UN INDIA JOINT ADVOCACY AND COMMUNICATIONS CAMPAIGN

18th October 2014 – 10th December 2014
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UN India Joint Advocacy and Communications Campaign

In November 2013, the UNCT in India launched the UN India Joint Advocacy and Communications Campaign to end violence against women and girls. This year the UNCT joined forces again to initiate both awareness generating campaigns and advocacy initiatives with over 6,300 participants. The use of social media enabled the UNCT to reach 1.6 million people globally. Major newspapers in India and around the world published over 180 articles covering a number of events which took place in November and during the 16 Days of Activism.

UNICEF LAUNCHES END VIOLENCE AGAINST CHILDREN CAMPAIGN #ENDVIOLENCE #ITSTARTSWITHME
September 2014 - Onward, Global Campaign
UNICEF, UN Women, UNFPA

The UNICEF End Violence against Children Campaign was launched in India in September 2014 and has been ongoing since then.

Outreach (September- November 2014)
✓ Total Impressions Social Media: 9.4 million
✓ Total Views Social Media: 1,327,880
✓ Total Engagements Social Media: 128,365

The campaign included (Annexe 1) three short videos on neglect, corporal punishment and emotional violence; a celebrity video; the Baap Wali Baat song; a microsite; an app to increase support for the cause; videos on reporting child abuse and ending child marriage; a presentation for bloggers; and facebook and twitter content.
The HeForShe campaign was formally launched at the Rendezvous Festival at IIT Delhi on 18th October by Mrs Maneka Sanjay Gandhi, Union Minister for Women and Child Development, Ms Lise Grande, UN Resident Coordinator and UNDP Resident Representative in India, Dr Rebecca Tavares, Representative for UN Women Multi Country Office for India, Bhutan, Maldives & Sri Lanka, Ms Frederika Meijer, Representative for UNFPA and Ms Caroline den Dulk, Chief of Communications at UNICEF.

A “HeForShe” booth at the Rendezvous Festival hosted 2266 visitors pledging their support for the underlying message of the campaign – “join the solidarity movement for gender equality.”

The UN Women HeForShe campaign made its second appearance at the MenEngage symposium in Delhi. The booth enabled people to have their photographs taken with a customized message on a whiteboard. The HeForShe booth generated over 500 pledges over a three day period.
UN TRUST FUND SUPPORTS CONCERT TO CELEBRATE RESILIENCE OF WOMEN AND GIRLS FACING VIOLENCE
4th November 2014, New Delhi
The Scheherazade Initiative, UNTF, UN Women

Music for Life International, UN Women and the UN Trust Fund to End Violence against Women celebrated the resilience of women and girls facing violence with an evening of opera, Hindustani and chamber music.

Representatives from the US, Austrian and Norwegian Embassy as well as Ms Lalitha Kumarmangalam, Chairperson National Commission for Women, and Ms Preeti Sudan, Additional Secretary of Ministry of Women and Child Development, Ms Lise Grande, UN Resident Coordinator and UNDP Resident Representative in India, Ms Cristina Albertin, UNODC Representative for South Asia and Dr Rebecca Tavares, Representative, UN Women MCO for India, Bhutan, Maldives & Sri Lanka attended the concert.

UN WOMEN EXECUTIVE DIRECTOR REITERATES THE URGENT NEED FOR SAFE PUBLIC SPACES IN HER VISIT TO THE DELHI SAFE CITIES PROJECT
8th November 2014, New Delhi
UN Women, Jagori

At a packed gathering in south Delhi, Ms Mlambo-Ngcuka started her first day in India meeting with community members at a Safe Cities project which works to make public spaces safer for women and girls. Together with Ms Saumya Gupta, Director, Department of Women & Child Development and Ms Suman Nalwa, Additional Delhi Commissioner of Police, Ms Mlambo-Ngcuka discussed with women, girls and boys on interventions that are working at the grassroots level in India’s capital city to ensure women’s safety in public spaces.
500 RURAL WOMEN IN GUJARAT MEET UN WOMEN EXECUTIVE DIRECTOR TO CATALYSE CHANGE
9th November 2014, Gujarat
UN Women, Fund for Gender Equality, IT for Change

In Gujarat, Ms Mlambo-Ngcuka visited the “Making Women’s Voices and Votes Count – An ICT-based Intervention”, which is supported by UN Women’s Fund for Gender Equality. Music, dance and more than 500 rural women greeted her as she entered the Town Hall of Shihore. An “information fair” bringing together local women and their elected leaders, was the backdrop of the event, where community members shared their experiences of using technology to catalyse change.

