

Summary Facts

Established 2004
Registration 2011
Location Bangladesh

Division Coverage 7
District Coverage 55
Upazila Coverage 473
Union Coverage 2834

Total Change Maker 10,00,311
Membership 500 Organizations
700 Institutions



Major Campaign Events

From the beginning of campaign, it organizes various events on the Journey.

- Oath for enlightenment against darkness at International Women Day
- We are in black at International Human Rights Day
- Mobile van campaign at International Day for Elimination of VAW
- Road show for bridging newer and older generation to end VAW
- Train campaign
- Door to door campaign
- Boat campaign
- Hat campaign
- Ekushy book fair campaign
- Tea stall campaign
- Couple fair
- Information fair
- Change makers assembly
- 16 days activism
- Institutional campaign
- Media campaign
- IT campaign
- Art camp
- Nontraditional sports competition
- Essay/ Debate competition
- Poster campaign
- Student Change Maker Jamboree

Area Coverage in Bangladesh



For any Information

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We Can
END
ALL VIOLENCE
AGAINST
WOMEN

AMRAI PARI PARIBARIK NIRJATON PROTIRODH JOT



We Can

We Can is a collective platform of civil society, organizations, individuals, institutions and others aim of ending domestic violence against women. The initiative was launched in late 2004.



Why

Domestic violence against women has social acceptance and silence culture in Bangladesh. Still domestic violence mostly consider as a “domestic issue” and outsider interfere has highly restricted. As a result long and short term negative impact on personal, family, social and state level.

The Past

‘We Can’ Campaign was launched in Bangladesh at 18 September 2004, as Oxfam initiative. The campaign across 15 countries including six South Asian countries i.e, Bangladesh, India, Nepal, Pakistan, Sri Lanka and Afghanistan. In 2011 We Can Bangladesh took registration from government of Bangladesh as platform of civil society and organization as *Amrai Pari Paribarik Nirjaton Protirodh Jot*. We Can Bangladesh is now member of regional and global forum also.

Aspiration

The goal of ‘We Can’ is to enhance gender equality at family, community and state by bringing a positive shift in attitudes, beliefs and practices that support violence against women objectives of the campaign are:

- Fundamental shift in social attitudes and beliefs that support violence against women.
- Enhance the capacity of the alliances, organizations, institutions and individuals (Change makers) to evolve as a unique platform against domestic violence all over Bangladesh.
- Collective and visible stand on violence against women by different section of people.

Major Actions

- Campaign regularly
- Enroll Change Maker
- Develop Behavioral Change Communication (BCC) publications/ materials
- Building Alliance and networks
- Mobilize Media
- Conduct action research
- Sensitize the service providers
- Conduct policy advocacy
- Building capacity



Change Maker

- Change maker believe that women suffer from discrimination and violence in family and society.
- Believe that violence against women in social and legal crime.
- Change own discriminatory and violent attitudes towards women.
- Actively try to influence others to change their violent attitudes towards women.



‘Individual Change Makers: The Centre of the “We Can” Campaign’

‘We Can’ is in the process of working towards encouraging individuals to understand issues related to violence against women, and then enable them to work as the main catalysts to create a violence-free society for women, which would benefit not only women but families and societies. Each individual who is brought into the network contributes to this change according to his/her capacity similarly; each institution integrates the campaign goal according to its own capacity.



We Can Alliance

‘We Can’ Campaign’s is not owned by one organization, rather it is designed as an alliance-led campaign. Likeminded people, who believe that domestic violence is a violation of human rights, form this Alliance. The idea behind making it an alliance-led campaign was to involve a diverse range of individuals, from a much wider spectrum, and to give them the ownership to ensure sustainability of the campaign. Oxfam initiated the campaign, but since 2007 it has been the Alliance that is leading it, and now all decisions are taken by the Alliance. NGOs, the Citizen Groups, Lawyers associations, Teachers, Journalists, Writers and prominent individuals who are progressive and pro women form the alliance at national and district alliance.

