

2003
2004
2005



**break
through**
building human rights culture



Dear Friends,

Breakthrough's efforts to promote human rights values in the world's two largest democracies, India and the United States, continued apace through 2004 and 2005.

Through the innovative use of popular culture, media and education, Breakthrough strengthened the human rights paradigm by linking civil and political rights to social, cultural and economic rights. In India, we initiated a public dialogue about the increasing number of women

infected with HIV, challenging men to reexamine their roles and responsibilities within marriage. Through our multi-media campaign, *What Kind of Man Are You?*, millions in India came to see how the complex relationship between gender-based discrimination and HIV/AIDS gets played out in everyday lives.

This mass media campaign reached more than 280 million people around the country, while our education and training program deepened and expanded into new territory. We launched our Rights Advocates Program that trains college students to catalyze human rights discussions about gender-based violence, sexuality and HIV/AIDS across multiple communities. We also began an intensive Training of Trainers program in three states: Maharashtra, Karnataka and Uttar Pradesh, which enabled us to apply human rights approaches to addressing the status of women in rural areas and among marginalized constituencies.

Speak UP! Act UP! for a New America was launched in the United States. This three state civic engagement initiative encouraged youth to get involved in addressing immigration policy and reproductive rights through a human rights lens. Here again, Breakthrough broke new ground by encouraging young leaders and the general public to extend the traditional civil rights discourse to include economic, social and cultural rights in the quest for justice. Hundreds of high school and college youth across the United States interacted with Breakthrough staff to bring new perspectives to bear on women's rights, immigration policy and religion and peace through music videos, podcasts, animations and other media that speak to broad audiences.

In our globalized world, Breakthrough's initiatives benefit from the synergies between our work in India and the United States, expanding the human rights paradigm and the communities we reach. Our work to strengthen human rights through cultural expression has been key to reaching newer and younger constituencies. We are able to reach millions because of the many volunteers, partners and supporters who invest their time, energy, resources and faith in Breakthrough's mission.

From all of us at Breakthrough, thank you for joining us on our incredible and creative journey that is forging a world where human rights values like compassion, justice, dignity and equality can form the cornerstone of our families and communities.

A handwritten signature in black ink, reading "Mallika Dutt".

Mallika Dutt
Executive Director

Breakthrough is an international human rights organization

that uses media, education and popular culture to promote values of dignity, equality and justice.

We collaborate with the entertainment industry, educational institutions and civil society groups to create public dialogue about pressing social issues that include racial justice and immigrant rights, women's rights, HIV/AIDS and sexuality, and religious tolerance and peace.



Breakthrough uses the following avenues to reach large audiences:

- Music, art, performance and television
- Public Forums and Film Festivals
- Workshops, trainings and multi-media educational materials

Our work draws from the voices of individuals and communities who are most affected by the issues we raise. The popular appeal of our strategies helps to mainstream these voices, which otherwise get ignored, into public spaces.

Breakthrough's programming benefits from the synergies of our offices in India and the United States, the two world's largest democracies. We believe that the promise of both countries lies in building democratic, secular and multi-cultural societies that ensure human rights for all.



Building a Culture of Human Rights

3
ANNUAL
REPORT

GOO7-3007
WHO WE ARE



I wish...
 You realized that catering to the taste buds of a 5 member family is no less tiring than your office job. When we go out in the heavy downpour, you wouldn't hold the umbrella in a way that only I get wet. You'd realize that just because your office schedule doesn't allow you to take a vacation, doesn't mean I don't need one. You'd get up sometimes when our baby starts crying at night, not turn over and go back to sleep.

I wish...
 You'd wear a condom. Just because you want to be sure nothing ever harms me. Even by chance. Even by accident.

Today in India, 20 lakh women are infected with HIV/AIDS mostly because their husbands are the kind of men who don't think it's important to wear a condom.

What kind of man are you?

For more information on HIV/AIDS, SMS BRK with query to 7333 or email aids@breakthrough.tv

▲
Print ads from What Kind of Man Are You? campaign

Women's Rights Program

Breakthrough's women's rights program seeks to create public dialogue about gender-based discrimination and transform attitudes and behavior to support the full range of human rights for women. Through our mass media campaigns, workshops and trainings, Breakthrough aims to encourage women and men to reexamine gender roles and responsibilities within families, schools, communities

and societies and reduce sex-based violence and discrimination.