UN AGENCIES PARTNER WITH THE 2ND GLOBAL MEN ENGAGE SYMPOSIUM
10th-13th November 2014, New Delhi
UNDP, UNFPA, UN Women, UNICEF

UNDP, UNFPA, UN Women and UNICEF supported the 2nd Men Engage Global Symposium 2014 - Men and Boys for Gender Justice (Annexe 2). This meeting had representation from around 94 countries with more than 1,200 development professionals. United Nations Under-Secretary General and UN Women Executive Director, Ms Phumzile Mlambo-Ngcuka, UNFPA Deputy Executive Director, Ms Kate Gilmore, and Ms Lise Grande, UN Resident Coordinator and UNDP Resident Representative in India, attended sessions of the MenEngage symposium.
SHRI PRANAB MUKHERJEE, PRESIDENT OF INDIA, JOINS THE HEOFORSHE CAMPAIGN  
11th November 2014, New Delhi  
UN Women

During her first visit to the country, Ms Mlambo-Ngcuka met with the President of India, Shri Pranab Mukherjee, at the President's official residence, Rashtrapati Bhavan, in New Delhi, India. She was the first high-level UN official to visit India since the formation of a new government led by Narendra Modi in May.

MEDIA LEADERS MEET UN WOMEN EXECUTIVE DIRECTOR TO STRENGTHEN PARTNERSHIP  
11th November 2014, New Delhi  
UN Women

Media leaders discussed the role of the media in promoting gender equality and addressing gender-based discrimination globally and in India with UN Executive Director Ms Phumzile Mlambo-Ngcuka. The meeting was also an opportunity to share successful media initiatives and approaches and explore strategies that can be adopted to strengthen a shared partnership with the media on gender equality. Ms Lakshmi Puri, Deputy Executive Director of UN Women and Dr Rebecca Tavares, Representative, UN Women MCO for India, Bhutan, Maldives and Sri Lanka attended the meeting as well.
RATAN TATA, CHAIRMAN EMERITUS OF TATA SONS, CALLS FOR A GENDER JUST SOCIETY
12th November 2014, Mumbai
UN Women

On a stop in Mumbai, UN Women Executive Director Phumzile Mlambo-Ngcuka met with Ratan Tata, Chairman Emeritus of Tata Sons and Shyamal Gupta, Chairman of Tata International. Ms Mlambo-Ngcuka and Mr Tata underlined the leading role the private sector has to play in creating more gender just societies.

Ms Mlambo-Ngcuka meets Mr Ratan Tata and Mr Shyamal Gupta

FARHAN AKHTAR APPOINTED AS UN WOMEN GOODWILL AMBASSADOR FOR SOUTH ASIA TO ENGAGE MEN AND BOYS
13th November 2014, Mumbai
UN Women

Ms Mlambo-Ngcuka announced the appointment of actor-filmmaker-singer, Farhan Akhtar, as the South Asia Goodwill Ambassador. Farhan is the first man to be chosen as the Goodwill Ambassador in UN Women’s history. As an accomplished and well respected actor-filmmaker-singer, Farhan Akhtar represents the voice of numerous concerned men on the important issue of gender equality and violence against women and girls in India through his MARD campaign.

Ms Mlambo-Ngcuka congratulates Farhan Akhtar
ILO INCEPTION MEETING ON FORMALISING DOMESTIC WORKERS AND DEFINING A STRATEGY FOR CHANGE  
14-15<sup>th</sup> November 2014, Mumbai  
ILO

Over 150 domestic workers from administrative divisions of Maharashtra along with 20 domestic workers union representatives attended the inception meeting in Mumbai. Information on ILO Convention 189, Decent Work for Domestic Workers, the key provisions of the draft National Policy for Domestic Workers, the progress achieved by States and the challenges encountered in improving the working conditions of domestic workers were shared with the participants through workshop sessions.

