



CHANGE THE STORY. CHANGE THE WORLD.

Annual report **2019-2020**

**video
volunteers** 
EMPOWERING COMMUNITY VOICES

Annual report **2019-2020**

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INTRODUCTION

At Video Volunteers, we will always remember this year as the year that our network of Correspondents came of age. They demonstrated their commitment not just to the work but to the organization; they proved to the world that Video Volunteers is a resilient organization, and thanks to them, we finished the year stronger than we began it.

Though we did launch several new initiatives, this was a year where we consolidated our core work and reaffirmed our commitment to:

- Building the strongest network of activist journalists in rural India.
- Creating concrete, tangible impact in people's lives through local action campaigns
- Broadening society's ideas of who is an expert, who deserves our attention and whose voice should be listened to.



At VV, we ask big questions.

Some of the questions that occupied us this year were:

- As technology becomes more prevalent in rural India, how is that going to change our journalistic model? Are we taking advantage of all possible opportunities to become more efficient, and more widely distributed, thanks to technology?
- What makes one rural citizen take action, while someone else in arguably the same situation, does not? Does our impact model take that into account?
- As e-governance picks up (ie, grievance redressal apps, and so forth), how will VV Correspondents harness it for local change?
- As citizen movements become more prevalent and protest movements gain strength, how can video - arguably, the most appealing technology particularly in areas where literacy is low - be harnessed to create millions more change makers?
- In 2019, the rural journalism narrative in the public became a negative story, one that focused on fake news and its role in inciting violence. What is the connection between training people to create news and their skills in detecting fake news? Strategically, should Video Volunteers begin to study its whatsapp groups to detect fake news?
- How can VV be more accountable to its staff and to its primary constituents? Will being more accountable make VV more resilient? Will being more accountable to Community Correspondents help us develop from 'an organization with movement-like tendencies' to 'a movement with organisation-like strengths'?

We are pleased to share with you, in this annual report, a year's worth of exploration of those questions.

And with so many important questions to answer, how can we not be excited about the future?



SNAPSHOT

Number of CCs active in the network

Male
79
Female
100

Total:
179

Social
category

General
30

OBC
49

SC
56

ST
37

The average monthly household income for Correspondents is **Rs. 13,500**, and they have on average 5 people in their households.

For 72% of CCs VV is their only source of paid income. The money they earn from VV is therefore a crucial additional support. The payment for an issue video is Rs.3500, which is about 50% of the annual monthly minimum wage.

72%
live in an area that
is rural or
extremely rural

28%
live in an area that
is semi-urban or
urban.

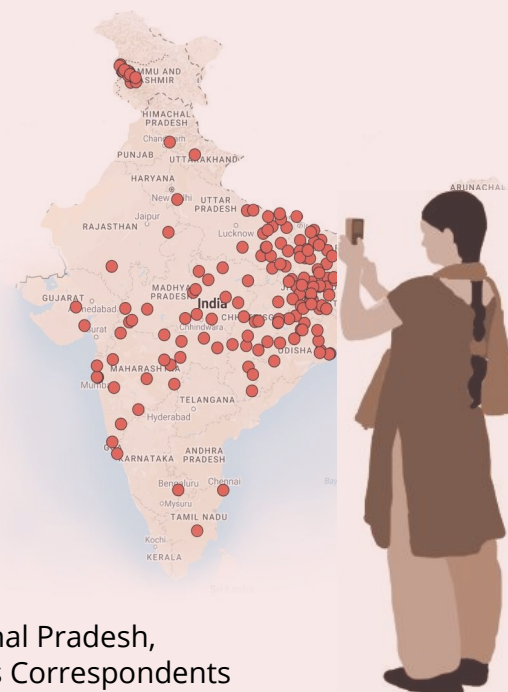
48%
are actively
involved in a social
movement.

Our Geographic Spread

The Community Correspondent Network

Jharkhand 28 CCs	Uttar Pradesh 27 CCs	Bihar 25 CCs
West Bengal 19 CCs	Jammu and Kashmir 14 CCs	Madhya Pradesh 14 CCs
Maharashtra 14 CCs	Odisha 13 CCs	Chhattisgarh 9 CCs

Rajasthan, Delhi, Gujarat, Haryana, Punjab, Goa, Himachal Pradesh, Karnataka, Tamil Nadu, Uttarakhand each have 3 or less Correspondents



Number of videos produced: **3534**

Top five issues covered by our Correspondents



Governance and Accountability
36.36%



Crumbling Infrastructure
14.54%



Anti Poverty Programs
6.40



Water
5.63%



Education
3.90%

49%

of the videos document problems that had been **unresolved for more than five years**. This is evidence of how many grave issues there are that simply remain unsolved for years and years, because of people's lack of knowledge of how to approach the government and government inaction.

74% of the problems documented in videos are because of delayed or denied or low quality service provision

46% of videos are on issues that affect an entire village; only 5% are on issues that affect the block and another 4% on issues that affect an entire district. Since villages are large, this means they are making videos on issues that affect large numbers of people, but that they are keeping the community focus strong. In the next year, we hope to see the number of videos that affect the block or district to go up.

Number of Impacts Achieved:

554*

Number of Impacts Achieved 2018-19: **334**

Number of lives affected:

2,067,858

Number of people who took action:

11,318

This is an increase of **65.8%** from the previous year

*By impact, we mean an instance where the problem the CC recorded in the video has been resolved due to the Correspondent's effort.

In **77%** of the videos where the CC achieved impact, the CC screened the video to the officials.

51% of the time that screening to an official took place in the official's office.

For **50%** of the impacts CCs achieved, they had also whatsapped the video to an official.

For **90%** of the impact videos, they had also screened it to the community.

Only in **33%** of the cases of 'impact achieved' did the CCs share the videos with the media, and in only **47%** of the time did they also screen it to other NGOs; these are two areas where we can improve.



REACHING AUDIENCE

YouTube Google News Initiative

Video Volunteers was a winner of the [YouTube Google News Initiative](#) in late October 2018. Through the strategic guidance the YouTube and Google News Initiative staff have provided us (and their \$250,000 grant), we've revamped our publishing strategy, learned how to use YouTube optimally to gain new subscribers and target people in our multiple languages, and gotten tons of new content ideas (visible in our three new YouTube shows, Living Cultures, India Loud & Clear and Fixing India) that fit into our mission and get more viewers.



Google
News Initiative

LIVING
cultures

INDIA
LOUD &
CLEAR

FIXING
INDIA
REPORT. ACT. SOLVE.

We also are advocating with YouTube for specific features and algorithmic changes, so that their platform becomes better at strengthening hyperlocal media, at surfacing change-focused content for people who search for it, and at meeting the needs of non-English speakers in India. A significant hurdle is that it at the time of writing it is impossible to direct content in a regional language to speakers of that language. Nonetheless, VV started this year playlists in Marathi, Oriya, Bengali (as well as English and Hindi, of course) and are seeing success with that.

In mid-2020, we'll be organizing training for some Correspondents on how to produce like a YouTube Star. In this training we'll set them up to produce their own series for VV's YouTube channel. Eventually – within a year – we'd like the Correspondents with the most views to set up their own local YouTube Channels.

We believe that hyperlocal YouTube channels will be a big part of the future of community video in India – that every village should have its own YouTube channel that is focused on local content that strengthens citizenship and talks about rights and solutions to problems.

In addition, we've been working with **YouTube Social Impact**. This division of YouTube, which handles the YouTube Nonprofit accounts, considers us one of their most valued NGO partners. They invited Founding Director Jessica Mayberry and our Correspondent Shabnam Begum to present at their Delhi social impact event. VV Board Member Dina Madhani gave a talk about VV's model at YouTube Social Impact's main US event. Finally, we have been asked by YouTube to train criminal justice reform organizations in the US in how they can get their constituents (such as those recently released from the prison system) to produce content. This will be a great opportunity for VV to take forward its vision and model in the US, which we developed in 2018 at the Amazon Web Services-PeaceTech Accelerator in DC.



Watch our 2018 [pitch video](#) for the concept.

Fixing India | Celebrating Real Heroes who are fixing India



India Loud & Clear | A weekly news show



TOP VIDEOS OF 2019



This playlist has a selection of the best videos made by our Correspondents during the year. From Kashmir, our Correspondents documented the effects of one of the longest internet shutdowns ever imposed by any government anywhere. The Bihar floods, manual scavenging, elections, industrial pollution and rape culture are some of the other topics our Correspondents covered courageously.



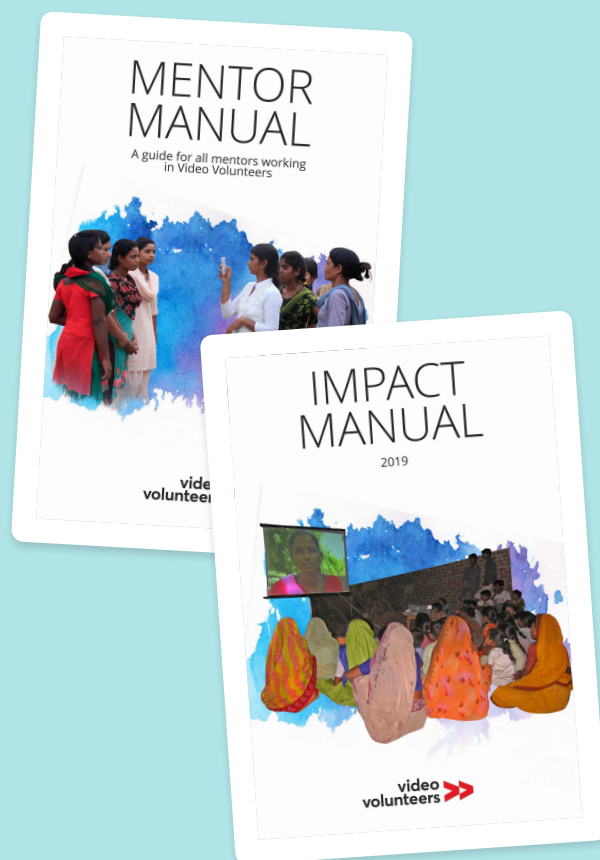
JOURNALISTIC SKILLS

Growth of the Network

VV provides training to its Correspondents via in-person workshops, field visits by staff and Senior Correspondents and through phone-based mentoring. In 2019, we did a major re-write of our training manuals. We also systematized our mentoring for greater quality control. Now, the mentoring team identifies a few key topics to discuss with the whole network in a particular month, and they are given a discussion guide and a survey to fill up after the call. Finally, we also began putting out micro-learning modules, after reading about the way big companies train their workforce and adapting some of those practices to our network. We also taught them fact-checking and instituted new fact-checking procedures, using materials made available to us by the Google News Initiative.

