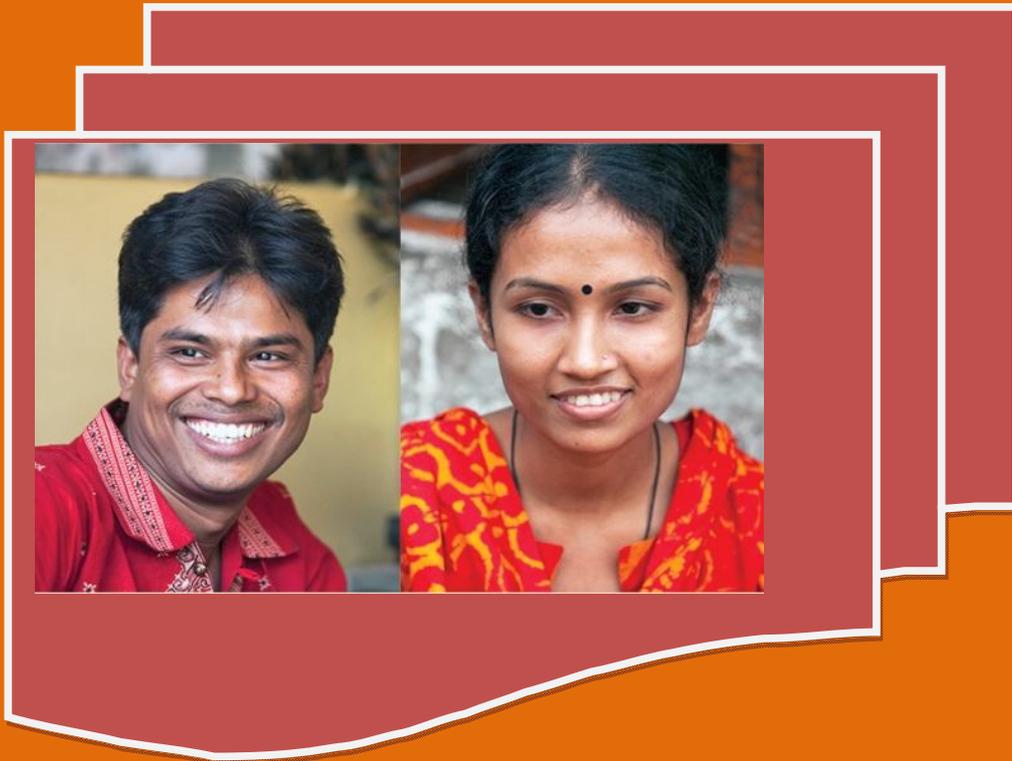


Amrai Pari Paribarik Nirjaton Protirodh Jote



Annual Report-2014

INTRODUCTION

Over the years a number of initiatives were taken towards empowering women in Bangladesh. Regrettably, within family life Bangladeshi women cannot enjoy the benefits from these initiatives. One of the major reasons behind this is the subordination of women in families and the society. This subordination is manifested by domestic violence against women. There is a culture of silence against such oppression in the society. It is mostly seen as a so-called 'internal matter' of a family. A family's matter is concurrently considered as a personal affair, hence, very few cases are found where people stand against family or domestic violence. Particularly when a woman faces domestic violence, any protest from her end gets her under critical review by the family and society. In this backdrop, in 2004, WE CAN Campaign was launched in 6 South Asian countries including Bangladesh with an aim to stop all sorts of violence against women. The idea of WE CAN Campaign is to break the silence, denial, shame and stigma around the issue of domestic violence against women and bring it under the public domain, collective consciousness and accountability. WE CAN Campaign started at a time when domestic violence against women was not considered as a violence under the legal system in Bangladesh. As an outcome of continuous social movement arrived the milestone of Domestic Violence (Prevention and Protection) Act, 2010. Nevertheless, in the context of Bangladesh, the continuous unfortunate incidences in daily life of Bangladeshi women strengthen our belief that the legal system alone is inadequate to stop domestic violence against women. It is pertinent to change the existing social culture that legitimise to domestic violence.

