

CAMPAIGN NOTE

Context: At the end of 2012, a tragic case of sexual violence on a New Delhi bus made international headlines. The story of the brutal sexual assault and eventual death of a young female medical student ignited a movement across India and around the world. Millions of people took to the streets in protest of the threat of gender-based violence in public spaces and homes alike. So often shrouded in silence, gender-based violence suddenly became very loud.

Reports by the International Center for Research on Women and the Population Council have tied many of the trends in gender-based violence to damaging concepts of masculinity. These deeply ingrained gender norms impact everything from family relationships to care-giving to reproductive health rights to education and career opportunities.

WGLG India's multimedia campaign to redefine masculinity is a response to the negative impact of hyper-aggressive or oppressive models of masculinity. Stepping in at a time of great momentum surrounding prevention of gender-based violence, WGLG India seeks to build on that momentum by celebrating positive role models and encouraging young people to support and respect one another regardless of their gender. The campaign is branded as, 'The Hero Project'. The idea is to encourage the men and women to redefine masculinity in a more positive way - and in the process, to redefine what it is to be heroic.

Theory of Change: WGLG India will encourage young people, whose ideas about masculinity and femininity are still taking shape, to examine traditional gender roles in India, and to challenge harmful stereotypes that may contribute to gender-based violence.

Way Forward: WGLG has cemented partnerships with several organizations working on myriad gender issues in India. Through these partnerships WGLG is using its [bank of international documentary films](#) to train the partner organization in facilitating a discussion/activity around gender role stereotypes to engage men and women from the communities. Through this engagement we want to encourage the community men and boys to become heroes in their lives and to be a role model for other people. We want to be able to make a film using these community people and feature them as 'Heroes', articulating their everyday gender stereotypes.

For more information, kindly visit our website www.wglg.org