Over the last 18 months or so, our training focus has been to improve technical skills. Rather than treating skills like storytelling or journalism in the abstract, we feel that these skills are best developed – in a network like ours – by making improved journalism and storytelling the by-products of strong video production skills. In 2018, we reached the point where 100% of our network can edit on a phone. This is a huge milestone in terms of the scalability of community media, since phone-based editing of news is itself very new. But – in 2018, their production quality was pretty low. There would be the occasional gem we could give to a media partner, but the content we put out on our website (where we adhere to strict quality standards) needed to be re-edited by a professional editor.

By the end of 2019, this is no longer the case, and we are having to re-edit and hold many fewer videos than we did before. As a principle, VV believes it is not correct to view community media only through the lens of technical quality (as media companies do), since community media is more about community-building, voice and social change. But production quality is important to us because, among other things, it is a marker of the quality of the communication skill, and hence mobilizing ability, of that particular Correspondents' voice. How would we measure this? We don't have a system to 'rate' each video, as quality truly is subjective and it is more important that a Correspondent be improving, rather than be 'excellent.' But about 30% of the content we produce is content that our Field Producers are proud of and feel would meet the quality standards (in terms of visuals and 'engagingness', the only parameters news in India cares about!) of a hard-nosed professional news editor in that state. Another marker is this – VV needed to employ about 12 video editors four years ago, and two producers. Currently, we require two editors and 2 Producers. This is a huge cost saving and hence contribution to our scalability.





BEING ACCOUNTABLE

TO OUR PRIMARY CONSTITUENTS

Civicus Resilient Roots

Increasing our Primary Constituent Accountability and Resilience

Video Volunteers was one of 15 organizations to which the international NGO CIVICUS gave \$30,000 grants in order to execute one year pilot projects aimed at increasing an organization's accountability to its primary constituents -- in our case, our Correspondents.

Resilient Roots' hypothesis is that organizations that are more accountable to their primary constituents are more resilient to threats of closing civil space.



An overview of the Project

Civicus' infographic summarized how our project works:



'VV ke Nuskhe:' VV's WhatsApp-based dialog initiative

We regularly share training tips and VV news via whatsapp, in appealing infographics. In these examples, we share the results of a survey of all CCs as to what challenges they face, and then share solutions to those challenges.



CHALLENGES SURVEY | चुनौतियों का सर्वेक्षण

Over the last month, we surveyed all CCs to understand the challenges you face. We are sharing with you the results of the survey.

We sent this survey to **213 CCs** participated

146 CCs participated

78 women | 65 men | 02 transgender

VV is committed to solving these challenges. We will be discussing possible solutions to some of this starting today. You can expect to start hearing from us with ideas to solve some of these challenges within the next three weeks.

Also, some of you have not completed the survey. Please do so! We want to hear from EVERY active CC.

पिछले महीने हमने सभी सामुदायिक संवाददाताओं (CCs) का सर्वेक्षण किया कि वे किन चुनौतियों का सामना कर रहे हैं। हम आपके साथ इस सर्वेक्षण के परिणाम साझा कर रहे हैं।

हमने **213 CCs** को यह सर्वेक्षण भेजा था

146 CCs ने भाग लिया

78 महिलाएं | 65 पुरुष | 02 ट्रांसजेंडर

चीवी इन चुनौतियों को हल करने के लिए प्रतिबद्ध है। हम आज से इनमें से कुछ के संभावित समाधान पर चर्चा करेंगे। आप को अगले तीन सप्ताह के भीतर इनमें से कुछ चुनौतियों को हल हम बताएंगे।

आप में से कुछ ने सर्वेक्षण पूरा नहीं किया है। कृपया इसे करें। हम हर सक्रिय CC से सुनना चाहते हैं।

Responding to your challenges in achieving impact

What's happened?

In March, we surveyed CCs about their biggest challenges. On 27 March, we shared back with you the survey results. See them [HERE](#).

What's this VV ke Nuskhe ('Tips and Remedies') Document about?

VV के नुस्खे

VV ke NUSKHE

We told you we would get back to you with some solutions. So here, we offer some solutions to the biggest challenges you said you faced. Please read these solutions. Do let us know if these work for you. Do you have other solutions that you use? The **VV community wants to hear from you!**

The document is organized according to how many people faced each challenge. We're only not all challenges appear here. We're only responding to the ones that had more than 10 responses, because we wanted to get back to you quickly about the most difficult challenges. We also don't have answers to all the challenges yet. We learned new things from all of your responses which we need to think about and then get back to you with solutions.

What will happen next?

Your mentors will continue to work with you on impact plans so that you can create even more change in your community. You and the mentors will discuss these solutions.

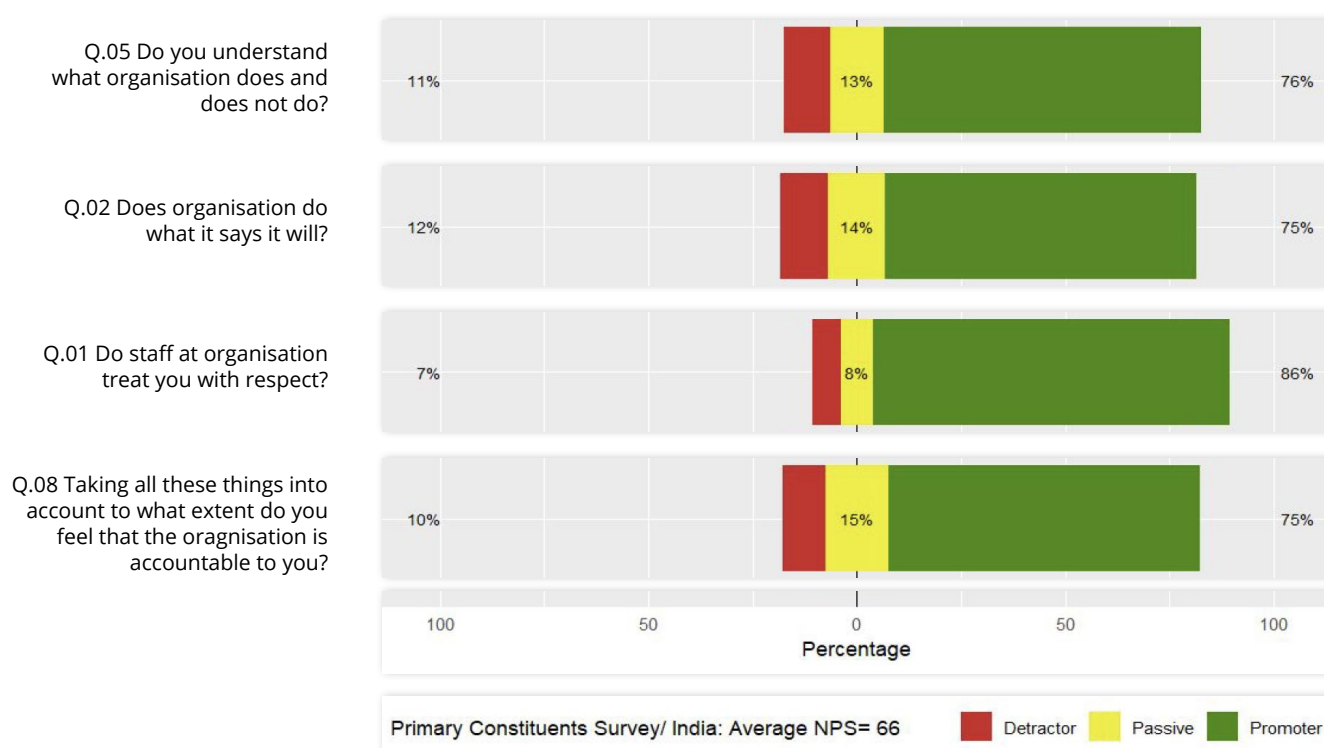
We will be getting you responses on all the remaining challenges where more than 10 people replied. We are working now to come up with solutions to your problems with your tablets and with Kinemaster. Some of you also talked about the coordination done from the Goa office and about the mentoring you receive. We take this very seriously and want to improve, and will be giving you a chance to evaluate us.

Getting the CCs to Evaluate us

In order to improve our accountability, we conduct surveys of our network regarding their satisfaction with our work. Do you trust the organization to address your concerns? Does the organization treat you with respect?

Overall, 76% of VV's Correspondents are promoters of the organization.

Our 'Net Promoter Score' was 66, a full 18 points higher than the NPS score of the other organizations, which was 48.



*Score were analysed using Net Promoter Analysis - by subtracting the "detractors" (select 0-6 on a 10 point scale) from "promoters" select 9-10 on a 10 point scale)



The VV Council



Being more accountable to Primary Constituents is enabling us to build more democratic leadership structures, and to give a greater voice to Correspondents in the running of the organization – something that an organization with the mission of ‘empowering community voice’ MUST do.

