Block Development Officer to commit to take immediate action towards this issue. He also asked participating villagers to bring other issues of non-availability of pension.

A representative of Giridih district's MP (Sunil Upadhyay) said that VV has successfully made an impact on the people and government officials of the area. Many people have benefited and they will now work with the CC's to create more impacts for the society.

Now, officials and people's representatives have a better idea of what kind of work VV is doing. They now take the CC's more seriously, and the CC's are also beginning to feel more confident in approaching them for impacts.

*"We will continue to bring all the important stakeholders on the same page to help people get their legal rights and make the administration more accountable."*

Mithilesh Kumar,  
VV's Manager - State Offices.

# MEDIA COLLABORATIONS



**Video Volunteers** has signed a one-year paid contract with one of India's biggest news channels **NDTV** to produce content for their series **Every Life Counts**.



**9** Community Correspondents are developing stories over several months with NDTV to help them access stories in hard-to-reach parts of the country.

These short segments and half hour shows are then aired on NDTV 24x7 and NDTV India.

Every Life Counts is funded by the Bill & Melinda Gates Foundation.

**Every Life Counts** focuses mainly on issues affecting women and child health in India.

**Rohini**, our CC from Maharashtra, is doing a story on how to connect people who are HIV+ to government schemes and facilities for their sustenance and treatment. **Sunita** from Rajasthan and **Rajesh** from Chattisgarh are reporting on the health effects of working in and living close to mining sites. **Tanju** will report on the crisis of a maternity ward in Bihar, while **Soria** from West Bengal will be tracking the trail of trafficking.





**First episode, Shikha Kumari Paharin's** investigation in state government schools in her tribal district in Rajmahal, aired on March 16th 2017. It revealed how children of this area hunt for rabbits and rats to feed themselves in absence of the government sponsored midday meals. Before the episode aired, NDTV organised a panel discussion on this issue with Jharkhand's Consumer Affairs Minister Saryu Roy, showing clips from the episode. After a long debate he promised to visit the area with his team to do a ground check on the situation of missing mid-day meals. After the episode aired Mr. Roy visited the area, and fired two teachers and two education officers, and promised better administration henceforth.

*"It is a great experience, meeting fellow journalists and talking to them about the Kashmir Unrest 2016. There are so many possibilities of working together. I'll make the best of this opportunity."*



CC Nadiya Shafi



*"At the beginning of the NDTV training, we all were a bit nervous. The set up was so different than what we work in. (...) But the minute we started talking about our issues of our communities, we forgot the fear and nervousness."*

CC Rohini Pawar with NDTV's Ravish Kumar

## MEDIA COLLABORATIONS | RSTV



**Video Volunteers** started a partnership with **Rajya Sabha TV**, the official channel of the Upper House of the Indian Parliament. Their focus is on national and international issues, and they are known to be progressive, reporting on government policies and analysing parliamentary affairs.



VV Correspondents will work as stringers for RSTV's news bulletin **Ground Report**. The Collaboration provides VV a way to monetize the most basic content we produce.

- **50** Community Correspondents did a one-day training in Jharkhand on 22nd/23rd of February 2017.
- The CC's can now start pitching stories directly to RSTV anytime they want. RSTV wants **10 stories per day**, and every bulletin will be telecasted 5 times a week.
- First episode on April 3rd 2017.



**Video Volunteers'** partnership with **Doordarshan** continued this year, and VV has now produced 93 Doordarshan episodes for five DD state channels in total.

By the end of the year, the Community Correspondents were not just shooting and reporting the individual stories in the half hour- they were also scripting all the inter-linking anchor pieces and doing the story selection for future episodes. The Correspondents would have a monthly editorial meeting, brainstorm themes they wanted to cover based on current events, and storyboard the episodes. .

Being responsible for the entire production of a monthly TV program has been a valuable learning experience for them.

**Each state selected one or two Correspondents to be anchors:**

- **Varsha** and **Amir Abbas** anchored 4 episodes in Bihar.
- **Basanti Soren** anchored 3 episodes in Jharkhand.
- **Anand Pagare** and **Devidas Goenkar** anchored 14 episodes in Maharashtra.
- **Shabnam Begum** anchored 3 episodes in Uttar Pradesh.