The 7 years' journey as a Campaign has seen achievements and learning and experienced lot of changes in the context. WE CAN is now transforming into a social movement which started as a mere campaign programme. In 2011, during the annual general meeting (held on 20th April), the member organisations and individuals decided to continue the Campaign by the self identity of **WE CAN Alliance to end Domestic Violence (Amrai Pari Paribarik Nirjaton Protirodh Jote)**. Following the decision emerged the independent platform Amrai Pari Paribarik Nirjaton Protirodh Jote in Bangladesh.

The present report documents the journey of WE CAN during 2011-12. However, it also documents the highlights of the Campaign's seven years' journey which has established the new face of WE CAN.

OBJECTIVES OF WE CAN

The goal of WE CAN is to reduce social acceptance of domestic violence against women and enhance the process of gender equality in family, society and state and make Bangladesh safer for women.

To reach this goal, WE CAN Alliance; Bangladesh is working towards attainment of four objectives -

1. Fundamental shift in social attitudes and beliefs that support violence against women.
2. Collective and visible stand on violence against women by different section of people.
3. Create a favorable environment for formulating and implementing gender sensitive programme at every sector.
4. Coordinate all efforts whether local, national, regional or international to end all kind of violence against women.

At a glance Amrai Pari (WE CAN) Activities -2014

SL	Activities	Description	Quantity
01	Regular Meeting	All the individuals, groups or organizations maintain regular contacts with each other. These discussions and meetings also kept the whole platform working in a systematic manner. Members of the National Alliance sit for meetings twice a year. To formulate the strategic plan, this year they have arranged a 2-day long session. On the other hand, members of the Executive Committee meet 3 times a year while members of the District Alliances sit together thrice in a year. However, beyond such planned meetings, this year members of different District Alliances have met on different occasions based as and when required. In these perspective in 2014, 2 National Committee meetings, 3 Executive Committee meetings, 1 Annual General meeting, 20 District Alliance Meetings, 12 staff meetings and 7 area coordination meetings have been organized.	
		National Committee Meeting	2
		Executive Committee Meeting	3
		District Alliance Meeting	20
		Project Coordination Meeting	6
		Staff Meeting	12
		Area Coordination Meeting	7
02	Material Development	Materials (IEC and BCC materials) and publications of Amrai Pari (WE CAN) programme play vital role in changing the values. These publications also help in deepening of changes. For the Change Makers, a number of communication materials/ publications are brought about including booklets, leaflets, posters, stickers, flipcharts etc. These materials are developed in a way that they would be suitable for people of all ages and types – young and old, male and female, rural and urban. One interesting characteristics of these communication materials are that they do not offer suggestions to solve any problem. Rather they point out the different dimensions of the problems so that individuals corroborating to the problem can decide and act themselves in overcoming such problems. This year, WE CAN published a training module for project, 2 leaflets were published for the event of International Women Day and November Campaign and 1 TVC Docu Drama based on sex and reproductive health and rights.	

		Training module for project,	1
		leaflets	2
		TVC Docu Drama	1
03	National Events	Amrai Pari (WE CAN) have been staged 'International Women's Day' (8 March) and a 16 days long campaign in November centered around the 'International Day for Elimination of Violence against Women' (25 November). On the very first hour of March 8, 'International Women's Day' was celebrated in all of the districts jointly with other like-minded organizations and individuals upholding the slogan "Special Oath for enlightenment against darkness of mind". This campaign demanded for safety of women in both home and outside, both in day and night. On the same date, 'International Women's Day' has been celebrated in Dhaka at the Central ShaheedMinar (<i>Language Martyrs' Monument</i>) in association with the University of Dhaka, the most prominent public university of the country. In 2013, November campaign have not been organized in national level for the unstable political situation all over Bangladesh. But WE CAN have been organized program combined with Government in 45 districts of Bangladesh.	
		International Women Day	1
		16 Days November Campaign- International Day for the Elimination of Violence against Women	1
04	Capacity Building Workshop	To be a WE CAN Campaign Change Maker or a member of the District Alliance one needs not be from an elite background. Any person including students, housewives, NGO professionals, grocers, small businesspersons, rickshaw-pullers, farmers, nurses, polices, teachers, government bureaucrats, journalists are part of the campaign. Hence to analyse the unconventional approach of the campaign it is critical to build capacities of the Alliance leaders and Connector Change Makers. Since 2011, the WE CAN Alliance has been taking initiatives towards this end. Besides on this some other capacity building workshops held in 2014, these were: 611 Change Maker Training, 1 Project implementation workshop, 1 Training for Trainer, 1 financial management training and 1 monitoring and evaluation orientation..	
		Change Maker Training	611
		Project implementation workshop,	1
		Training for Trainer	1
		Financial management training	1