Therefore, we’ve created a platform to involve Correspondents in our governance, the VV Council. The VV Council comprises 37 CCs and 7 senior staff. We have had two Council Meetings of 3 days each, one in July 2019 and one in November 2019. At the first Council meeting, five committees were created - Communication, Safety & Security, CC Welfare, Impact, and CC Activation. Each committee meets approximately twice a month on a conference call to go over progress towards their action plan. The work of these committees has been impactful in concrete ways – the CC Activation Committee has succeeded in re-activating lapsed CCs where our staff had failed; the Welfare Committee proposed terms for insurance that meet CC needs better than the ones the organization had first proposed; they are proposing ambitious organizational targets which we would have thought hard to achieve; and have given extremely useful direction to the staff as to what messages would most resonate in getting vast numbers of people to produce content. We find it exciting to have concrete evidence, only 13 months into this work, that engaging Primary Constituents in decision-making leads to better decisions. We have started the process of building more broad-based governance structures and plan to build on this.

Correspondent Harihar Travels to Ethiopia to talk about Primary Constituent Accountability

The Center for Civil Society featured VV’s Resilient Roots project in their [innovations report](#) (see page 40). Following that, Jessica and VV’s West Bengal Correspondent Harihar Nagbansi gave a joint presentation on primary constituent accountability at the Civil Society Center’s conference in Ethiopia. Harihar was a hit at the conference, facebook-living his experience in Ethiopia back to his community in the Tea Estates in West Bengal, and making a conference video of the event that was shown at the closing ceremony.



Harihar doing a facebook live from the Africa UN General Assembly Hall

Read Jessica’s Blog



Harihar made an ‘outsider looking in’ conference [video](#) which the conference organizers screened in the closing ceremony. Read [Jessica’s blog](#) on the experience of her and Harihar’s trip to Ethiopia, his first time out of the country.



IMPACTS & ADVOCACY OVERVIEW

After making their videos, VV Correspondents initiate impact campaigns to solve the problem the video is about. In this period, our Correspondents initiated hundreds of campaigns and achieved impact on **554 videos, impacting more than two million people. This is an increase of 66% over the previous year.** But it's particularly impressive when compared to an even greater number of years: VV's IndiaUnheard program has been going for nearly 10 years; **but more than 25% of the total impacts achieved to date have been achieved in the last 12 months.** We have continuously worked on perfecting our model, and it has worked.

Comparing 2019-2020 to the previous year, we see the following:

	01-04-2018 to 31-03-2019	01-04-2019 to 31-03-2020	% Growth/ Decline
Total No of CCs who have achieved impacts	91	122	+34.06%
Total No of impacts	334	554	+65.86%
People who took action	87,268	9,285	-89.36%
People impacted	1,190,763	2,067,858	+73.65%

New strategy for mentoring Correspondents to achieve impacts

In July 2019, we evaluated the methods we were using to mentor the CC's on impact, and decided to change strategy. Previously, the video mentors also helped the CCs on their impacts. We decided to instead change some people's roles, and have three dedicated impact mentors, who would exclusively work with a group of approximately 50 CC's only on impacts. These three mentors were skilled in advocacy but had been doing much less direct mentoring. This was, essentially, an investment of more mentoring time and quality staff into the mentorship of CCs.

Did the strategy work?

Here is what the data shows, when we compare the 8 months when the Advocacy Mentors were working in this new role with the previous 8 months.

	1 Dec 2018 - 31 July 2019	1 Aug 2019 - 31 March 2020	% Growth/ Decline
Total No of CCs who have achieved impacts	81	104	+29.39%
Total No of impacts	281	403	+43.41%
Total no of impact videos uploaded	308	250	-18.8%
People who took action	3,188	10,162	+218.7%
People impacted	286,129	1,893,436	+561.7%

Note: Data is only for the 155 CCs who were directly mentored by an advocacy mentor.

One of the goals of this effort was to help CC's who had not achieved an impact to achieve their first impact. 72 CCs out of the 150 (approx 50%) that were assigned to an impacts mentor had not, as of 10 July 2019, achieved an impact since April 2018. Their goal was to achieve 2 impacts each for the low performing CCs (and 1 impact for the higher performing CCs.)

Did they manage to get the low performing CC's to achieve impact?

Partially. The impacts mentors managed to enable 32 out of the 72 low impact CC's to achieve an impact in this year. But for 40 CCs, achieving an impact is still elusive.

New Learnings on achieving impacts

VV's impact mentors Pankaj Barnwal, Anshuman Singh and Amrita Anand were asked to reflect upon what were the key new strategies they tried out during the year. Here is what they said:

- For the 'low impact CC's, what helped them to achieve their impacts was continuous calling and setting of small goals.
- The first three steps of the impact process - meeting with the community + screening + letter to the officials - really helps to speed up the impact process.
- Mentors calling government officials by phone does help speeden impact process, but this should be done only after the CC has sent a letter to the official. This means the mentor won't be doing the work for the CC, and will allow the mentor to point out to the official the important role the CC is playing.
- The CC's role and community's role is most important in achieving impacts.

Writing letters

The impacts team encouraged CCs to send letters via speed post to the officials. This worked. Here are some of their observations regarding this:

- Sending letters to officials via speed post. This is equivalent to visiting and getting a received copy. In a case when CC cannot visit immediately this should be done and it mostly works.
- When the community cannot visit the block/district office then hold a meeting at panchayat level. At the end of the meeting draft a collective demand letter and speed post it with and follow-up on phone and personal visits. Speed Post ensures that there is record. (this does not mean that CC should not visit later)
- When the CC or the community can't visit multiple times: Establish relationship with the official and WhatsApp video asap. Then speak on the phone and visit as the official takes one action to speed up the next action.
- If CC's is busy, encourage the CC to hold community meetings, fix their appointment with the officials. The community needn't wait for the CC sp. if the CC has spoken to the official on phone and had an established relationship. This empowers the community.
- Some officials (this can be state specific/block level) seem to take speed posted letters more seriously as they know there is a proof of the receipt which is equivalent to 'received copy'.
- Ask CC's to check as they enter an office where the "inward" or "Pauti" desk or window is - it's usually marked. After meeting with the official, visit this room and ask for 'inward' and say 'letter given'. Also, ask peon outside the officials room if you don't see this. Instead of asking the official or employees inside his room, as they are busy.
- CC's seem to be more likely to think of going to the Block Development Officer and District Collector. Advice CC to themselves go to Panchayat officials. Usually CC don't go to the Panchayat as the community members tell them it hasn't worked there. Go to panchayat with community members
- Establish good relationships with Panchayat first. Approach them with requesting tone, NOT challenging them or blaming them. This change in attitude brings results
- Mentor to call Panchayat officials
- Mentor call officials by keeping CC's in conference call. This way CC learns from the way Mentor is talking. If needed in a few case, introduce them as well (if call is going well). Introduction is needed to establish a relationship or CC to definitely visit the officials post call.

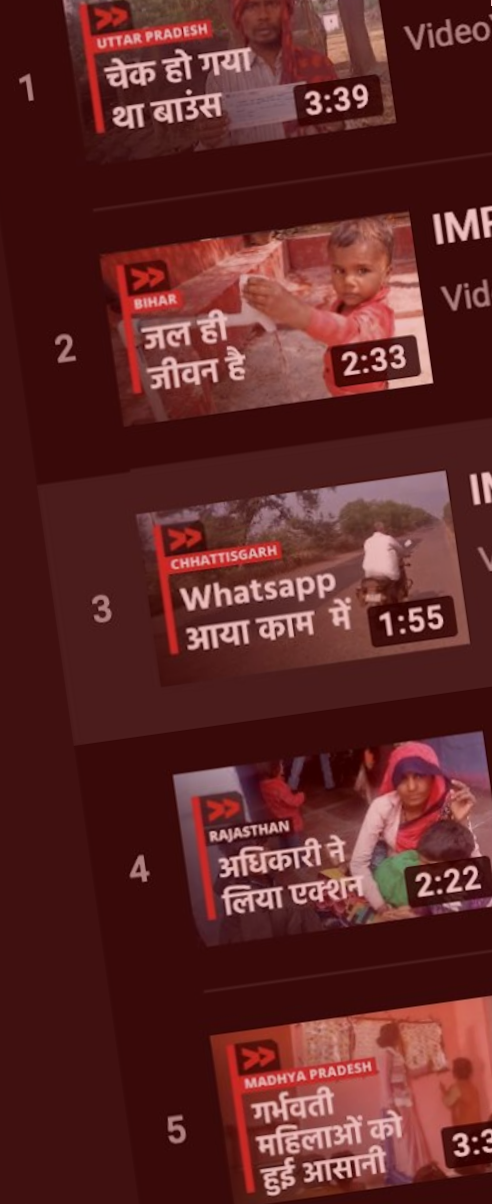




Videos that created change

456 videos • 3,786 views • Updated 7 days ago

INSPIRING IMPACT STORIES



35 Families Saved From Being Evicted From Their Homes



CC Name: Jahanara Ansari

State: Madhya Pradesh

Problem : 35 families living near the national highway were being evicted by the land mafia after the inclusion of their village in the municipality administration in 2014.

35 families living in Kheria Modi village of Madhya Pradesh were able to successfully defend the right to their land on which they have been living for more than 20 years. The local land mafia wanted to evict them as the land was close to a national highway and had surged in value in recent years.

Sewer Pipeline and Septic Tank Constructed for 150 Families and Community Toilet Repaired



CC Name: Manoj Kumar

State: Bihar

Problem: 150 families faced immense health challenges and terrible living conditions due to an open sewer that led through the slums into a larger sewer.

Manoj Kumar, a community correspondent from Bihar, together with VV advocacy manager Pankaj Barnwal, took up the issue of an open sewer that affected the lives of more than 150 families living in Bihar's Kamla Nehru Nagar. Not only did they persuade the local administration to release funds worth Rs. 36 lakhs to repair the sewer system but also regained control of the community toilet from a local mafia.