UN WOMEN & ESCAP SUPPORT ASIA PACIFIC BEIJING +20 CSO FORUM  
14-15<sup>th</sup> November 2014, Bangkok  
UN Women, ESCAP

The Beijing +20 CSO forum brought together 400 women’s rights activist from the Asia Pacific region, in the three day workshop where cross-cutting issues, such as race, class, ability, age, HIV status, reproductive and sexual rights and sexual orientation and gender identity were deliberated. The forum ended with an outcome document adopted by consensus, containing recommendations for the governments that were scheduled to meet in the following week in Bangkok. UN Women supported 7 delegates to attend the CSO Forum.
UN WOMEN & ESCAP SUPPORTS BEIJING +20 REVIEW MINISTERIAL MEETING
17-20th November 2014, Bangkok
UN Women & ESCAP

The ‘Asian and Pacific Conference on Gender Equality and Women’s Empowerment: Beijing +20’, attended by 47 ESCAP members and associate members and 188 civil society organisations, identified remaining gaps and priority areas for action to accelerate the implementation of the Beijing Platform for Action in the region. The “Asian and Pacific Ministerial Declaration on Advancing Gender Equality and Women’s Empowerment” was adopted by consensus by the ESCAP members. Ms Preeti Sudan, Additional Secretary of Ministry of Women and Child Development and Ms Pam Rajput, Chairperson of the High Level Committee set up by the Government of India attended the meeting.

UNHCR PARTNERS WITH DON BOSCO SCHOOL ON THE THEME OF SEXUAL AND GENDER BASED VIOLENCE
22nd November 2014, New Delhi
UNHCR, Don Bosco Provincial House

Outreach
✓ 250 participants
✓ Social Media: 77 ‘likes’
✓ Media Coverage: 22 news articles

185 young people from different youth clubs joined at Don Bosco Provincial House, Okhla, New Delhi, to participate in a youth club competition on the issues of sexual and gender based violence.

Outreach
✓ 185 participants

Young people raise awareness through plays and songs
DELHI GOVERNMENT PARTNERS WITH MEN AND BOYS FOR WOMEN’S EMPOWERMENT
24th November 2014, New Delhi
Department of Women and Child Development (DWCD), Govt. of Delhi, UN Women, UNFPA

The Department of Women and Child Development, Government of NCT Delhi, organized a Seminar in collaboration with UN Women and UNFPA on 24th November 2014 titled “Partnering with Men and Boys in Women Empowerment”.

Mr Sanjeev Kumar, Secretary of the Department of Women and Child Development (DWCD), Ms Saumya Gupta, Director of the DWCD, Dr Nanditesh Nilay, Chairman of the Indian Society for Training and Development (ISTD), Dr Rebecca Tavares, Representative, UN Women MCO for India, Bhutan, Maldives and Sri Lanka and Ms Ena Singh, Assistant Representative, UNFPA were among the panellists of this event.

UNESCO PARTNERS WITH INDIAN MINISTRIES ON THE ROLE OF INFORMATION AND ICT FOR PERSONS WITH DISABILITIES
24-26th November 2014, New Delhi
UNESCO

With a view to empower persons with disabilities and inclusion of disability issues into the sustainable development agenda, UNESCO - in close cooperation with the Ministry of Social Justice and Empowerment, Department of Disability Affairs, Ministry of Human Resource Development and other partners - organized an international conference entitled “From Exclusion to Empowerment: The Role of Information and Communication Technologies for Persons with Disabilities”.

UNESCO three-day meeting in New Delhi
SANIA MIRZA APPOINTED AS UN WOMEN GOODWILL AMBASSADOR FOR SOUTH ASIA
25th November 2014, New Delhi
UN Women, Resident Coordinator’s Office (RCO)

Ms Lakshmi Puri, Deputy Executive Director of UN Women, appointed tennis superstar and youth icon Sania Mirza as its Goodwill Ambassador for South Asia. Sania is the first South Asian woman to be appointed as a Goodwill Ambassador in the organization’s history.

Over 30 media representatives attended the event that brought together Ms Sania Mirza, the Minister of Youth Affairs and Sports, Mr Sarbananda Sonowal, Ms Lakshmi Puri and Ms Lise Grande, UN Resident Coordinator and UNDP Resident Representative in India. All agreed that this was a moment of pride for India and that Sania is an outstanding example of the excellence that women can achieve when they level the playing field.