		<i>Monitoring and evaluation orientation..</i>	1
		<i>Project (Edu-VAW) development workshop</i>	5
05	Community Mobilization	To mobilize and Re-engagement is a process through which the program activities remains alive, with different activities organized by Change Makers ranging from the grassroots to the national level. Amrai Pari (WE CAN) Secretary have been planned for mobilize the Change Maker and arranged different activities all over the year. In 2014 different activities have been taken for mobilization of Change Makers, they were: Video Show, Small events: Door to door campaign, court yard meeting, Day observation, cultural events.	
		Video Show	10
		Small event	60
		Self help group building	50
		Day Observance (International women day and November Campaign)	2
		Cultural events	18
		Local drama show	15
		Pot Gan	10
		Mobile Van	20
		Parents fair	2
		Couple fair	2
06	Institutionalization	Since 2008 'WE CAN' has moved into strengthening community and organizational capacity to prevent violence against women. It started developing and institutionalizing mechanisms to advocate women's need and rights within the community. WE CAN has been using the stages of Change Theory which recognizes that change is a process, often cyclical, that starts from raising awareness, and moves into building networks, then to integrated action and finally requires consolidated efforts to sustain the change. WE CAN involves individuals at all the stages, but for sustaining the change it has to be institutionalized. And, that is why the organizers have approached high schools (girls, boys & co-ed), lawyers' association, hospitals, nursing institutes and police at Thana levels, among others. In 2014, 7 Change Maker's meetings, 10 educational institute based drama, 8 school based program were organized.	
		Change Makers Meeting	7
		Institution based drama show	10

		school based program	8
07	Institution based Programs	In 2014, 21 school based event, 8 cultural events in school, 15 Meeting with teachers, 15 meeting with student held on.	
		school based event	21
		cultural events in school	8
		Meeting with teachers	15
		meeting with student	15
08	Campaign Program	Though WE CAN does not expect that the Change Makers would become a gender expert, however, the Re-Engagement initiative targets to make positive behavioural changes in individuals that would be visible to others. Small individual contributions will add up to a tipping point phase that will make violence against women unacceptable in all settings. In view of this, the Change Makers attend or organize the large or small scale programmes or events under the WE CAN campaign. large scale programmes are held twice a year, during March and November, while other small scale programmes are organized by the Change Makers around rest of the years. The Change Makers exhibit their initiatives through small-scale programmes. In 2014, March campaign has been organized with government in 25 districts and November campaign has been organized in 20 districts in Bangladesh. Initiative events were Door to door campaign, court yard meeting, Rally, quiz competition, information fair, Sms campaign, distribution WE CAN materials, organized adhar vangar shopoth, van campaign.	
		Door to Door Campaign	75
		Court yard meeting	80
		Adhar Vangar Shopoth	20
		Rally	60
		SMS Campaign	5000
		Van Campaign	8
09	Media Mobilization	WE CAN Alliance; Bangladesh believes media can play an important role in changing perspectives of the people. Hence, along with the strong support from the Campaign, WE CAN, Bangladesh seeks to maintain a liaison with the media. Both print and electronic media gets equal importance from the Campaign. Media is not only helping WE CAN, Bangladesh with publicity but is becoming a gender-sensitive partner by highlighting issues of domestic violence and sensitizing the mass about it. In 2014, An episode on	