Drinking Water Tap Installed for 100 Primary School Students in Tribal Village



CC Name: Prakash Gupta

State: Chattisgarh

Problem: Since 2015, the handpump in the primary school at Chotaputkala had pulling polluted and dirty water which was dangerous for the children to drink.

Video Volunteers community correspondent Prakash Gupta toiled for about a year to get clean drinking water to a primary school located in Chotaputkala, a tribal village located in Chattisgarh's dense forests. The school's local handpump was delivering fluoride water that threatened the health of the school children. The issue was brought to the local Public Health Engineering Department's office who connected a pipeline to a borewell located about a kilometer away. Now the kids and the staff have clean drinking water.

320 Evicted Slum Families From Bhubaneswar Provided Land , Housing, Road, Drinking Water and Electricity



CC Name: Anupama Sathy

State: Odisha

Problem: 320 families in the Jagannath Sahi Basti slum were about to be evicted by the administration to make arrangements at a hockey stadium for a World Hockey Tournament Sports event, without any further arrangements made for their rehabilitation.

Brave efforts of Correspondent Anupama Sathy and her social movement the Basti Suraksha Manch (BSM) forced the administration of the Odisha government to provide for land, water, electricity and other amenities for over 320 families that had been living near Jaydev Vihar in Odisha's Kalinga station for more than 50 years. The administration was ready to bulldoze these people, belonging mostly to the scheduled castes and scheduled tribes community, to make space for a World Hockey Sports Tournament held in 2018. But a large scale protest and unwavering efforts of our correspondent Anupama Sathy ensured that the government had to hear the pleas of the community and provide them with their basic rights.

Bamboo Poles Carrying Live Electrical Wires Replaced With Concrete Utility Poles for 500 Families



CC Name: Guddi Kumari

State: Bihar

Problem: 200 families living in Brahmapuri village of Bathanha Panchayat received electricity connections in 2012. However, all the electrical connection wires were laid on bamboo poles instead of concrete utility poles. The residents were afraid for their lives, since there were incidents of live wires electrocuting homes.

Guddi Kumari managed to ensure that the problems of Dalit families were heard and resolved. Brahmapuri, which is essentially a village of 200 dalit families, had received electricity lines that were dangling on bamboo poles instead of concrete ones. Guddi worked with the local community and made the District Magistrate and local authorities erect concrete poles that benefitted a total of 500 families belonging to the panchayat.

Health Center Reopens After 15 Years in Bargad Village for 5000 Villagers



CC Name: Laxmi Kaurav

State: Madhya Pradesh

Problem: The Primary Health center at Bargad village in Bhind District had been in terrible condition for thirteen years, and no staff ever visited the center.

Laxmi Kaurav, a community correspondent from Madhya Pradesh's Bhind district, worked to operationalise a health centre in Bargad village that hadn't seen a visitor in 13 years! Through her efforts, the administration released funds to repair the local health centre and get it working in November 2019.

Health Center Reopens After 16 Years for 30,000 Villagers in Damalbari Village



CC Name: Mohammed D Shah Faisal

State: Bihar

Problem: A health center in 2004 was opened for a population of about 30 thousand in Damalbari village Panchayat of Pothia block, Kishanganj. After the construction of the building, it was opened for the people. But due to departmental apathy, the functioning of the health center didn't last long.

Mohammad Shah Faisal identified and fixed an issue that bettered the lives of not just 60,000 people but also rattled the corridors of Bihar's legislative assembly. Kishanganj's MLA at that time, Javed Azad reacted to Faisal's viral video and raised the issue of the sorry state of Damalbari's health centre in Bihar's legislative assembly on 30th November 2018. Even when Kishanganj's Damalbari had a primary health centre it was subjected to neglect and all the local population had to travel 20 kms to access even basic health facilities. Continuous efforts by Faisal led to his video report going viral on social media and forced the local administration to take cognisance of the issue and renovate the Additional Primary Health Centre in Damalbari, Kishanganj, Bihar.

Slow-burning Fire Raging Since One Month Extinguished in 3 Days



CC Name: Amit Kumar Mishra

State: Uttar Pradesh

Problem: The Kanha Upvan is a habitat set up for stray animals by Lucknow Nagar Nigam (Municipality) spread over an area of 1 hectare. Here everyday almost 2 tonnes of animal dung is produced, which is dumped within the dump yard of Kanha Upvan itself. This accumulated dung had caught fire and was burning for a month in May 2019.

Amousi village residents could not breathe clean air and were threatened by a raging fire that had been active for over a month! The local administration were persuaded by CC Amit Kumar Mishra to send fire tenders to extinguish the fire fueled by cow dung from Lucknow's Kanha Upvan and helped Amousi residents live peacefully.

Illegal Hotel Construction Stopped in Narmada Sarovar Region



CC Name: Chetan Salve

State: Maharashtra

Problem: A politically influential person was illegally constructing a hotel on the land of a Tribal person who had been rehabilitated from the Sardar Sarovar dam project.

An influential politician from Gujarat tried to cash in on the popularity of the Statue of Unity by illegally constructing a hotel on land belonging to tribes from the Sardar Sarovar region. The Statue of Unity is the world's largest statue constructed on the banks of the river Narmada in Gujarat. Showcasing Sardar Vallabh bhai Patel, India's first deputy prime minister, the Statue of Unity has gained immense popularity in a very short span attracting more than 15,000 visitors daily. Chetan Salve got wind of the illegal construction and contacted officials, who were on leave due to Diwali, but acted in time to stop the construction and get the hotelier booked for wrongdoing.

Panchayat Government Irrigation Water Pump Repaired After 12 Years of Caste-based Discrimination



CC Name: Gayatri Devi

State: Uttar Pradesh

Problem: The Irrigation water pump set up by the administration in Lohrabaramadpur panchayat in 2007 had malfunctioned and wasn't being repaired by officials.

Upper caste landlords from Uttar Pradesh's Lohrabaramadpur panchayat wanted about 1000 Dalit families to be financially dependent on them and hence conspired to not get the community borewell repaired that had been dysfunctional for over 10 years. But through rigorous efforts by Gayatri Devi, the local administration repaired the borewell, thus enabling the dalits to irrigate their fields themselves and become financially independent.

162 Dalit Families Provided Compensation From Government for the Losses They Incurred Due to Heavy Rains



CC Name: Anil Kumar

State: Uttar Pradesh

Problem: Villagers of Narepa Matahta lost all their food and homes in the heavy rains and floods in September 2019 and didn't receive any relief from the government.

More than 160 families from Uttar Pradesh's Narepa Matahta were severely affected by heavy rains and floods in September 2019 as their non-permanent houses made from mud and straw were washed away in the heaviest rains 2019 had seen. Anil Kumar worked with the villagers to put forward the issue to the District Magistrate and ensured that 162 families of the village received compensation.

500 Farmers Each Receive Rs. 2,40,000 in Irrigation Funds



CC Name: Chetan Salve

State: Maharashtra

Problem: In Narmadanagar settlement, 300 farmers hadn't received irrigation facilities since they had settled the area in 1994.

The Sardar Sarovar dam has displaced vast numbers of people over the last decades and ruined countless lives. 300 farmers from Narmadanagar received land as compensation but did not receive sufficient irrigation facilities. Over a period of two years, Chetan Salve held more than 25 meetings, two large scale protests and garnered huge support on social media to pressurize the officials in releasing funds to the tune of Rs. 2,40,000 for each farmer to build their own bore well for irrigation.

200 Dalit Families Received New Pucca Housing and Mnruga Jobs



CC Name: Anil Kumar

State: Uttar Pradesh

Issue: 200 Musahar Dalit families living in Mahuapur village hadn't received the benefit of the Pradhanmantri Awas Yojana (the Prime Minister's housing scheme) scheme for almost 15 years, since its implementation.

The Musahar community is a marginalised community that is unaware of the procedures to avail government benefits such as Pradhanmantri Awas Yojana - a scheme that funds the homes of people living below the poverty line. CC Anil Kumar submitted an application representing the Mahuapur villagers of Uttar Pradesh to the local Block Development Officer and also got the local MLA involved. Mahuapur's musahars not only received Rs. 1,20,000 to construct 200 new homes but were also enrolled into the MNREGA scheme that guarantees rural employment.



FORGING TIES WITH GOVERNMENT AGENCIES

Working through Government Grievance Redressal Mechanisms

The governments in several states have, over the last few years, created new mechanisms for citizens to file complaints about service delivery failures, sometimes under new e-governance initiatives, sometimes with different statutory bodies. We have trained CC's to make use of some of these grievance redressal mechanisms, and we use them extensively on cases that are not getting resolved. Pankaj Kumar, our advocacy manager, has filed numerous cases with different government agencies, starting in January 2018. We file a case at a statutory body when a CC has tried her best to achieve an impact through other means - primarily, meeting the officials in person - and still not managed to get the government to take action, and where the case has been unresolved for a long time.