USAID PROMOTES UN SECRETARY-GENERAL’S ‘ORANGE YOUR NEIGHBOURHOOD’ CAMPAIGN
25TH November 2014, New Delhi
USAID, UN Women

UN Women displayed SG UNite IEC material at the U.S Consulate consular waiting area where 1,000 visa applicants pass by each day. USAID staff also promoted the UN Secretary -General’s UNite campaign internally as well as on the social media pages of the US embassy and USAID on Facebook and Twitter.
THE WHO SUPPORTS UN SECRETARY-GENERAL’S UNITE TO END VIOLENCE AGAINST WOMEN CAMPAIGN
26th November-10th December 2014, Mumbai
WHO

During the 16 days of activism, WHO regularly shared information on violence against women and health on its Regional Office for South-East Asia Facebook page, attracting the attention of over 4,334 followers.
GOVERNMENT OF TAMIL NADU SUPPORTS UN SECRETARY-GENERAL’S UNITE TO END VIOLENCE AGAINST WOMEN CAMPAIGN  
25th November 2014, Puducherry  
_Puducherry State Resource Centre For Women & Govt. of Puducherry & UN Women_

Puducherry State Resource Centre For Women, Government of Puducherry organized a massive rally in Puducherry to commemorate the International Day for the Elimination of Violence against Women and 16 Days of Activism. Participants came dressed in various shades of orange with orange caps, balloons, ribbons and flags. Several Government representatives including the Social Welfare Minister Mr P. Rajavelu participated in the rally. Twenty five young women presented a petition to the Chief Minister of Puducherry, Mr N. Rangasamy and a canvas with hand prints in orange with the message ‘Create a safe environment for us’.

UNFPA COLLABORATES WITH GOVERNMENT OF ODISHA ON HEALTH SECTOR RESPONSE TO VIOLENCE AGAINST WOMEN  
29th November 2014, Odisha  
_UNFPA, Government of Odisha_

On November 29, 2014 UNFPA collaborated with the Department of Health and Family Welfare, Government of Odisha to organize a multi-stakeholder workshop for roll out of health sector response to violence against women. In follow up to the workshop, the Secretaries of the Departments of Law, Women and Child Development, Home Affairs, Legal Services Authority, Mission Director of Health, and UNFPA met in the first week of December to design Standard Operating Procedures and protocols for a coordinated response to VAW.
UNFPA supported the civil society coalition GirlsCount to launch a campaign with the Delhi Metro Rail Corporation from December 1-10th, 2014, on the issue of declining child sex ratios.

As part of the campaign activities, GirlsCount conducted a photography contest on the theme of valuing daughters and promoting gender equality to raise the volume of discourse on discrimination and inequality.

The coalition also collaborated with the online platform of Youth ki Awaaz to encourage people through articles and sharing of personal stories, to sign a petition addressed to the President for launching comprehensive action against sex selection.

In Maharashtra, UNFPA observed the orange your neighbourhood campaign in collaboration with the Bhartiya Mahila Federation.
WHO AND UN WOMEN EXAMINE HEALTH SECTOR RESPONSE TO VAW/WORLD AIDS DAY
1st December 2014, New Delhi
WHO, UN Women

The WHO Regional Office for South-East Asia in collaboration with UN Women’s MCO for India, Bhutan, Maldives and Sri Lanka jointly organized a panel discussion on “Violence against Women & Girls and HIV” on World AIDS day, 1st December 2014.

Dr Poonam Khetrapal Singh, Regional Director, WHO South-East Asia Region and Ms Anandi Yuwraj, Regional Coordinator of International Community of Women living with HIV/AIDS (ICW) Asia Pacific were part of the panel discussions on the linkages between violence against women and girls, the HIV epidemic and the right to health.

UN WOMEN INVITES INDIAN NATIONAL COMMISSION FOR WOMEN AND NEPAL MINISTRY OF WOMEN, CHILDREN AND SOCIAL WELFARE TO EMPOWER WIDOWS AND THEIR COALITIONS
3rd December 2014, New Delhi
UN Women

Widows and community leaders met with NGO and government representatives on 3rd December 2014 in New Delhi for the Regional Consultation and Release of the study ‘Empowering Widows: An Overview of Policies and Programmes in India, Nepal and Sri Lanka’.