		women issue- Nari Chitra Bangladesh, 12 Case study published in Anannya Magazine, A documentary on Women issue-Chakrobuho was made by Shabnam Ferdousi and 1 gono maddhom shova was organized.	
		TV report on women issue- Nari Chitra Bangladesh	4 episodes
		Case study in Anannya Magazine	12
		A documentary on Women issue-Chakrobuho	1
		Gono Maddhom shova	1
10	Advocacy	WE CAN believes in the power of individuals. In this context, the campaign emphasized the changes in personal attribute and individual initiatives to challenge domestic violence against women. The prime focus of the program is to promote the individuals who will not wait for assistance, rather will initiate steps towards preventing domestic violence against women. As individuals change themselves and stand against the social acceptability of domestic violence against women will gradually transform others in society. It is very difficult to change human conceptual attitude for long days, has been changed in different steps by continuous process. On this perspective WE CAN has taken a strategy of Advocacy. To achieved these objectives WE CAN has organized in 2014, 3 meeting with local leaders, 2 meeting with local Thana and 2 meeting with mass media have been organized.	
		Meeting with Local Leaders	3
		Meeting with Local Thana	2
		Meeting with mass media	2
12	Reporting and Documentation	The goal of WE CAN is to reduce social acceptance of domestic violence against women and enhance the process of gender equality in family, society and state. To highlight the activities and its results WE CAN has been documented all. In 2014, 2 half yearly report, 1 annual report of WE CAN activities have been prepared. 1 report of International Women day, 1 report of November campaign, 2 guideline based on International women day, November campaign, student forum and material use.	
		Half yearly report	2
		Annual report	2
		International women day's Report	1
		Report of November campaign	1
		Guideline	2

12	Monitoring and Research	Monitoring is an important indicator for judgment of qualitative improvements of WE CAN activities. On this perspective in 2014, 37 districts activities have been monitored. Primary information from area have been collected from 11 districts. 1 base line (Shokhi) has been completed and 24 report from 2 projects have been prepared.	
		Monitoring Report	37
		Primary information from area	11
		Project report	24
		Baseline report	1
13	Change Maker Database	Till 2014, the number of Change Makers has become 1021924. Among which, 552806 are women and the rest 469118 are men. A large number of these people are youths, who are between 14 to 25 years of age. By the end of 2013, the number of young Change Makers has become 501802. On the other hand, the Change Maker, aged between 26 to 45 years, are 3, 68390 in number. Change Makers aged 45+ are 61,669 in number. WE CAN database has been created where information (e.g. name sex, age, parent's name, occupation, area and registration date) regarding all Change Makers can be found easily. The District Alliances of WE CAN are being motivated to utilize this database when necessary so that they can communicate with all the Chang Makers of that district and direct them when required. The synopsis of Change Maker data base is included in	
		Female	552806
		Male	469118
		Below 14	90063
		14-25	501802
		26-35	241313
		36-45	127077
		45+	61669
14	Administrative	Role and responsibilities of Administration is very important to implement the program and project activities. In 2014 WE CAN has appointed 14 projects staffs. 2 project office and 3 information hub for the Shokhi Project in Dhaka.	
		Staff:	
		Project Staff	14
		Project office	2
		Information Hub office	3
Materials:			

	Amader Ananda Bari	4631
	Poster	5974
	Ratna o Sumonergolpo	1800
	Sojeeber Bodhodoy	74
	Poth dekhabe school	1831
	Paribarik Shohingshota Ain	2250
	WE CAN Brochure	1956
	Change Maker Registration Form	22000
	Research Report	194
	Sticker	80
	Leaflet	49900
	Nirbachoni Booklet	1100
	Newsletter	8431
	DV Leaflet	250
	Somaj ki Bodlay	1100