Overview of Cases filed with Statutory Bodies

Department where complaint filed	Scheme	Videos Filed for resolution between 1/2018 to 3/2019	Videos Filed for resolution 4/2019 to 3/2020	Date Cases Filed	Videos Achieved Impacts prior to 4/2019	Videos achieved impact between 4/ 2019 to 3/2020	Pending cases (as on april 1 2020)
NCPCR	Education	40	21	April 2018	15	28	18
NCPCR	ICDS	0	73	May 2019	0	13	60
BHRC	Health	1	0	2018	1	0	0
BHRC	Education	2	0	2018	0	0	2
BHRC	Water and forced eviction	0	1+1=2	2019	0	0	2
BHRC	Education	0	0	0	0	0	0
Food and Civil Supply Department	PDS	14	0	2018	0	0	14
NHRC & Rural Development Department	Water and Sanitation	22	0	2018	0	0	22
NHRC & Rural Development Department	Health	13	Continuing follow-ups	2018	5	7	1
PGRS Public Grievance Redressal Service	Health, Education, Water, Electricity, labour compensation, toilet, Road	48	13	Various	26	16	19
7 Departments		140	109	Various	47	64	140

NCPCR: National Commission for the Protection of Child Rights

BHRC: Bihar Human Rights Commission

In 2019-2020, the number of impacts *achieved* by working through the statutory bodies has increased by more than 30%; this is probably a reflection of the strong relationships the VV Advocacy Manager has now been able to establish with different government agencies. According to Pankaj his strongest relationships are with Mr. Jitan Ram Manjhi Ex Chief Minister Bihar, Administrative Officer Prashashnik Sudhar Mission, District Grievance Redressal Officer, Patna, Block Development officers and the engineers of electricity department.

He has had greatest success with these bodies i.e Public Grievance Redressal System and electricity department. The reason is that the Administrative Officer of PGRS is very impressed by the work of Video Volunteers and personally pays attention to the complaints filed by the VV team.

He has had least success with the Bihar Human Rights Commission and the Information Commission because in both these places there is a huge shortage of manpower. They give the dates of hearing after a long time. Often they take favourable positions towards departments and its bureaucrats.





OUR IMPACT

The Raw Numbers

We analyzed our impact across a variety of different themes, to get a comprehensive picture of lives affected by themes. VV has a custom-built database that we use to track each video from the time a Correspondent pitches it through to its uploading on the website and use in an advocacy campaign.

This work was done by an American India Foundation Fellow, Conner Staggs, who analyzed some of the data points we gather on each and every video.

EDUCATION



VideoVolunteers' work has improved the lives of over **15,300** children across India.

Source: VV's internal database between Jan 2012 to Sept 2018

IMPACTING LIVES

WATER



Our Community Correspondents¹ have helped improve water facilities for **48,500** individuals

Source: VV's internal database between Jan 2012 to Sept 2018

IMPACTING LIVES

HUMAN TRAFFICKING

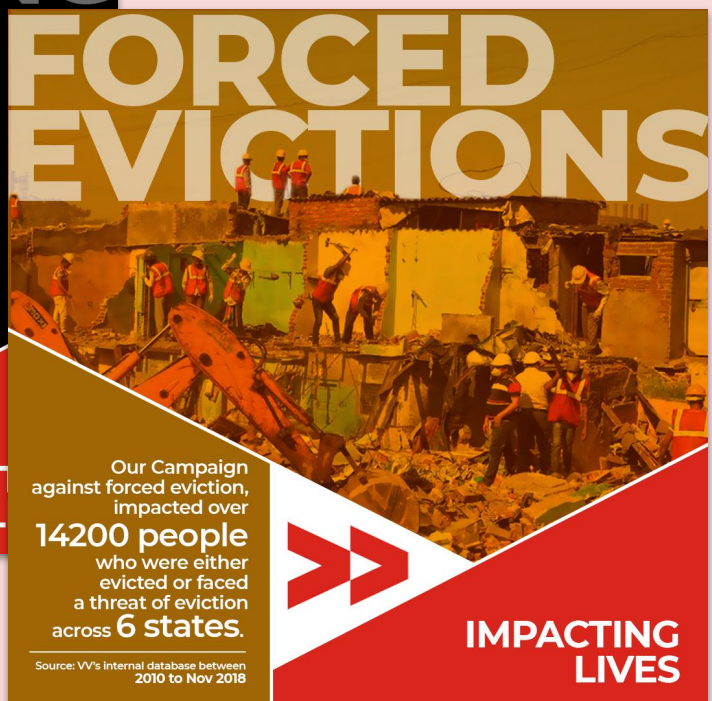


In cases of Human Trafficking, our videos have **HELPED SAVE 27** trafficked women and children in **4 STATES**

Source: VV's internal database between 2014 to Oct 2018

IMPACTING LIVES

FORCED EVICTIONS



Our Campaign against forced eviction, impacted over **14200** people who were either evicted or faced a threat of eviction across **6 states**.

Source: VV's internal database between 2010 to Nov 2018

IMPACTING LIVES



JOINT RESEARCH

WITH THE UNIVERSITY OF VIRGINIA

Professor Gabi Kruks-Wisner from UVA has been studying VV's impact model since mid-2017. In late 2018, in stage two of the research, 4 full time researchers each shadowed 5 Community Correspondents for four months each, filling up a detailed questionnaire regarding their motivations, their impacts and the challenges in their work. In November 2019, Gabi secured a \$30,000 grant from the MIT GovLab to begin an exciting experimental phase in this work, for which 30 CC's are being selected. In the community of each of those CCs, a professional surveying team will survey the community about their involvement with/knowledge of the CC and their perception of the CC's impact. We will also conduct three video experiments to understand whether video makes a difference in general, whether a community video makes more of a difference, and whether that particular Correspondent is making a difference. Kruks-Wisner previously wrote a book about Rajasthan, looking into the question of why one person in a village engages in claims-making and another person does not. She thinks VV's and our model, aimed as it is at mobilizing citizens through thousands of calls to action, is an important contribution to the field of citizen-state engagement and grassroots democracy.



CAMPAIGN IN FOCUS

KHEL BADAL

A Campaign to Dismantle Patriarchy

Women in India still face rampant gender based violence, are paid less than men, have limited mobility and are forced to shoulder the responsibility of family honour. The root cause for this gender inequality is patriarchy that determines how males and females are raised from birth and experience different environments throughout their lives.

Under Khel Badal we form discussion clubs all across the country and conduct hundreds of monthly discussions on a difficult topic, facilitated by one of our trained correspondents and videos provided by us. The candid discussions enable women and men to start conversations to critically analyse what is patriarchy (**detect**), how it works (**decode**), and then **dismantle** it. Khel Badal started with the training of 135 of our correspondents on patriarchy and gender based discrimination at the Video Volunteers National Meet in late 2015, and has come a long way since then.



VV's Screening Handbook for Patriarchy Videos provides discussion notes for 15 VV videos that are particularly effective for stimulating a discussion on patriarchy.



Impact

This year we formed **13 new KhelBadal clubs** all across India, with the support of Sandvik India Trust, whose Gender Award we had won in 2018. These 13 clubs conducted 143 discussions, and each month, between 150 and 200 people participated in these discussions regularly, on topics such as domestic violence, a woman's first period, patriarchy at home, purity/impurity ascribed to women, veiling, contraception /sterilization, temple entry for women, property rights for women and many more.

During the period our correspondents produced **11 videos** specifically for this project on topics such as [reclaiming public spaces](#), [marital rape](#), [menstrual health](#) and [Trans rights](#). We published on our website, as a teaching resource, the discussion guides for each video. This can help other gender trainers use these videos educationally.

We also began experimenting around live streaming discussion clubs and carried out other **social media engagements** (17 in total). Hundreds of individuals were directly impacted by the clubs and thousands in their community were indirectly touched.

Changing attitudes

There are many stories of subtle change in each club, that often starts with the club members themselves changing their behaviour, and then modelling it to others:



Jahanara Ansari from UP reported that women in her club, including those coming from conservative Muslim backgrounds, were less reluctant now to talk about their periods.

Ramlal Baiga from Madhya Pradesh reported that one of his club members underwent a vasectomy after being inspired by the club discussions.

Shanti Kumari Baraik from Jharkhand says that her club members had decided to invite widows in community functions and celebrations. They also decided to encourage widows to wear colourful clothes, instead of the dull colours they are forced to wear

Gayatri Devi's all women discussion club from UP debated over the stigma attached to women's periods and decided to fight against the practice of considering menstruating women impure. Jyoti, one of the participants of Gayatri's club reports that she now enters and cooks in the kitchen even during the days of her periods

Rohini Pawar's all women discussion club from Maharashtra talked about how they had limited say in their own clothing choices. They organize an all women's picnic on a beach in Alibagh, where they wore whatever they liked, many for the first time in their lives.



Athai: Raised Platform Reserved for Men Making It a Mascot for Patriarchy



Playing Against Patriarchy: Muslim Girls own the 'Male Space' by Playing Football



Kumbh 2019: Rules of Patriarchy Broken by Trans Community's Kinnar Akhada



Meet the Woman Who Changed Her Name at 45

Videos on patriarchy

Sunita Kasera, our correspondent from Rajasthan made a [video](#) on how *Athai* a raised cemented platform in the villages was banned to women. *Athai* is used for meetings, religious functions, dispute resolutions and gatherings. It is also where men meet to take decisions about the community. When Sunita asked the men why women were excluded from the *Athai* they replied- "because it is a pure space". They said that if the elected *sarpanch* of the village is a woman, even she would not be allowed on the *Athai* and she would need to do her panchayat meetings on the ground. This is an example of social disability women in India face because menstruation, and by extension a menstruating woman, is considered impure.

In another [video](#) **Debgopal Mondal**, our correspondent from West Bengal covers a group of Muslim young girls who want to play football and face resistance. The young girls talk about how they have realized that they too have the right to play football even though they feel that the society doesn't want them to. They talk about how when they come to the field to play the boys of nearby localities climb their roofs and fly kits to distract and intimidate the girls. Incidentally, a few months after this video was made and uploaded on various social media platforms, the issue that these girls were facing was resolved and they got access to a football field to practise their sport.

One of the [videos](#) covered the creation of spaces for transgenders at the historic 2019 *Kumbh Mela* in Uttar Pradesh, which in 2013 was credited with being the largest religious gathering in the world. The Prayagraj *Kumbh* traditionally has representation from 13 religion sects, called *Akhadas*. 2019 was a historic year because this year the Prayagraj *Kumbh* allowed a new *Akhada*, the *Kinnar* or **transgender Akhada**, to represent itself in the gathering organized at the banks of the holy Ganga river. This historic show of solidarity with the transgender community was covered by our correspondents. Our team spoke to the *mahant* of the *Kinnar Akhada* Puspma Mai to understand how this was seen by her as another step towards mainstreaming of the transgender community.