Outreach
- 70 participants
- Social Media: 39 retweets

UN Women India tweets about panel discussion

Outreach
- 70 participants
- Social Media: 21 retweets
Key recommendations of the consultation will be shared with the Chairperson of the National Commission for Women, India, Ms Lalitha Kumaramangalam and with Mr Dhana Bahadur Tamang, Secretary, Ministry of Women, Children & Social Welfare in Nepal, who both attended the consultation.

UN WOMEN AND JAPAN INTERNATIONAL COOPERATION AGENCY VISIT ANDHRA SENIOR SECONDARY SCHOOL TO ENSURE SAFE SCHOOLS
8th December 2014, New Delhi
UN Women, Pravah, Japan International Cooperation Agency

UN Women’s partner Pravah presented the results of workshops and action projects with students in Andhra School to UN Women and Japan International Cooperation Agency (JICA) representatives. These activities focused on orientation of teaching and non-teaching staff on safety issues, conducting safety audits in schools and advocating for institutionalizing gender safety norms in these schools. Students shared their recommendations from the safety audit findings on making school spaces safer through posters and a workshop on ending violence against women.
Breakthrough celebrated the 16 Days of Activism and organized several awareness generating events for young people. 110 students participated in a training on sexual harassment in Kumbalgodu, Bangalore, where the boys realized for the first time that catcalling, whistling and commenting come under sexual harassment. Breakthrough also invited Bhoomi Thaai Balaga, a cultural group singing awareness songs against sexual harassment.

Similarly, students from a village in Karnataka attended one of breakthrough’s youth leadership training on human rights, gender equality, sexual harassment, domestic violence and related laws. During this training, the students took an oath to fight back against any human rights violation against them or their community members.
ANNEXE 1: UNICEF ADVOCACY AND COMMUNICATIONS MATERIALS FOR #ENDVIOLENCE CAMPAIGN

Short Video on Neglect
https://www.youtube.com/watch?v=mrv41QWiwxE&list=UU-PhoMIVWsstY-VVtU1e-Og

Short Video on Corporal Punishment
https://www.youtube.com/watch?v=UBinpOpixrM&list=UU-PhoMIVWsstY-VVtU1e-Og

Short Video on Emotional Violence
https://www.youtube.com/watch?v=r7SvjB7LiO4&list=UU-PhoMIVWsstY-VVtU1e-Og

The Baap Wali Baat Song
https://www.youtube.com/watch?v=-I1_nMOh3fc

UNICEF’s Microsite
http://www.unicef.in/unicef/itstartswithme/

Video on Reporting Child Abuse
https://www.youtube.com/watch?v=nQQ820BiHS&list=UU-PhoMIVWsstY-VVtU1e-Og