# NOTEWORTHY COLLABORATIONS WITH OTHER NEWS ORGANIZATIONS

## NOTEWORTHY COLLABORATIONS WITH OTHER NEWS ORGANIZATIONS

---



**Newslaundry** is a media critique, news and current affairs portal and YouTube channel. Video Volunteers is a paid content partner and has published videos and articles on Newslaundry's website. Community Correspondents Soriya Banu and Nesatun Bibi from West Bengal reported on the [toxic levels of arsenic in the drinking water](#), which affects 14 out of 19 districts in West Bengal. Community Correspondent Abid Salaam War told the brave [story of cricketer Iqra Bano](#) from Jammu and Kashmir, who keeps on playing despite being mocked by contemporaries and villagers.



**IndiaSpend** is a data journalism initiative, that centers around critical and open data, as well as better governance, transparency and accountability.. In December 2016 IndiaSpend hired VV to produce reports on the effects of demonetisation. When 86% of the Indian currency in circulation was defunct, VV and IndiaSpend set out to report on how [one of India's top onion producers](#), [fish markets in Goa](#) and a [power loom hub of Malegaon](#) was effected. They also collaborated on a story from [three tribal districts in Madhya Pradesh](#), to find out whether the tribal population has access to and knowledge of banking services.



**The Quint** provides popular, high-value, digital journalism for mobile consumption, on topics such as politics, policy and entertainment. The Quint engaged VV to cover the 2017 Assembly elections. Community Correspondent [Anil Kumar Saroj's story](#) from Bhadohi district of Uttar Pradesh reveals how patriarchy trumps the voting rights of young single women, who are denied a Voter's ID card and are thereby deprived of their basic right to vote.

## NOTEWORTHY COLLABORATIONS WITH OTHER NEWS ORGANIZATIONS

---

### VV content comes to rural Rajasthan via an innovative new television distribution tool



**Project DRUV** is a new community development programme that uses innovative technology. The technology is easy to setup and works by connecting a top box to a television which then give you access to the internet. The target is 33.000 households in Rajasthan by Q2 2017.

It is an initiative of **Tata Trust**, and a part of the 'Digital India' initiative created by the Government of Rajasthan to help transform the lives of rural and remote population by gaining access to important information and benefits that the communities are entitled to.

**Video Volunteers'** content has been an available service on **DRUV's** platform since 2016, and has been well-received by the communities..

The usage data of December 2016 shows that **390** households have accessed VV's service app on Druv to watch. **252** households are watching between 1-10 minutes per day, which is 1-3 videos on average per day.

# DISMANTLE PATRIARCHY CAMPAIGN

# THE DISMANTLE PATRIARCHY CAMPAIGN: An Overview

---

## DISMANTLE PATRIARCHY

ONE VIDEO, ONE CONVERSATION AT A TIME

**22 NEW**  
GENDER CCS

---

**63 TOTAL** CCS HAVE  
BEEN TRAINED ACROSS

---

**13** STATES

Video Volunteers' newly launched **KhelBhadal ('Change the Game') Campaign** challenges patriarchy through stories of women and men who face, negotiate and challenge sexism in everyday life, be it at home, at work, in school or public spaces. The social structure of patriarchy normalizes the everyday sexism and restrictions on women, that leads to the high numbers of rapes, domestic violence and sexual harassment, so this is where we need to begin our united fight for equality.