In India, the growing incidence of HIV/AIDS has greatly exacerbated the problems faced by women. Therefore, Breakthrough is currently focusing on the connections between violence against women, sexuality and HIV/AIDS. We encourage people to explore respectful and healthy sexual practices that promote human rights.

Statistics on HIV/AIDS in India

- **India** has 5.1 million people living with HIV/AIDS
- **2 million** are women
- **94% of women** contract the infection through heterosexual contact
- **92% of women** are forced to leave their homes after their husbands die of AIDS

*Through various partnerships Breakthrough reached over **280 million** people via print, television, radio and internet across India.*

WHAT KIND OF **MAN** ARE YOU?

In May 2005, Breakthrough launched its path-breaking multi-media campaign, *What Kind of Man Are You?* bringing to public attention the vulnerability of married women to HIV/AIDS. More than two million women in India are infected with HIV and most of them have contracted the virus from their husbands or primary male partners. Government HIV/AIDS interventions have focused on "high risk populations," such as sex workers and truck drivers, thus marginalizing the voices of infected, married women. Breakthrough's commitment to advancing human rights led us to address such issues as a woman's inability to negotiate safe sex and condom use.

Created pro bono by McCann Erickson, the campaign was disseminated nationally across multiple media platforms, reaching over 280 million people in eight languages. Television, radio, and print ads were circulated in English, Hindi, Marathi, Telugu, Kannada, Tamil, Mizo and Bengali. Breakthrough partnered with members of the entertainment industry who provided dissemination outlets for the campaign. A music video starring Mandira Bedi and Samir Soni, entitled *Maati*, accompanied the campaign. More than 160 news stories appeared in almost every mainstream newspaper, magazine and TV station.

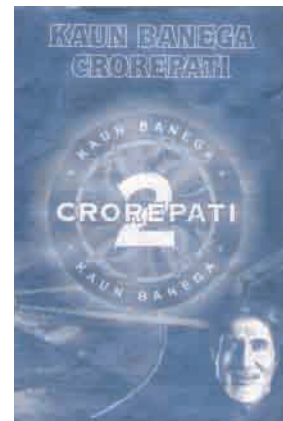
In addition, Breakthrough broke

Media has a great role to play in raising social awareness – especially mass electronic media like radio and TV. Radio is the most powerful because of its sheer reach. Media has a responsibility to entertain and inform and support issues that will hopefully make society a better place to live in and more inclusive. Radio Mirchi as an organization is extra sensitive to women's issues, hence it was a pleasure to help out in this campaign. Breakthrough appears to be different from other NGOs because it looks at the causes rather than the...symptoms.

- Kaushik Ghosh, Radio Mirchi

new ground through its partnership with web portal Rediff, enabling the organization to set up India's first SMS-based helpline for HIV/AIDS, resulting in more than 10,000 queries. A set of three postcards produced by the creators of the comic strip Badmash, addressed issues of HIV/AIDS prevention, safe sex negotiation, and discrimination. Breakthrough disseminated posters, bookmarks and calling cards carrying the SMS helpline number, as well as phone numbers of HIV/AIDS organizations that provide direct services.

What Kind of Man Are You? appeared in many places but one unexpected surprise was the board game version of the quiz show Kaun Banega Crorepati, the Indian version of Who Wants to Be a Millionaire.



▲ What Kind of Man Are You? postcard comic strip

MEDIA PARTNERS

TV STATIONS

ANM
Channel V
ETC
ETV Bangla
ETV Marathi
ETV Tamil
ETV Telugu
Khorbor Aikhon
MTV
NDTV
SS Music
Sahara One
Sahara Samay
Sony Entertainment
Television
Sony Max
Star Gold
Star Movies
Star Plus
Star Utsav
Tara Bangla
Uday TV
Usha TV
Vijay TV
Zee Music

RADIO STATIONS

Aamar FM
All India Radio
Go FM
Radio City
Radio Mirchi

MOVIE THEATERS

Fame AdLabs
Fun Republic
IMAX AdLabs
INOX
Priya & Globe
PVR

WEBSITES

Indiatimes.com
Rediff.com

PRINT MEDIA

Anandlok
Art India
Combat Law
Dainik Bhaskar
Dainik Jagran
Desh
The Hindu
Man's World
Meri Saheli
New Woman
Reader's Digest
The Record
Sakal
Sakhi
Sudha
Time Out Mumbai