A [video](#) made by our community correspondent **Reena** from Haryana narrates the story of a woman from Gurgaon who at the age of 45 changed her name from *Bhateri* (which means 'enough') to Bharti. Bharti talks about how parents don't want girl children and will give girls names such as *Anchahi* (unwanted), *Dhaapa* (calamity), *Chinta* (tension or worry) in the belief that this will stop the next child from being a girl. The girls end up living their lives sharing their unwantedness with the whole world.



Following is the links to the 11 videos made under the project



Read more inspiring stories from KhelBadal in this **collection of project** stories that were shared on social media.

Live Streaming Discussions

We organized Facebook Chats, Facebook Posts and Facebook live sessions aimed to 'dismantle patriarchy' in the virtual world. We encouraged the participants of our Rural Discussion Clubs to share their stories and perspectives. This has bridged the digital divide and enabled urban and rural women and men to exchange their experiences and learn from each other.

Four Community Correspondents did Facebook Lives of their discussion clubs in which the discussion topics were introduced to the participants and the discussion was telecast live on Facebook. Our correspondent **Reena Ramteke** did a [live streaming](#) of one of her club meetings. She first screened a video on Menstruation and Women's Health and later initiated a discussion on the topic in which the participants spoke about why menstruation is a taboo, and how talking to girls/daughters about menstruation beforehand should be normalised. Many female participants of the group agreed that conversation around menstruation should be initiated with not only their daughters but also with male members of the family to get rid of menstruation related myths and misconceptions. Reena's live attracted a large audience. Another correspondent **Anil Kumar Saroj's** mixed group club participated in a [live](#) discussion on 21st July 2019. They spoke about how women are not allowed to equal access to public spaces and how many of these spaces are dominated by men of the community.



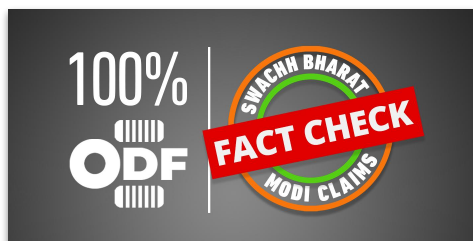
CAMPAIGN IN FOCUS

ODF PASS YA FAIL

On October 2, 2019, Prime Minister Narendra Modi declared that all families in India had access to a toilet. "Today, villages in rural India have declared themselves open defecation free," Prime Minister Modi said, stressing on the achievement of his flagship scheme, Swachh Bharat Mission.

However, it was clear to many this wasn't true. Video Volunteers therefore launched a fact-checking campaign to find out if India really was ODF ('Open Defecation Free.') Correspondents were asked to audit the situation in their video, and report back on whether every family in the village did indeed have access to a toilet.

We found that the reality on the ground was something very different than what the Prime Minister would have us believe. 47 CCs produced 90 videos, that found that the government toilet-building program has not been rolled out well in many parts of the country.



See all the reports on
VV's YouTube Channel:

[ODF FACT CHECK : Modi's Claim Vs Ground Reality](#)

Read the [FULL REPORT](#)

TRAINING

FILMS

FILM FESTIVAL

US EMBASSY PARTNERSHIP

CHANGE CHITRA DOCUMENTARY PROGRAM AND FESTIVAL

ChangeChitra was a year-long mentoring program in which 65 young aspiring filmmakers produced 15 high-quality documentary films on social issues. The filmmakers' technical training was supported by the US Embassy New Delhi. ChangeChitra was implemented by Video Volunteers, an international media and human rights organization. VV's training partner for the implementation of ChangeChitra was the MY HERO Project of California, which uses media, art and technology to celebrate the best of humanity, one story at a time.



The selected participants were novice filmmakers on career paths related to social change and media: they came from the fields of CSR workers, artists, farmers, journalists, aspiring filmmakers and film enthusiasts, theater practitioners, writers, social workers, professional photographers and social entrepreneurs. There were more than 550 applications for the 65 places.

Participants in this immersive programme were provided professional equipment and learned filmmaking and editing techniques at three residential workshops of five to six days each on pre-production, production and post-production, that each took place in the Embassies' five consular regions. Between each of the workshops, participants collaborated in teams of three to five to research, ideate and produce compelling short documentaries that explored India's myriad challenges and successes from new angles, revealing untold stories.



ChangeChitra on Social Media

ChangeChitra was very active on social media; its facebook page had **14,000 followers** by April 2020 and shares resources for filmmakers.

At the end of these extensive training workshops, we produced 15 documentary films coming from all corners of the country, based on various social themes of interest to both Indian and American audiences, like gender, education, Tribal issues, social inequality, trafficking, environment and others. The films were screened in the ChangeChitra Film Festival that traveled to Mumbai, Hyderabad, Chennai and Calcutta, with 13 screenings in total at Embassy venues, popular arts spaces and community settings. 750 people attended the screenings in total.

The ChangeChitra Program was awarded an Exceptional Merit Award in the social issues category of the the Docs without Borders Film Festival in December 2019, and four of the films won awards at the MyHero Festival.

The program was impactful in a variety of ways:

- The films were high quality and have won awards
- The mostly-novice participants gained exceptional skills in a very short number of days (16 days)
- Getting trained in documentary filmmaking is generally very expensive; this program was free of cost
- Many of the films can be used by NGOs to advance social change initiatives
- The program was highly diverse - 16 of the participants were VV Correspondents from marginalised backgrounds. All teams had people from different social classes and life experiences that enhanced the learning experience for all
- Many of the films were personal, first person stories
- A significant number of Indian documentary filmmakers got experience conducting training in filmmaking for social change.
- Many participants are already working on new documentary for social change projects.

About the American Partner and Lead Trainer

Training Partner: **MyHero Project**



The **MyHero Project**, is a non-profit registered in California, that provided support in training curriculum design, co-facilitating physical training workshops in India, online mentoring support to participant filmmakers, advise on design of film festivals in India and inclusion of films in the My Hero Film Festival.



Marc Ostrick, whom MyHero engaged as the Lead Trainer for ChangeChitra,, is an American born filmmaker and content creator, specializing in television, documentaries and emerging media.

The Change Chitra Program was awarded an Exceptional Merit Award in the social issues category of the the Docs without Borders Film Festival in December 2019, and four of the films won awards at the MyHero Festival.

TRAINING

Each participant attended three separate workshops of 5-6 days each in pre-production, production and post-production. There were 12 workshops in total that took place in Goa, Cochin, Chennai, Lucknow and Patna.



Official kick start of ChangeChitra in Goa with participants, mentors and coordinators.



Odisha team filming the journey of Bideshini, the protagonist of their film.



During the production workshop participants explored the various gadgets.

“*It is not easy for people like me who represent a community which is still considered minority, to make films and talk about our issues to the world. But I am happy that I have been able to make it and still continue to take this fight forward. ChangeChitra was a great source of encouragement for me.”*

- Debgopal Mondal, an LGBTQAI Activist and Video Volunteers Correspondent.

“I have been an activist and an advocate of women’s rights but I never thought I would be able to make a film on the topic that had the same level of passion. But our trainers and mentors explained us the art of storytelling in a wonderful manner, which made a lot of sense to me.”

- Spurthi Kolipaka, Participant, Telangana Team.

“No amount of reportage or data can make anyone care about your cause in the way that a true, personal story can. You will see this in our film Kinaarpatti about the fisher community in Mumbai, and I’ve also applied this learning as a communication manager in CSR. The results are encouraging.”

- Karina Monteiro, Participant, Team Mumbai.

“I just want to make people realize their own potential in bringing a change in society. I feel documentary films can help do so”

- Shikha Kumari, participant, Chennai team.



"Working on an issue which concerns so many women, it gave me a space to bond with many women at a very different level. Filmmaking is a space where you grow as a person and a professional."

- Deepti Vasishtha, Participant, Pune Team

"ChangeChitra was a longer and more complex process of filmmaking than what I do as a Video Volunteers Correspondent. It was a different experience to work on a film with a team and seek to get an impact together through our work."

- Rohini Pawar, Participant, Pune Team

"I always knew that films are a strong medium of communication. I always wanted to be able to tell my story to the world and share my perspective about women's rights. I was able to accomplish that through ChangeChitra."

- Pranay Manjari, Participant, Odisha Team



Filmmaking is team work. Our participants out on the field working on their assignment.



Marx Ostrick and West Bengal participants during post production workshop.



Saurabh Vishwakarma taking a session on the use of light and shadow in film.