It's about having conversations that invites all of us, irrespective of our gender, to reflect on our own, subconsciously internalised sexism and to challenge it. These CCs, both men and women, have been trained to identify and question subtle examples of gender stereotypes and turn them into videos. They have also been trained to run Discussion Clubs in their respective villages, and to handle issues of violence against women from a legal point of view.. **The campaign is funded by UNFPA India.**

---



*Rape, acid attacks and domestic abuse are the pinnacle of a mountain called sexism. Its core is a million subtle patriarchal practices cemented by culture, religion, law, politics and education. Thousands of people are dismantling patriarchy. VV merely brings an interesting hammer: a camera. We will whittle away at this mountain one video, one conversation at a time.*

# THE DISMANTLE PATRIARCHY CAMPAIGN: Discussion Club

---



**59**  
CC's CONDUCTING

---

**158**  
DISCUSSION CLUBS

---

**1968**  
CLUB MEMBERS

**VV's gender Correspondents** gathers a group of women, men or a mix of both. They then select a theme such as [household chores](#), [marital rape](#), [period-shaming](#), [restrictions](#) or [discrimination](#) and screen gender videos made by CC's on this theme. The group then discusses questions related to this theme. In the end the CC makes response videos of the participants' experience of discussing these topics, which are never discussed in public, or even in private. VV's aim with these Discussion Clubs is that every woman, irrespective of class, ethnicity, caste and religion should have the tools to question the inequality and restrictions they experience, and to include men in the dismantling of patriarchy. These conversations are also happening in the online space.



# THE DISMANTLE PATRIARCHY CAMPAIGN: Glimpses of Changes and Impacts

---



Today 63 women and men across 13 states in India have started conversations around topics previously repressed. The very fact that these conversations are taking place in highly patriarchal societies is in itself an impact.

For some like Rohini, the discussion club further sharpened their own [critique of patriarchy](#). Some of the CCs grew in confidence and were able to address large gatherings to educate them about [gender discrimination](#) like Laxmi.

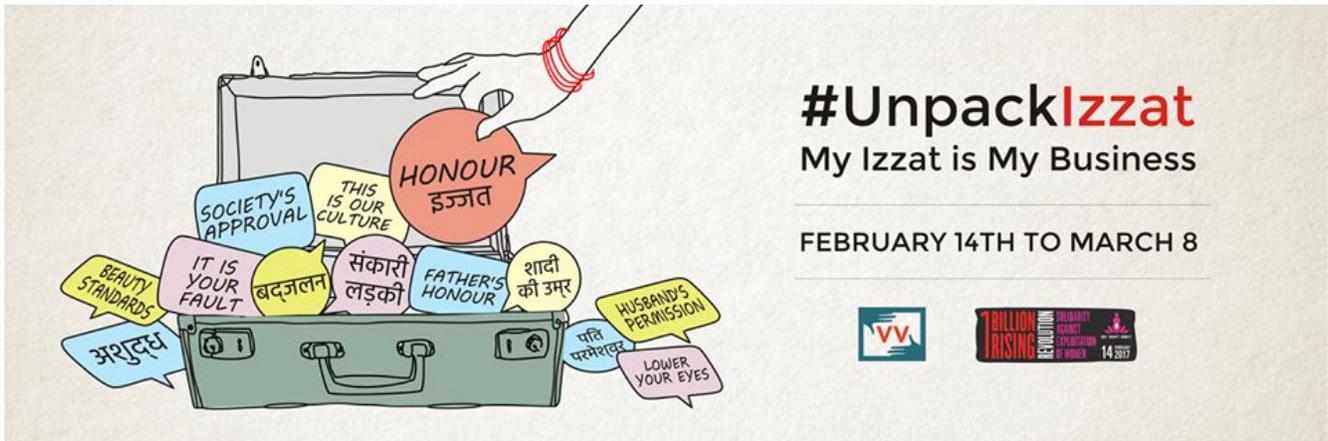
Men joined in with equal enthusiasm. Ramlal conducts discussion club with a bunch of men, young and old, from his community. They implore on issues such as [marital rape](#) to sexual harassment on the streets. Bringing about change in [age old discriminatory practices](#) is not impossible. Yashodhara demonstrated this when she encouraged women in her community to support a widow so that she could participate in her youngest daughter's wedding.