Music video, *Maati*, featuring
Mandira Bedi and Samir Soni



Scenes from the video shoot of *Maati*



Human Rights Education in India

Breakthrough's innovative and comprehensive Education Program advances human rights values with a focus on the intersections between gender and sexuality, with an emphasis on violence against women and HIV/AIDS. The Education Program has three approaches:

1. Workshops with diverse constituencies
2. Training college students on HIV/AIDS and sexuality in the Rights Advocates program
3. Building the capacity of local organizations through the Training of Trainers program

In 2005, Breakthrough decided to concentrate its efforts in the three states of Karnataka, Maharashtra and Uttar Pradesh to achieve greater impact. The Education Program has reached diverse constituencies across India including students, community workers, non-profit staff, refugees, academics and educators, neighborhood groups, and corporate and media professionals.

Breakthrough reached 4,250 people, including 3,233 youth through direct educational outreach.

Rights Advocates

Educating Young People on HIV/AIDS and Sexuality

In 2005, Breakthrough and the Naz Foundation (India) Trust launched a year-long youth training initiative to enable young people to become peer facilitators. The initiative, which focused on Delhi University students, built the capacity of approximately 20 youth to become peer trainers on issues of women's rights, sexuality and HIV/AIDS. The initiative taught the participants training and workshop facilitation skills and incorporated theater, public forums, information booths and other strategies to enable them to effectively reach their communities.

Breakthrough facilitated 24 sessions over a two-year period and reached an audience of more than 650 students. The training program transformed students from shy and inhibited individuals to active facilitators who not only initiated discussions on sexuality with families and friends, but also reached out to the general public in buses, trains, pubs and college festivals.

*Over 2004 and 2005 Breakthrough facilitated 24 sessions with more than **650** students.*

Trust building exercise with peer education ►



"Human rights are something a person should have access to just because he/she is born – a birth right of sorts. Human rights cross boundaries and are global. They are rights that apply to everyone in the world." -Workshop Participant

Training of Trainers

Building Skills to Further Human Rights Education

The Training of Trainers Initiative builds the capacity of community workers, senior non-profit staff, academics and HIV+ people in human rights education, facilitation and public speaking skills. Breakthrough believes in imparting skills based on each participant's

respective cultural, educational and socio-economic context while simultaneously keeping universal human rights as a core focus. As part of the initiative, we have also conducted follow-up trainings to address challenges within facilitating workshops.

The program has facilitated 23 workshops with over 580 participants over 2004 and 2005.



▲ Goal setting exercise

PARTNERS

New Delhi

St. Mary's School
Vasant Valley School
Apeejay School
Bluebells School
Father Agnel School
Sardar Patel Vidyalaya
Inderprastha College
Lady Sri Ram College
Institute of Home Economics
Dyal Singh College
Gargi College
Janaki Devi Mahila College
Kamla Nehru College
Wigan & Leigh College
Jamia Millia Islamia
Daulat Ram College
Madhubala Institute of Communication & Electronic Media
Delhi University – Women's Development Cell
Hope foundation
Mamta
Action India
Pravah
Spastic Society of Northern India
Voluntary Health Association of Delhi
British Council
CREA
McCann Erickson
Naz Foundation
Oxfam
Udayan Care
Going to School

Mumbai

National College
Point Of View
Gurukul College
Wilson College

Uttar Pradesh

Indian Institute of Technology- Kanpur
Tehreek – Lucknow
Disha [Saharanpur]

Chennai

UNIFEM – Chennai
Indian Network of Positive People
Positive Women's Network

Karnataka

Nagarika Sewa Trust [Udipi]
Karnataka Network of Positive People [Bangalore]
St. Johns' Medical College [Bangalore]

Vijaywada

REAPS

Kolkata

Thought shop

Jharkhand

Saheli Abhiyan Kendra



▲ Discussion during a workshop in Udipi



Ranking sexual practice-exercise with peers



Peer Facilitator's stall on HIV/AIDS



Reasons for not leaving violent situations



Certificates given after workshop in Lucknow

Workshop Highlights

Ushering in Change with Tehreek

Lucknow, Uttar Pradesh

In our training initiative with Tehreek, a grassroots organization in Lucknow, we were initially viewed with suspicion and distrust by the elders and the Imam of the local Banswadi Muslim community. In spite of this, five of the twenty-six women and girls who participated in the training came together to form an organization dedicated to working on Muslim women's rights. Our media products and education materials are now used to talk about the rights of women and minority communities.

