

PRB Women's Edition journalists around the world have written articles, features, and editorials to commemorate the 100th anniversary of International Women's Day. Below is an article from India. Women's Edition is part of PRB's IDEA project, funded by the U.S. Agency for International Development. Women's Edition is an international network of senior-level women journalists from developing countries interested in women's health and development. Current Women's Edition members include 13 print and broadcast journalists from 12 countries: Cambodia, India, Kenya, Liberia, Malawi, Nepal, Nigeria, Pakistan, Philippines, Rwanda, Uganda, and Zambia. More articles are available at www.prb.org/Articles/2011/international-womens-day-media.aspx

Women Fight Back: Campaign to End Violence

by Shai Venkatraman

(March 2011) Every day in India, 50 cases of dowry related violence, are reported.

Every 29th minute, a woman is raped.

In states like Punjab, Haryana and Tamil Nadu, honour killings are a norm. Over the last two decades since sex selection methods were made available 10 million girl children have gone missing.

Shocking figures coming from a country which prides itself on being the world's largest democracy. One where women are revered in the form of powerful goddesses like Durga and Saraswati.

To draw attention to this rising violence, NDTV on the 100th International Women's Day launched the "Shakti" (Hindi for Strength) campaign. A fortnight long campaign which will highlight the different atrocities against women – domestic violence, dowry deaths, honour killings, female infanticide, rape and forced marriages. The first report, telecast on March 8, was from Bundelkhand in the state of Madhya Pradesh, in North India. Here, in 2010, 13 women were burnt alive after they were raped. In this region, villagers protect and permit this violence in the name of tradition.

It's a cause that is clearly close to many people's hearts, because from prominent personalities to viewers, the response has been huge. Bollywood stars Kareena Kapoor and Shabana Azmi spoke about their personal experiences. Delhi Chief Minister Sheila Dikshit and Information and Broadcasting Minister Ambika Soni were part of the opening show along with women who had suffered different kinds of violence.

The idea is to keep the campaign interactive, so viewers are encouraged to write or call in about their experiences. The aim being to break the culture of silence that still prevails in large parts of India. The response has been huge. Shakti has been widely covered in mainstream newspapers and we have hundreds of viewers writing in every day.



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Here are some links to the Shakti campaign:

<http://www.youtube.com/watch?v=4jPBObz-zgk>

<http://www.ndtv.com/video/player/news/women-s-day-ndtv-s-shakti-campaign-kicks-off/192984>

<http://www.ndtv.com/video/player/ndtv-special-ndtv-24x7/ndtv-s-shakti-campaign/193049>

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