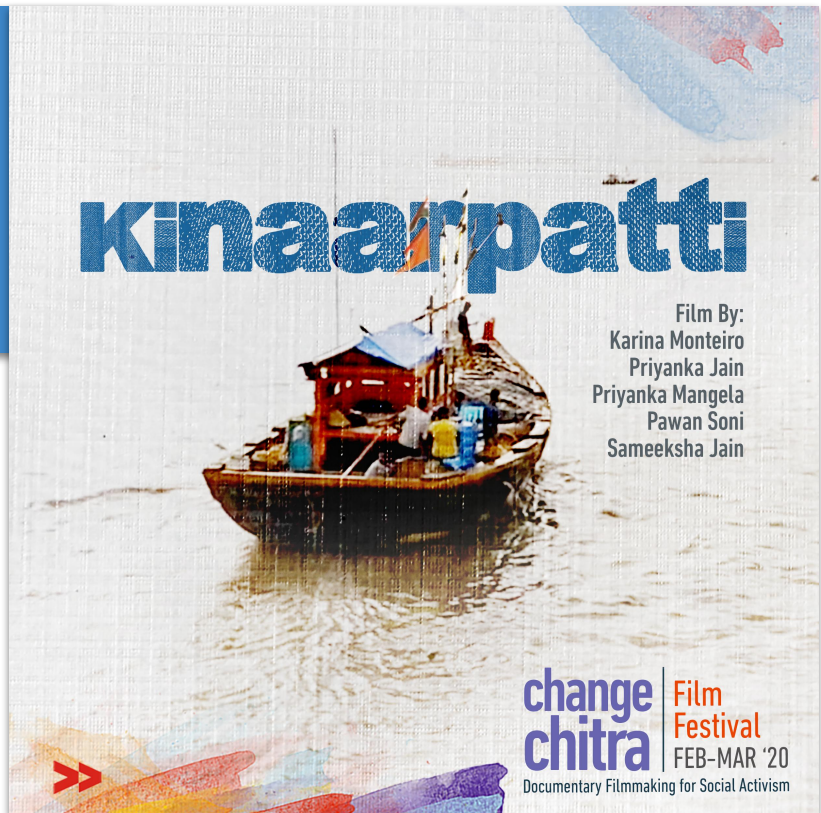
For many of our participants this was their first film.

FILMS IN FOCUS

KINAARPATI

A film on the Koli fisher community in Mumbai and their struggle to retain their homes on Mumbai's valuable sea front properties

This film tells the story of how the livelihoods of Mumbai's fishing community is threatened by the government's efforts to forcibly evict them from their lands for buildings and flyovers. Priyanka Mangala, one of the five-member filmmaking team that made the film, is herself from the Koli community, and her father is one of the leaders of the movement. At the film's premiere at the US Embassy in February, Rakhi Kharde, one of the senior most women in the movement and a protagonist in the film, spoke about how useful the film will be in advocacy. The film has already been screened in the Koli community itself; following that screening, there was a community meeting where the Video Volunteers team began planning with community members for future trainings in video production for the youth.



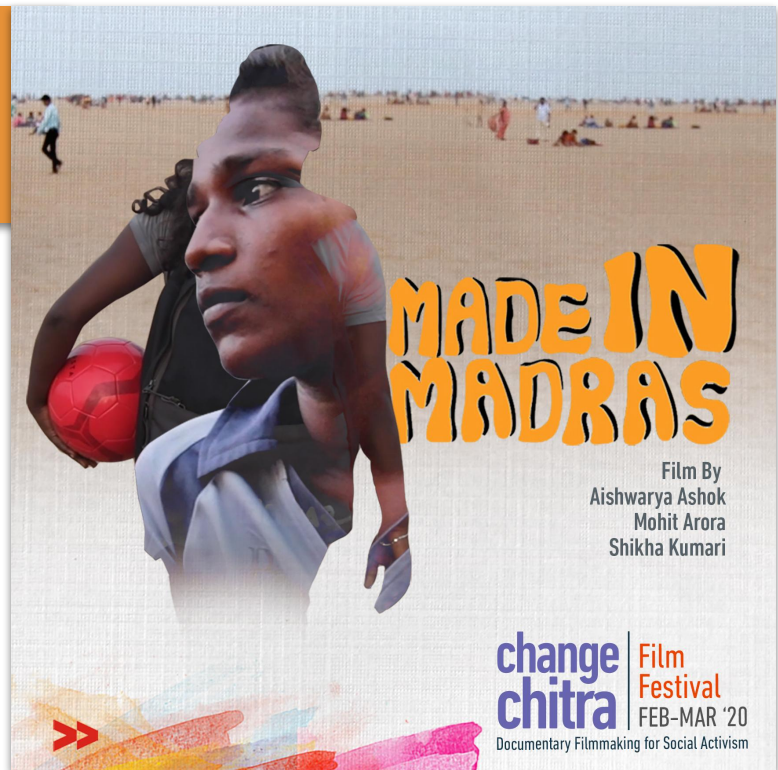
FILMS IN FOCUS

MADE IN MADRAS

The story of Sangeetha, a football champ and former street child

This inspiring film, which won the People's Choice Award at the MyHero Festival.

One of the three filmmakers, Shikha Kumari, organized with the protagonist Sangeetha a community screening at the Wall Tax Road, in a small shop right at the beginning of the pavement where Sangeetha and her mother live. The screening was hard to pull off, requiring many hours waiting at the police station for permissions, but was much anticipated and even covered in the newspaper [The Hindu](#).



THE HINDU

Coverage of ChangeChitra and the Wall Tax Road Screening in the Arts section of The Hindu newspaper.

Sangeetha's mother, who had been quite apprehensive about a film being made on her daughter, said it was a proud moment for her.

At the Chennai screenings, Sangeetha addressed the audience and spoke about her journey and the challenges she is facing along with many other talented young sport players.

Sangeetha now lives in Auroville, Pondicherry where she works with a local community to coach young and aspiring footballers there. Although she is happy to have a stable source of income, she misses playing competitively, and she has found that she cannot compete at the same time as having a job. Thus, it looks like it is going to be very difficult for her to fulfill her dream of representing India in them women's football world cup.

“

I am happy to watch my film with my family and friends. We need to study and keep practicing our sport. I hope people outside our community who watch this film will understand that. But I can see the smiling faces of these people (from my community) here, which is a great feeling.”



FILMS IN FOCUS

THEY CALL ME BIDESINI

a story about belonging and activism

This film tells the story of a young woman's journey from begging on the road to finally finding a sense of familial love in the remote village of a Tribal community whose land and rights she is fighting for as an activist. The subject of the film, Bideshini, was a member of the filmmaking team and is also a Video Volunteers Correspondent. The other filmmakers were two more VV Community Correspondents, Dashrathi Behera and Rajesh Gupta, as well as Pranay Manjari a - Changemaker fellow with, [Change.org](https://change.org) Abinash Padhan, a human rights-focused filmmaker who is working in 2020 on a film on the land struggle against the Lower Suktel Dam in Orissa.



ChangeChitra participant Pranaya Manjari, who works as the CSR head with the educational organization Edifice Foundation, decided to team up with Bideshini, to help the people of the remote Orissa Tribal village of Paudi Bhuyan, which is featured in the film. The Edifice Foundation has agreed to support the community with resources to provide education to children. Pranay first visited the community in November 2019 and got the permission from #MoSchool initiative of Odisha govt in January 2020 to construct a primary school in the community. She finished the needs assessment with the help of Bideshini, who helped her in reaching out to the community to Bideshini, who helped her in reaching out to the community to understanding their problems. The interventions were supposed to begin from March 2020, but were halted because COVID-19.

FILMS IN FOCUS

SHE IS MARRIED,
NOT DEAD!

Women raise questions about belongingness to their family after they are married.

The filmmaker Pranay Manjari raises important questions with her film: Why are married women not supported in taking responsibility for their own parents? How does her being married change her equation with her parents?

Pranay herself had experienced such challenges in her own family, where her husband and in laws did not support her taking responsibility for her own parents, financially or otherwise. She says, "Being an ordinary individual, it's hard to fight against a cultural issue that has existed for centuries, in which married daughters are not allowed to take care of their parents, although the law of our country says they may. But I can't be silently suffering like this."



Pranay is a participant of the 'She Creates Change' fellowship by change.org Foundation, and this film. This film "She is married, not dead" is also part of her campaign, Daughter Forever, that is working towards creating public dialogue on the issues. She started an online petition and started speaking about the issue on social media and writing articles.

[Sign](#) her petition and [read](#) one of her articles

She says, "Many women I knew were struggling with the same issue and sharing with me, privately. But initially no one was open to being part of the film." She is thankful to the community of women at "She Creates Change" that four of them eventually agreed to be part of the film. Initially, she had not planned to make herself a part of the film, but changed her mind. She herself is a narrator, a survivor, an individual who is living in the dilemma of choosing loyalty to father or loyalty to husband.

FILM FESTIVAL



The ChangeChitra festival traveled to four cities between 14 February and 14th March, 2020 - Mumbai, Hyderabad, Chennai and Kolkata. In each city, there was one screening at the US consulate or the American Corner venue of that city, and then several others organized independently by Video Volunteers, in order to increase reach. Out of 13 screenings in 4 cities, 4 were done in collaboration with the local US Consulate and the rest were independently organized. Three of the independently organized screenings were community screenings to audiences that either were featured in the films or live the issues described. The rest were in small popular theaters and arts venues, which were identified through extensive research on the audience for alternative cinema and documentary in those cities. The plan for four screenings in the final city - Delhi - had to be scrapped due to the Coronavirus.



US Consulate Mumbai ChangeChitra Film Festival



US Consulate Mumbai ChangeChitra Film Festival



Priyanka Mangela, Pawan Soni, Priyanka Jain and Karina Monteiro at the Five Senses Theatre in Mumbai.



Screening at the Five Senses Theatre in Mumbai.



"I have lived my whole life in this country but I feel I am seeing certain social issues for the first time. I want to work on these issues and help them get solved."

- Audience member, US Consulate screening

"The level of quality of these films is really extraordinary for first time filmmakers."

- Audience member, US Consulate screening

"There were so many films but I was never bored for a moment. All of them were good and should be watched widely."

- Audience member, US Consulate screening

"I really like the film, 'She is Married, Not Dead' because it talks about equal rights of daughters to their parents. People think it is always the son who does everything for his parents - that's not true. If a woman gets the same rights as her husband even after marriage, she will not feel less important or unwanted."

- Shubhangi, Student, Audience at the US Consulate Screening



At the American Corner in Hyderabad.



"I am so inspired by the story of Bideshini. She is truly a fighter. If we have few more girls like Bideshini in our society, it won't take much time for society to change. I wish all the luck to this brave girl... You young students from this college should listen to a grassroots activist like Bidesini, from a Tribal area. All of us in this room are privileged, and we have to remember our privilege gives us a responsibility to fight for what is right."