Engaging in Participative Action with Disha

Saharanpur, Uttar Pradesh

Breakthrough held a training initiative with Disha, a grassroots organization in Saharanpur which works with women who are survivors of domestic violence. The training initiative grew to be powerfully personal, and as one woman remarked after watching *Babul*, our music video on domestic violence, "This is my story. I see myself and what I have faced in my life all along." Breakthrough's rights-based approach in tackling domestic violence was used by Disha at its 19th anniversary commemorations during which a huge demonstration was organized to protest increasing incidents of violence against women. As part of the demonstration, the women from Disha read out a Bill of Rights demanding 33% reservation for women in Parliament and in the public sector, the immediate redressal of cases where violence against women is reported, including a priority reporting of a First Information Report at the local police station.

Moving Forward with the Nagarika Sewa Trust

Udupi, Karnataka

Breakthrough's training initiative with the Nagarika Sewa Trust, which works across the Dakshin Kannada district has inspired the local use of Breakthrough training tools, media products and education material to facilitate workshops with the local police and various non-profit organizations. NST has been distributing and displaying posters made by Breakthrough on the vulnerability of women to HIV at all the village panchayats and several public places in Dakshin Kannada. Workshop participants also performed Yakshagana, a folk dance interwoven with HIV/AIDS awareness messages to an estimated audience of over 10,000 people across various villages of the district.

Advocating Responsibility with the Karnataka Network of Positive People, Karnataka

Breakthrough's extensive trainings with the Karnataka Network of Positive People have strengthened their own education programs by equipping them with the media tools and training skills to talk about men's responsibility in using condoms, as well as the rights of HIV+ people. Apart from these training initiatives, Breakthrough also facilitates human rights trainings to various community and grassroots organizations.

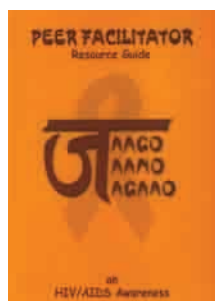
Education Materials

In addition to media products, Breakthrough also produces education materials in-house, which include audio-visual aids, detailed information on the issue of concern, exercises and activities, as well as icebreakers and energizers. These education materials are available in English, Hindi, Kannada and Marathi.



Strength in Action:

An Educator's Guide to Domestic Violence talks about domestic violence and is used extensively with students, academics and community workers. The accompanying audio-visual material includes video clips from popular Indian films, documentaries and TV ads. It has been distributed to non-profit and community organizations in several states in India as well as Turkey, Egypt, Palestine, Kenya, the United States and Kazakhstan.



Jaano, Jaago, Jagaao:

Peer Facilitator Resource Guide on HIV/AIDS Awareness is a manual to facilitate discussions on sexuality, relationships and the prevention of sexually transmitted diseases from a rights perspective. The Resource Guide is focused on youth awareness and is being used by schools, colleges and community groups.



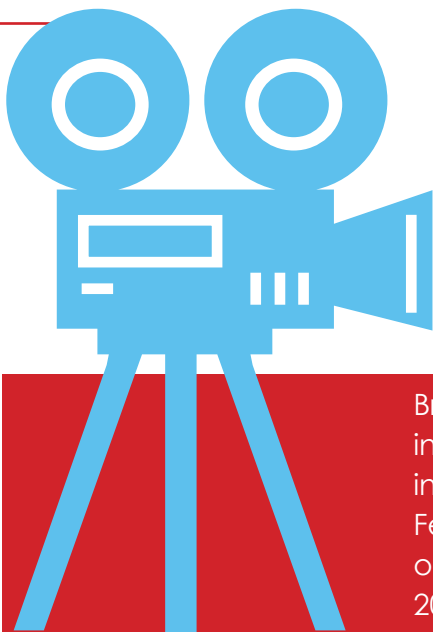
Rights and Desire:

A Facilitator's Manual on Healthy Sexuality provides resources to generate a positive dialogue about relationships, sex and sexuality. The Manual explores the connections between the public and private sphere in order to address interpersonal interactions as well as social and state factors in this sensitive human rights area. The Manual includes many case studies, simulations, group exercises along with audio-visual materials including Breakthrough's media products from the *What Kind of Man Are You?* campaign.