Video on Reporting Child Abuse And Ending Child Marriage
https://www.youtube.com/watch?v=FL6XyP6D7rg&list=UU-PhoMIVWsstY-VVtU1e-Og
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Organizer</th>
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<tbody>
<tr>
<td>10 Nov</td>
<td>9.00am-11.00 am</td>
<td>Symposium satellite session: ‘UNFPA and Partners: A Legacy of Engaging Men and Boys for Gender Equality and Health’</td>
<td>UNFPA</td>
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<tr>
<td>10 Nov</td>
<td>11.30am-1.00 pm</td>
<td>Symposium satellite session: ‘Release of Study on Masculinity, Intimate Partner Violence and Son Preference’</td>
<td>UNFPA</td>
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<td>10 Nov</td>
<td>2.00pm-3.30pm</td>
<td>Symposium – Satellite Session: HeForShe Conversation Male Leaders for Gender Equality (Chair – Ms Lopa Banerjee, UN Women HQ)</td>
<td>UN Women</td>
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<tr>
<td>10 Nov</td>
<td>2.00pm-3.30pm</td>
<td>Symposium: Satellite Session: Engaging Men for social change through media</td>
<td>UNICEF/UN Women</td>
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<tr>
<td>10 Nov</td>
<td>3.30pm – 4.30 pm</td>
<td>Symposium: Curtain raiser (Participation of Ms Lakshmi Puri, Deputy ED, UN Women, and Ms Kate Gilmore, DED UNFPA)</td>
<td>UNFPA/UN Women</td>
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<tr>
<td>10-13 Nov</td>
<td>5:30 -8:00 pm</td>
<td>Symposium: Inaugural Session (Official inauguration of the Symposium by Ms Phumzile Mlambo – Ngcuka, and Ms Kate Gilmore-UNFPA)</td>
<td>UNFPA/UN Women</td>
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<tr>
<td>11 Nov</td>
<td>9am – 10.30am</td>
<td>Symposium: Plenary Session: 'State of the Field in Engaging men in Gender Equality' (Participation of Ms Phumzile Mlambo – Ngcuka)</td>
<td>UN Women</td>
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<td>11 Nov</td>
<td>10:30am</td>
<td>Media Panel- Minister Maneka Sanjay Gandhi (MWCD) and UN Women Executive Director</td>
<td>UN Women</td>
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<td>11 Nov</td>
<td>11.00 am-12.30 am</td>
<td>Abstract based presentations: 'Male inclusion in maternal care and childbirth' (Chair- Ms Kiran Bhatia, Regional Gender Advisor, UNFPA)</td>
<td>UNFPA</td>
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<tr>
<td>11 Nov</td>
<td>11.00 am-12.30 am</td>
<td>Abstract based presentations: 'Health Care systems-approaches, needs and policies' (Chair- Ms Ena Singh, Assistant Representative, UNFPA)</td>
<td>UNFPA</td>
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<td>11 Nov</td>
<td>2.00 pm-3.30 pm</td>
<td>Skill Building Session: ‘Studying social change around men and gender relations- Developing new paradigms’ (Chair- Mr Venkatesh Srinivasan, Assistant Representative, UNFPA)</td>
<td>UNFPA</td>
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<tr>
<td>11 Nov</td>
<td>4.00 pm -5.30 pm</td>
<td>Symposium: Plenary Session: Twenty years since Cairo and Beijing: To what extent have men and boys been engaged to achieve gender equality? (Participation of Ms Lakshmi Puri and Ms Kate Gilmore-UNFPA)</td>
<td>UN Women/UNFPA</td>
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<td>11-13 Nov</td>
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<td>Symposium: HeForShe Campaign: online pledges, photographs and Beijing +20 materials</td>
<td>UN Women</td>
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<td>12 Nov</td>
<td>11am</td>
<td>Symposium: Abstract-based session: “Role of Institutions – Religion and media” under</td>
<td>UN Women</td>
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<tr>
<td>12 Nov</td>
<td>11am</td>
<td><strong>Symposium: Abstract-based session</strong> “Role of Community and Religion in addressing Violence” under the track “Peace Building, Social Justice, Inclusion.” (Chair – Ms Lopa Banerjee, UN Women HQ)</td>
<td>UN Women</td>
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<td>12 Nov</td>
<td>11 am-12.30 pm</td>
<td><strong>Symposium: Abstract-based session</strong> “Socialization” and challenging gender norms (Chair – Mr Luis Mora, Chief, Gender Human Rights and Culture Branch, UNFPA HQ)</td>
<td>UNFPA</td>
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<td>12 Nov</td>
<td>11 am-12.30 pm</td>
<td><strong>Skill Building Session:</strong> Working with Children and Young People for Gender Equality by preventing violence and transforming masculinities (Participation by Ms Leyla Sharafi, Technical Specialist, Gender, UNFPA HQ)</td>
<td>UNFPA</td>
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<td>12 Nov</td>
<td>2.00 pm-3.30 pm</td>
<td><strong>Symposium-Invited Panel:</strong> ‘Change begins within: Practices and process of accountability within the M$GE field’ (Participation by Mr Luis Mora, Chief, Gender Human Rights and Culture Branch, UNFPA HQ)</td>
<td>UNFPA</td>
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<td>13 Nov</td>
<td>11 am-12.30 pm</td>
<td><strong>Symposium – India Organizing Committee Breakout</strong> “Advertising and engaging men in redefining Gender Roles” (Chair – Ms Ena Singh, Assistant Representative, UNFPA).</td>
<td>UNFPA</td>
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ANNEXE 3: MEDIA OUTREACH

UN WOMEN LAUNCHES HEFORSHE CAMPAIGN IN INDIA

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The Daily Star
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