*I've been a community worker for seven years, but only recently did I realise just how many roles and rules that we conform to are, in fact, patriarchal norms disguised as traditions. I've since taken the difficult path to change my mindset. I know that if I don't ask questions, no one else around me will.*

Rohini Pawar,  
CC from Maharashtra



# THE DISMANTLE PATRIARCHY CAMPAIGN: “Unpack Izzat”



For four weeks, VV’s network of Gender Correspondents from rural districts across **12 states** in India dived into honest and fierce discussions with men and women in **58 rural communities** to decode what a woman’s “izzat”, Hindi for honour, depends on.

VV wanted to put a spotlight on the toxic patriarchal codes that frame how a [woman’s honour is defined and policed](#). By the end of the micro campaign, on International Women’s Day 8 March, more than **500 people** had participated in discussions about gender, equality, patriarchy, sexuality, freedom and agency.



**Micro campaign  
February 14th to  
March 8th**

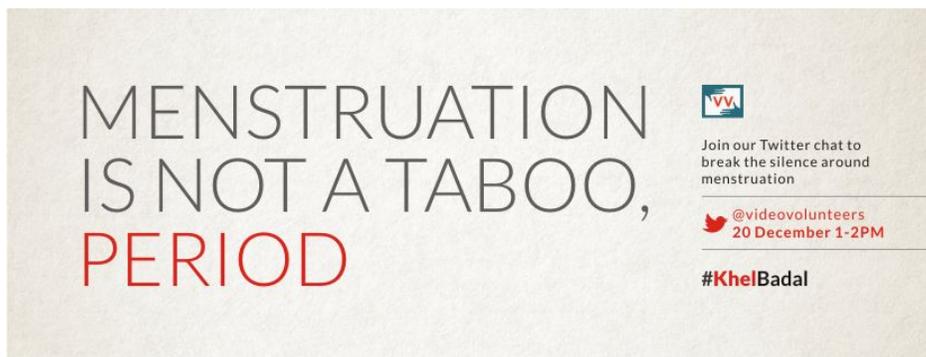
**38 Discussion  
Clubs discussing  
“Where does a  
woman’s honour  
lie?”** stirred the conversation along with questions on marital rape.

# THE DISMANTLE PATRIARCHY CAMPAIGN: Engaging the urban youth

---



**3** TWITTER CHATS



WOMEN AND SPORTS

BREAKING GENDER STEREOTYPES

MENSTRUATION TABOOS

---



**ABHAY DEOL**  
FB LIVE

PATRIARCHY IN BOLLYWOOD AND BEYOND

---

# THE DISMANTLE PATRIARCHY CAMPAIGN: International Women's Day | 8th Of March

---



In **11** states, **22** of VV's gender CCs celebrated **International Women's Day** together with over **2500** people ranging from students to domestic workers and tribal women to government officers.

.....



The CC's screened videos on patriarchy, and discussed basic rights and gender stereotypes with the participants.



Women in Madhya Pradesh celebrated the day as if it were Diwali, India's biggest festival, and went out on the streets to celebrate.

Hundreds of women in rural Odisha joined Video Volunteers' Correspondents **Satya Banchhor**, **Bideshini Patel** and **Dashrathi Behera** to celebrate International Women's Day.

*cont...*

# THE DISMANTLE PATRIARCHY CAMPAIGN: International Women's Day | 8th Of March

---



The indigenous and marginalised population of these areas have been fighting for basic amenities; against environmental degradation, control over their ancestral forest resources and unlawful mining. These women are at the forefront of these battles.

The Correspondents and women spent the day watching VV's videos on everyday patriarchy, talking about their legal rights and taking over the streets in pure celebration.

**CC Abid Salaam** from Jammu and Kashmir screened his video 'Cricket Girl' at the Government Girls Higher Secondary School to showcase that girls can excel at sports, if they have the opportunity and access.

*"I made this film as a humble tribute to all the women in this world, because I firmly believe, without women, no community could ever be complete."*



The screening was a resounding success, with the Principal, Government Higher Secondary School, and several distinguished lawyers attending. Students and locals also attended the screening.