Peer Positive:

Peer Positive is a fact-filled and fun diary used by Rights Advocates. It includes facts, posters, action plans on HIV/AIDS awareness, photographs and reflections from students who have participated in the Rights Advocates program.



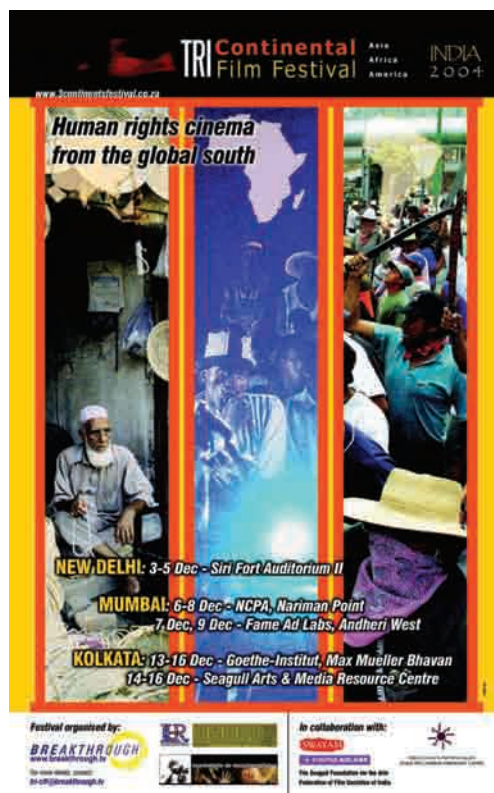
"The Capital may have lost the International Film Festival of India (IFFI) to the land of sun and sand, but this week gives the city's film lovers 18 reasons to not feel left out. Making its appearance in Asia for the first time, the Tri-Continental Film Festival has Delhi playing host to some of the best cinematic works on human rights." -The Hindu, New Delhi

Breakthrough brought the Tri Continental Film Festival to India in 2004 and 2005, forging a network between those engaged in cinematic production in Latin America, Africa and Asia. The Festival, which screens films that promote the democratic values of human dignity, equality and freedom, began in Argentina in 2002 with the Movimiento de Documentalistas, a group of Latin American filmmakers. In 2003 the Festival traveled to South Africa with Uhuru Productions and Lawyers for Human Rights, and by 2004 had become an annual platform for narrative, documentary, feature and short length films on human rights in the three continents.



▲
The Rockstar and the Mullahs

The Festival featured thirty-one critically-acclaimed documentary and feature films in India. Rahul Ram, the lead guitarist of the popular rock-band, Indian Ocean, inaugurated the Festival in New Delhi. Showcased at six venues across Delhi, Mumbai and Kolkata, the Festival introduced many diverse themes.



Film Highlights

Choropampa: The Price of Gold

Civil resistance against mining corporations endangering the lives of peasants

Cardboard Days

Street children collecting cardboard to make a living

My Migrant Soul

The plight of a migrant worker

Ask Me, I'm Positive

HIV positive men screening films and talking about HIV

Juchitan: Queer Paradise

A town that has shown a remarkable tolerance towards gay people

Venezuela Bolivariana

The popular movements in Venezuela that brought Hugo Chavez to power

The Rockstar and the Mullahs

A rockstar dealing with increasing religious fundamentalism in his country



Media Partners

Breakthrough has collaborated with **24 television stations, 6 Radio Stations, 2 websites, 16 print outlets** and **6 movie theatres**.



Training of Trainers

Breakthrough's training of trainers initiative builds the skills of community workers, senior non-profit staff and academics to be more effective in addressing human rights, gender-based violence, sexuality and HIV/AIDS. The initiative conducted **23 trainings** with over **580 participants**.



Workshops

Through targeted workshops that encourage students, community and nonprofit professionals, academics and media professionals, Breakthrough reached over **4,250 people** in **96 workshops** across India.