- Sowmya Kidambi, Director - SSAAT, Andhra Pradesh and Telangana, ChangeChitra Panelist.

"When a person is morally correct, thinking only about what is true and needs to be addressed, he/she can easily make an ethically balanced film."

- Dulam Satyanarayana, Documentary Filmmaker, ChangeChitra Panelist.

"I am also happy to see so many young people attend the event. This must be very encouraging for all of them. Good (documentary) films are definitely important for society."

- Biju Kumar, Public Affairs Specialist, US Consulate General, Chennai.



Screening at the American Corner in Hyderabad.



Team Chennai with their film protagonist, Sangeetha, at the popular Chennai cultural spot, The Hive.



At the American Centre in Kolkata with teams from West Bengal, Assam and Bihar.



"It is only when you start to put yourself in the shoes of people that you understand their plight, their issues. Being empathetic is the most important quality in a documentary filmmaker."

- Vasanth Rai, Filmmaker, ChangeChitra Panelist.

"Looking at all the films and how these were made, I am very inspired. At times filmmaking sounds like the profession of only rich people, but these films have changed my mind."

- Audience member

"I feel proud to have mentored some of these budding filmmakers who in the near future will definitely do some great job for society. I wish all of them the best."

- Aarti Srivastava, Filmmaker, ChangeChitra Panelist.

"I aspire to become a filmmaker and ChangeChitra gave me the experience of a filmmaker where I had to work as a researcher, scriptwriter, storyteller, cameraperson, director, editor and all other small and big roles."

- Ananya Pandey, Participant, Telangana Team.

"My perception has changed towards the social issues [by being part of ChangeChitra.] Before change chitra I wasn't much concerned about social issues, as I could not relate to every social issue. Now I have started to think to make films to show to those who are not aware about the existence of problems in society. I can see there are lots of social issues that are not addressed yet."

- Participant.



West Bengal, Assam and Patna teams participants at their film screening at Satyajit Ray Film and Television Institute, Kolkata.



Shreya and Mohana at the Kolkata Embassy screening.

Participants' Future Plans

Many of the ChangeChitra participants are now working on their next films on social issues. These include films on casteless collectives in Chennai, how marginalization led to rapid acculturation and eradication of the African heritage, seasonal mass migration, traditional alcohol making community in India, LGBTQ culture, climate change and its effect on local communities, organic farming, the culture of Kasaragod Kerala and displacement by big dams in Orissa. One filmmaker is working to turn his ChangeChitra film on Assam into a feature-length documentary. Many of these young filmmakers are also working as freelancers.

Contact info@videovolunteers.org to be connected to any of them.

See all the Films and arrange a screening

Visit videovolunteers.org/changechitra/ to see the full list of films or to arrange for a screening of them in your school, NGO or community.





COMMUNITY-LED MONITORING

(ESCR-Net)

VV has invested significant time this year in working with the ESCR-Net Monitoring Working Group on articulating principles of community-led monitoring.

About three years ago, VV's network started to conduct surveys as well as produce videos, as part of our Surveys for Action program. We were motivated to do this by the huge data gaps and data errors Correspondents would encounter when they filed grievances with government offices. We realized that a video story combined with data related to a particular region is a powerful combination. Since video is a form of data, and data also tells stories, working with data closely aligns with VV's mission: we saw that the 'data for development' sector, particularly around the SDGs, offered opportunities for VV to amplify in government and UN spaces our messages around voice, visibility and 'community-led monitoring.'

As part of the ESCR-net working group on community monitoring, we have been working to develop a collective position that unpacks key principles that should be applied during data collection, analysis and use, according to a human rights based approach. This collective position will be used by ESCR-net and its 200+ social movement members in 2020 and beyond in order to collectively advocate for – among other things – the idea that communities should not just be involved in gathering data but also in defining what data needs to be collected.



Read about the Human Rights Data Principles on [ESCR-Net's website](#)

AWARDS



Gayatri Devi

Global Achievers Award 2019 | 10.nov.2019

In this event organised by the National Anti Harassment Foundation, Bhopal, Gayatri won in the social work category.



Jahanara Ansary

Dr. Ambedkar Samparn Samaj Gaurav 2019' Award | 29th July 2019 |

Our community correspondent Jahanara Ansary received 'Dr. Ambedkar Samparn Samaj Gaurav 2019' in Jaipur in recognition of her social work in her community.



Dhashrati Behera

Best Photography Awards

Video Volunteers' correspondent Dhashrati won an award for 'Best Photographer' at the 'Desi Bihan Mela' held at Kalahandi, Odisha on 20th and 21st December 2019.

Biswanath Patra

Fearless Journalism

Biswanath Patra from Jajpur was awarded for his fearless journalism and reportage by Prafulla Ghadai, Minister for Mining and Steel, Odisha and Soumyaranjan Pattnaik, Editor of Sambad, a leading Odia daily.



Pushpalata Sahoo

Recognition Award

On the occasion of International Women's Day, Pushpalata Sahoo was awarded a recognition certificate for her social work.

Anupama Sethy

Best Grassroots Reporter

Anupama Sethy was awarded as the 'Best Grassroots Reporter' by Samadrusti at an event held in Lohiya Academy, Bhubaneswar, Odisha.

Youth Journalist Award

Anupama Sethy received the 'Youth Journalist Award' at an event organised by Nehru Yuva Kendra and Sampark Development Society in Bhubaneswar, Odisha.



2019 HERBERT I. SCHILLER AWARD

The International Association for Media and Communication Research (IAMCR) presented this award to Pooja Ichplani, Archana Kumar, Rupa Upadhyay and Jessica Mayberry, for their joint paper "Communication Processes, Community Mobilization and Normative Shifts: Learnings from Video Volunteers' India Unheard Program".



Read the [press release](#) and read this award-winning research report on VV's model.



TRAINING OF TRAINERS

Trainings the Correspondents Conducted...



Shambhu Raj Tanwar introduced the idea of community media and trained the staff of WomenServe in mobile journalism. WomenServe works to empower women to tackle environmental challenges.



Shah Faisal from Bihar's Kishanganj district organised a training meet titled 'Socio Empowerment Through Mojo' for Pothia, Kishanganj's 15 panchayats. Basics of journalism and the potential and usage of social media were discussed in the meet.

Mamta Patra

Mamta Patra shared her journalism skills with 50 young students of Naktideul Mahavidyalay, Sambalpur, Odisha.



Gayatri Devi

Gayatri Devi was invited to Government Girls Inter College (GGIC), in Bewana, Ambedkar Nagar, Uttar Pradesh to deliver a talk on fundamental rights and Kanya Sunmangala Yojana



And sessions they led...



Harihar Nagbansi and Kamal Purti

Our community correspondents Kamal Kishor Purti from Jharkhand and Harihar Nagbansi from West Bengal were a part of the International Youth Champions Anti-Trafficking in Persons (TIP) Conclave organised by Shakti Vahini, where they shared the work of Video Volunteers and conducted MOJO training with other participants.



Reena Ramtuke, Rajesh Gupta, and Khirender Yadav:

Our community correspondent Reena Ramtuke, Rajesh Gupta, and Khirender Yadav were a part of the Global Goals to Local Impact organised by Oxfam India, representing VV's work and delivered a session on rural journalism.



Invited at Global Perspectives 2019

Harihar and Jessica were invited to Global Perspective 2019, a conference organised by the International Center for Civil Society, in Addis Ababa city, Ethiopia, where directors and staff from some of the world's biggest international NGOs discussed two major themes: 'How Could Civil Society Counter International Populism', and 'How Could NGOs Re-establish Their Legitimacy At A Time of Closing Civil Space.'



Video4Change

The Video4Change Grassroots Gathering in South Africa

The [Video4Change](#) Network, of which Video Volunteers is a founding member, organized a Grassroots Gathering in Cape Town, South Africa. Grassroots videomakers from all over the world, who are fighting for their culture, land, and resources, came together to share strategies and learnings around using 'video for change.'

Nadiya Shafi, our Community Correspondent, from Jammu and Kashmir, attended the 4-day Grassroot Gathering.

"In the heart of the wine farms of South Africa, several activists, video makers, and members of different organizations united at [Bertha](#) Retreat. It was amazing to see people around me, who are coming from different cultures, history, and diverse knowledge.

I spoke a lot about my work in Kashmir, using video to highlight our struggles as Kashmiris. We spoke a lot about the power of video. It is a tool that can create an impact, facilitate dialogues, and enhance learnings across communities. We always think, why are video stories significant? It's because a video is like a mirror of any society. A video story is unadulterated and we can let the public decide what is wrong and what is right." said Nadiya.

Watch the [video](#) of the five-day gathering of grassroots video practitioners in Boschendal, South Africa and [read more](#) about the event.

PRESS & ACADEMIC RESEARCH

PRESS



A Salute to the Amazing Citizens of Goa, United by Covid19
For a Better Future



Beyond Covid-19, India must invest in public health
infrastructure



The ChangeChitra Film Festival 2020 and its mission to ignite
social change



Making video makers the might of India's villages



Inform a community. Empower a generation



Video Volunteers scouting for community correspondents in
Sikkim.

ACADEMIC RESEARCH

American Jewish World Service

VV's work is cited as a best practice of Feminist Research by the organizations IDRC and American Jewish World Service

The Journal of Development Communication

Engaging Rural Communities in Communication Processes. Lessons from Video Volunteers' India Unheard Program

MITGOVLAB

India Unheard: Community Journalists Turned Activists Take on Rural Issues

Video for Change, Wumen Bagun

Communication for Development and Social Change Bulletin



Thank you to all our board members, staff members, funders, partners and Community Correspondents who made these accomplishments possible.

For more information on our activities, please contact
info@videovolunteers.org