# SOCIAL MOVEMENT PARTNERSHIPS

# SOCIAL MOVEMENTS PARTNERSHIPS

---



## We collaborated this year with:

- NBA, Maharashtra
- Jan Jagran Shakti Sangathan, Bihar
- NBA, Madhya Pradesh
- Lower Suktel, Odisha
- Tharu Adivasi Mahila Mahasangh, Bihar
- Quellosim Movement, Goa
- Cavellosim Movement, Goa
- Amdai Movement, Goa

## Next priority:

- Ekta Parishad, Madhya Pradesh
- Jan Chetana Manch, Chhattisgarh
- Jharkhand Jungle Bachao Andolan, Jharkhand
- Ghar Bachao Ghar Banao, Maharashtra
- Kandadhar Bachao Andolan, Odisha
- Icha-Karkai Movement, Jharkhand

# SUPPORTING SOCIAL MOVEMENTS

---



**Narmada Bachao Andolan** is a social movement consisting of adivasis, farmers, environmentalists and human rights activists fighting against a number of large dams being built across the Narmada River, which flows through the states of Gujarat, Madhya Pradesh and Maharashtra.

**Video Volunteers** has been a long time partner and supported of NBA and has trained 3 activists from their network to be full-time producers. Of them, **Pawan Solanki**, from Barwani, Madhya Pradesh has produced over 50 videos in the last two years, documenting his movement's struggle for justice. **Chetan Salve**, a key leader of the movement in Nandurbar, Maharashtra, has made 30 videos, documenting his people's struggles for justice. Of these, 8 videos have led to an 'impact' in his community.

---

## **70 Families Displaced without Proper Compensation**

In this video, CC **Pawan Solanki** documents how the The Sardar Sarovar Punarvasvat Agency (SSPA), constituted in 1992, to ensure adequate Resettlement and Rehabilitation for the people displaced by the dam, has failed to comply with the suggestions of the Narmada Water Disputes Tribunal and the Supreme Court's judgment.

Cont...

# SUPPORTING SOCIAL MOVEMENTS

---

## Sardar Sarovar Dam Oustees Get Land

[In this video](#), **Chetan Salve** documents how he used video documentation to help the community get access to land rightfully assigned to them as per norms for compensation and rehabilitation of people displaced by the Sardar Sarovar Dam.

---

## Lost Livelihood due to Sahara Power Plant in Odisha

**Movement:** Lower Suktel Budi Anchal Sangram Parishad is a peoples' movement in Bolangir, Odisha. They have been spearheading the movement against the Lower Suktel Project, demanding complete scrapping of the project as it would have adverse impact on their life and livelihood.

**Location:** Bolangir, Odisha

**Correspondent:** Satyanarayan

**How VV has Supported the Movement:** Satyanarayan, a key leader in the movement was trained by VV in 2014, and has since, produced over 80 videos documenting the struggles of his people.

**Featured video:** [In this video](#), Satya documents how the proposed Sahara Power Plant in Titlagarh has been attempting to acquire land since 2009. However, close to 10,000 residents of these villages in Odisha are resisting the impending displacement, citing the loss of livelihood, destruction of environment and natural resources like groundwater. The villagers are currently financially independent, cultivating their own crops and satisfied with resources available to them. They're certain that if the power plant were constructed, they would not only be forcibly evicted, but would also lose all means of survival.

---

## A Coal Mine on Fire Since 20 Years

**Movement:** Jharkhand Jungle Bachao Andolan (Movement to Save Jharkhand's Forests) began in the 1980s and was an Adivasi people's movement to stop destruction of major sal forests across the state. The movement originally began in Bihar and later spread to Jharkhand and Orissa.

**Location:** Ramgarh, Jharkhand

**Correspondent:** Basanti Soren

**How VV has Supported the Movement:** Video Volunteers has trained many activists associated with Jharkhand Jungle Bachao Andolan, including Basanti. Basanti is also affiliated with another Peoples' Movement from her own village, Parej Visthapit Jan Sanghathan, in East Parej. This movement aids the people displaced by mining companies in East Parej to claim and receive adequate compensation and rehabilitation.