Rights Advocates

Breakthrough's peer facilitation initiative was implemented to build the capacity of young people to educate their peers about human rights, HIV/AIDS and sexuality. To date, the program has reached **1,120 individuals**.



Film Festivals

Breakthrough collaborated with human rights groups in Latin America and South Africa to bring the Tri Continental Film Festival to Asia for the first time. Over 2004 and 2005, the festival screened more than **30 critically** acclaimed movies and documentaries across numerous venues and reached over **12,430 attendees**.

Media Outreach

Through various partnerships Breakthrough reached over **280 million** audiences via print, television, radio and internet across India.

MEDIA COVERAGE IN INDIA

Print

The Times of India
The Asian Age
Afternoon Dispatch and Courier
New York Tribune
The Telegraph
The Hindu
Time Out
The New Indian Express
Hindustan Times

Internet

Agencyfaqs.com
Chennaionline.com
Exchange4media.com
Economictimes.indiatimes.com
Hindu.com
Indiantelevision.com
Newindpress.com
Newstodaynet.com

Television

Aaj Tak
CTV Gujarati
CTV Hindi
CTV Marathi
NDTV
Sahara Samay
Star News
Zee Marathi
Zee News
Zoom

13
ANNUAL
REPORT

2007-2008
INDIA: AUDIENCES REACHED

Racial Justice and Immigrant Rights Program

Breakthrough's Racial Justice and Immigrant Rights Program seeks to create public support for fair immigration policies in the United States. Through our innovative use of media and education, Breakthrough aims to lessen fear and hostility towards immigrants and build bridges across religious and ethnic communities. The program raises awareness about the importance of civic engagement, voter registration and fair immigration policies that protect human rights.

In the United States, race, religion and citizenship status have become the basis of intense debates about the position

of immigrants in society. Since 9/11, the "criminalization" of the immigrant identity in the name of national security has increased the number of detentions and deportations. More than 1 million people have been deported from the U.S. since 1996, many of them legal residents. The human rights consequences of these policies have been the destruction of families and communities, increased poverty, decreased or no access to education and health care, and an overall erosion of democratic values. It is essential that the flawed immigration system be repaired while including immigrant communities in the dialogue.

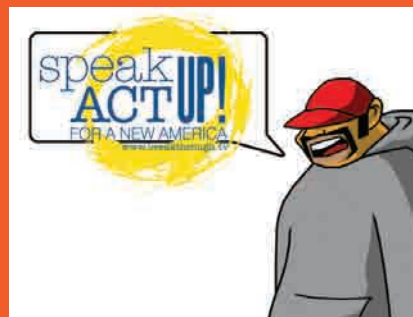
Speak Up! Act Up! For a New America

Breakthrough's national immigrant youth and civic engagement initiative entitled *Speak Up! Act Up! For a New America* engaged young people in the elective process leading up to the 2004 Presidential election. Breakthrough convened three public forums in partnership with local organizations, bringing together people from diverse

communities in New York, Chicago and Houston. Each forum's presentations and workshops incorporated film, art, theater, music, live performances and receptions. As a vital element of this initiative, Breakthrough organized extensive voter education and registration drives across New York City in a variety of cultural spaces.

Breakthrough worked with Pro Media and Lariat Solutions to create a communications campaign along with *Speak UP! Act UP!* The goal of the campaign was to create a space for young voices in the national media. The partnerships led to coverage in a variety of national, local and ethnic press, including CNN, NPR, Asian America and TV Asia, and The Chronicle of Higher Education. Breakthrough also

collaborated with Badmash, the popular comic artist's collective, to create four cartoon strips that were widely distributed.



New York City

Speak Up! Act Up! Forum For a New America

Venue New York University Law School

The New York City: *Speak Up! Act Up!* Forum For a New America, co-sponsored by The Center for Human Rights and Global Justice, New York University Law School, was held on April 10, 2004, with 300 participants. The New York forum featured speakers from the ACLU, Rock the Vote and The National Latina Institute for Reproductive Health. The Forum, MC'd by comedian Tissa Hami, featured comedian Nasry Malak and spoken word artists from Urban Word and the Blackout Arts Collective.

Chicago

Speak Up! Act Up! Forum For a New America

Venue The Hothouse

The *Speak Up! Act Up!* Chicago Forum on September 16 & 18, 2004, presented a mix of speakers and entertainers who brought attention to a range of issues including civil liberties, reproductive rights, the importance of political participation and inequalities in minority and immigrant access to education.