**Featured video:** Basanti made [this video](#) in association with these movements, in an effort to highlight the plight of her people. The villages in Ramgarh have been engulfed by noxious fumes coming from a coal mine fire for over 2 decades now. Kujju-Collieries Mines in Ramgarh district of Jharkhand has been burning continuously over the last 20 years, putting lives of nearly 4,500 residents in danger. Central Coalfields Limited (CCL), a subsidiary of Coal India Limited, opened their mines, causing the fire to spread further, faster.

---

# SUPPORTING SOCIAL MOVEMENTS

---

## 500 People of Kamondo village, Odisha, are forcibly evicted.

**Movement:** Khandadhar Bachao Andolan and Khandadhar Mahila Mahasangh are two movements dedicated to protecting the Khadadhar Hills of Sundargarh, Odisha.

**Location:** Kamondo, Odisha

**Correspondent:** Bidesini Patel

**How VV has Supported the Movement:** Bidesini is a key leader in the women's wing of the movement to oppose Posco's proposed mining activity in the Khandadhar hills and was trained by Video Volunteers in 2014. She has made over 20 videos since, in an effort to increase public support to help her people preserve their sacred mountains.

**Featured video:** [In this video](#), Bidesini documents the heroic stance taken by one village and their Sarpanch to stop Rungta Mining Company from forcibly acquiring their land without their consent. Sabita Nayak, the dauntless Sarpanch of this village has almost single-handedly united the tribal village to stand up and speak out against a powerful mining company. Despite the villagers' protests, the local administration and police are adamant to enable the company to usurp the land, forcibly entering the village, destroying the fields and erecting boundary walls, all illegally. With this video, Bidesini wants to show that 'development,' as many of us seem to understand it today, is often very destructive.

# COLLABORATION WITH A LEADING ADVOCACY ORGANIZATION

---



**Vikalp Sangam**, an NGO that works with alternative initiatives, commissioned VV to produce stories on rural innovations, that celebrate local innovators and local successes. VV has produced 20 videos documenting alternative practises and solutions including those on reviving traditional agriculture, garbage management solutions, innovations in media at the grassroots, incorporating art and lessons on governance in working with children. These videos were published and distributed to the media by VV and to networks of individuals working on alternative practises by Vikalp Sangam. [Here](#) is a link to the playlist.

# MEDIA AND AWARDS

# VV IN MEDIA

---

## FRANCE 24 February 14<sup>th</sup> 2017

VV and Community Correspondents Yasho Salve and Bipin Solanki from Gujarat were featured on a [documentary](#) of FRANCE 24. This amazing pair met ten years ago at a Video Volunteers training. Yasho was from a slum in Mumbai, and Bipin from a village in Gujarat, both working for social justice, and in particular, the rights of Dalits. They fell in love, married, and now have a beautiful daughter. The couple talks about its fights and struggles as Dalit Rights activists in Dhrangadhra, Gujarat and their ongoing struggle to get justice for the town's manual scavengers.



THE TIMES OF INDIA

**Times of India**, one of India's largest daily newspapers, featured in their City section, a story about a widow who participated in the rituals at her daughter's wedding. This religious ceremony being something considered forbidden area for widows, the [article](#) tells of the courage she took to break this patriarchal discrimination which she gained at one of Video Volunteers' Discussion Clubs.



**Global Voices**, an online newsroom reporting on important news and stories from marginalized and misrepresented communities, featured Video Volunteers' Youtube Channel as one of those [Indian Youtube Channels which offers meaningful content](#).



**Gender Matters**, a project by Centre for Social Research, published [article](#) on gendermatters.in about the Facebook live event in which Abhay Deol and Stalin K. were discussing patriarchy, sexism and pay gaps in Bollywood.

See all our press [here](#)

# AWARDS FOR OUR COMMUNITY CORRESPONDENTS

---



**Mukesh Rajak** (picture), CC in Jharkhand, has been honoured with the Jharkhand Nagrik Samman Award 2016. This award is given to individuals who have shown dedication and contribution towards the social causes of the society by the State. For the past few years, Mukesh has relentlessly worked in Deogarh area to improve access to marginalised communities towards healthcare, especially maternal health care, provision of education as per RTE and fought against corruption through the medium of videos. His efforts have resulted in many impacts, changing lives of the communities he has worked with.

**Jahanara Ansari**, CC in MP, was honoured with Stri-Shakti award 2016 by the Constitution Club Of India for her work to in welfare and empowerment of women in Gwalior.

**Maya Muktai**, CC in Maharashtra, has won the Savitribai Phule Puraskar in Nashik for her work in the field of women education and issues such as women's rights, widow pension and RTE.



**Basanti Soren** (picture) and **Rajesh Gupta** received the Special Jury certificate by MD Tata Steel Mr. TV Narendran at the Samvaad Film Festival, a Pan India Tribal Meet in November 2016. Basanti and Rajesh both represented their tribal cultures and issues from Jharkhand and Chattisgarh, respectively.

**Anupama Das**, CC in Orissa, was felicitated with the Prativa Samman Award on 23rd January by the Nehru Yuva Kendra Sangathan for her remarkable work with the youth of the community.

**Sulochana Pednekar**, CC in Goa, was felicitated by JCI Parvari for her contribution in the field of teaching, research and social service. Her work with Goa's community, especially on menstrual hygiene and sustainable menstrual products, has made us all proud.

# EVENTS

# EVENTS: Attended

---



**Goenchi Mati Movement** in Goa has since 2014 been advocating a set of reforms on mining. The movement is based on the principles of minerals as belonging to the people with the state only as a trustee, and we the people, as only custodians of the planet and its natural resources. They have put together a campaign to put pressure on the government to start a fund in which all the minerals must be deposited for the benefit of future generations.



The Goenchi Mati Movement invited **Video Volunteers** to document their rally on the 26th of January 2017. Video Volunteers documented the event by video interviewing people who were attending, about why they were participating and how they felt about the importance of the movement, which was published directly on their Facebook page.

The rally was held just before the Goa elections, and the shout out was to vote for someone who supports the movement. Video Volunteers was proud to be a part of this local movement.

# EVENTS: Attended

---

## **Social Capital Markets** 12-16th September 2016:

Jessica Mayberry, Founding Director and recipient of Social Entrepreneur Scholarship 2016, attended SOCAP. It is the most important impact investing annual event, and VV pitched our business model to various investors.

## **People's Forum at BRICS** 13-14th October 2016:

Video Volunteers participated in organising the People's Forum of the BRICS Summit, which took place in Goa. The People's Forum is the citizen's advocacy going on in parallel.

## **WNTA conference** 26 October 2016

Video Volunteers presented Surveys for Action at Wada Na Todo Abhiyaan's conference. WNTA is a national campaign to hold the government accountable for its promise to end poverty, social exclusion & discrimination. WNTA worked closely with the government on the MDGs and will be very involved in the SDGs.

## **Problem Solving Workshop on SDGs '17** 26th November 2016:

At this event funded by the Sewdsh Institute and organised by the organisation The 4th Wheel, Achintya Rai, presented VV's Surveys for Action model as a possible solution to the problem of reliable data on SDG indicators.



## **17th International Anti-Corruption Conference** 2-3rd December 2016:

Video Volunteers, represented by Jessica Mayberry, hosts a panel at the conference in Panama along with three organisations of the Video4Change network.

# EVENTS: Attended

---



## **Field Visit** 21 -23 december 2016

Directors Stalin K and Jessica Mayberry, and board members Freeman Murray and Lieve Fransen went on a field visit to see VV's work in action in Maharashtra. They visited two Community Correspondents, Maya in Nashik and Rohini in Walhe. They did two screenings, one in each area, and saw the gender and patriarchy Discussion Clubs in action.

## **The Girl Child and the State: Policies and Perspectives conference** 3rd February 2017:

Satya Banchhor, Odisha State Coordinator and four CC's attended. The gathering discussed a wide range of issues concerning children of the state from education, health to child labour protection and child marriages, child trafficking & molestation. Satya and the team have worked on several of these issues and took the stage to share their experiences and understandings of issues that they gathered on ground-zero.

## **Strengthening Democracy through Diversity and Pluralism in Educational Institutions and Society** 16 February 2017:

American documentary filmmaker Maria (surname) screened her film "In the Game" at a program at Lucknow University. More than 300 students and social activists participated, including State Coordinator Anshuman from UP and CC's Shankarlal, Anil, Madhuri, Gayatri and Zainab from Video Volunteers. In the following panel discussion on 'Strengthening Democracy through Diversity and Pluralism in Educational Institutions and Society', Anshuman spoke about how Video Volunteers is strengthening the democracy through the videos.

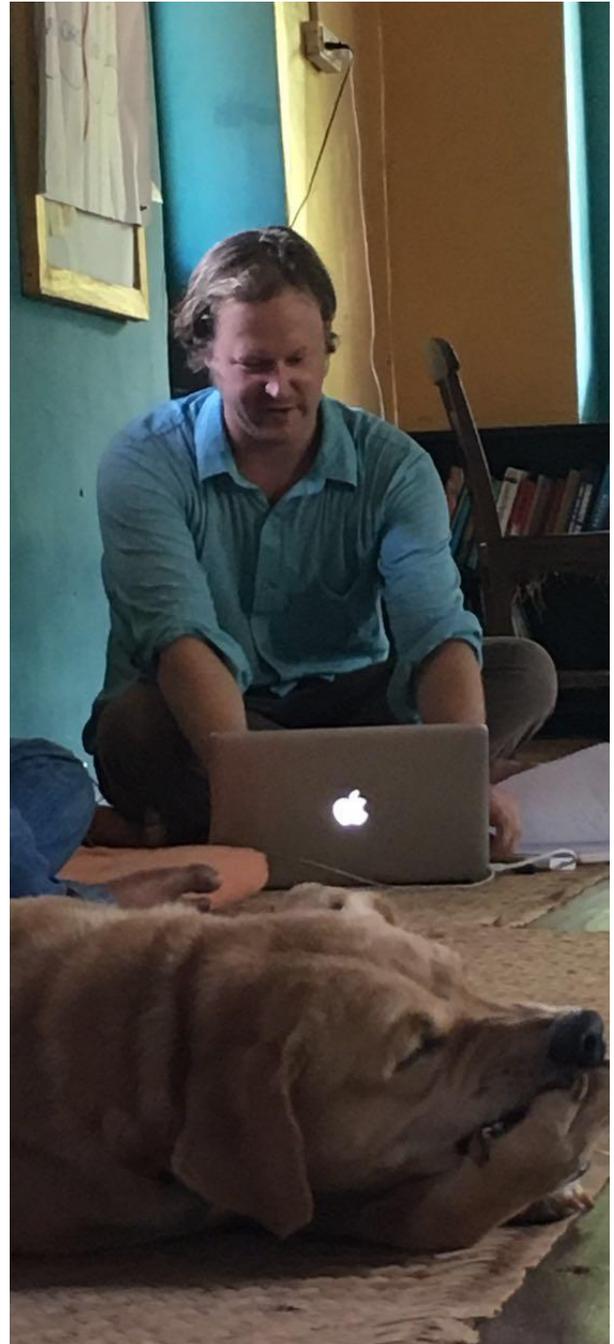
# VV MODEL FOR SCHOOL EDUCATION IN THE US

---

**Paul Creager**, a Fulbright Scholar from Minnesota, USA, spend six months researching on Video Volunteers as a Model for School Education in the US.

He undertook a field research of VV's state offices after completing three months of observations, research and interviews at the VV's Goa office.

The American Embassy visited VV twice during his stay here.





## *In closing, a word of remembrance...*

**Christina Kampfer** from Germany came to VV as an intern and quickly stole a place in all of our hearts with her lively spirit. Thus a huge void was left in our office and our hearts as she passed away on 31 July 2016 after running a charity marathon. It remains as one of the hardest things the VV Staff has undergone as a community.

**The Christina Kampfer Fellowship Fund**, an annual fund has been set up in her honour with the help of her parents and the VV board, which will be utilised to support four volunteers, from India or abroad every year.

[videovolunteers.org](http://videovolunteers.org)