Houston

Words for Peace 3 Incite Change: *Speak Up! Act Up!*
for a New America

Venue Diverseworks Artspace

In the *Speak Up! Act Up!* Forum on September 24, 2004 in Houston, Breakthrough partnered with 'Voices Breaking Boundaries' to present an evening of political performance, poetry, reading, video, movement and music, all of which were used to bring current political realities to the public and to mobilize immigrant and marginalized groups to actively participate in the electoral process.

PARTNERS

NEW YORK CITY

AALDEF
DRUM
American-Arab Anti-Discrimination Committee
New Immigrant Community Empowerment
National Immigration Forum
New York Immigration Coalition
Rock the Vote
Youth Organizers United
Arab American Family Support Center
SAKHI for South Asian Women

PARTNERS

CHICAGO

Cafe APTP (Albany Park Theater Project)
Chicago Multicultural Youth Project
South Asian Progressive Action Coalition
Illinois Coalition of Immigrant and Refugee Rights
Center for New Community
Muslim Civil Rights Center
The Coalition of African, Asian, European, Latino, Immigrants of Illinois (CAAEII)
APPNA GHAR
Mango Tribe

PARTNERS

HOUSTON

Voices Breaking Boundaries
Heartland Arts Fund
Diverseworks
Mid-America Arts Alliance
National Endowment for the Arts
KPFT Pacifica Radio 90.1 FM
Houston Indymedia
Project Row Houses
Copy.com

"Laff it Up and Vote!"

Venue Joe's Pub at the Public Theater

As part of the Imagine Festival of the Arts, Issues and Ideas, Breakthrough brought together Arab and South Asian comedians to encourage their communities to 'get out and vote'. The comedy night featured Vidur Kapur, Dean Obeidalla, Aladdin and Vijai Nathan. The well-known comedians had the audience laughing to quips about a range of issues relating to electoral politics, immigration policy, religion, U.S. perceptions of Muslim/ Eastern gender roles and reproductive sexuality.

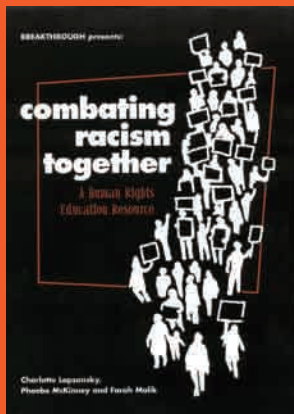


Human Rights Education In the United States

Breakthrough regularly conducted interactive educational workshops as a part of the Racial Justice and Immigrant Rights program. These workshops made use of lessons and activities from the *Combating Racism Together* curriculum

and served as a platform to discuss racial justice as a human rights concern; to explore the concepts of intersectionality, indivisibility and universality; and to think about racial justice and harmony beyond the defined black-white dichotomy.

From 2003 - 2005 Breakthrough conducted more than 50 nationwide workshops and presentations in schools and colleges.



Combating Racism Together: A Human Rights Education Resource

Breakthrough developed this study guide to bring human rights education into the classroom. It discusses concepts of universality, indivisibility and intersectionality; includes a contextual section on racial and ethnic discrimination; and discussion questions, resources and ideas for action. *Combating Racism Together* also provides background information on the UN system, its relevance to the US and important UN documents.

Workshops and Presentations

Stony Brook University, Wagner Center Theatre

Breakthrough: Music for Peace and Human Rights

Brown University

Mainstreaming Visions for Women's Human Rights

New School, Tishman Auditorium

Music for Social Change- Global Kids Annual Leadership Conference

Prospect Heights High School

Maya, Screening at Global Kids after school program

The Minisink Town House Community Center

Music, Media and Messages of Human Dignity

Manhattan Neighborhood Network

Human Rights and Media Making

Millennium High School

Human Rights and Media Making

US Human Rights Network

Building Human Rights Culture

Workshop Highlights

US Human Rights Network

Building Human Rights Culture

(Atlanta, November, 2005)

At the Bi-Annual Conference of the US Human Rights Network, Breakthrough conducted a workshop for 30 community leaders and funders that explored communication strategies to address racial justice through a human rights lens. After a screening of *Bringing Durban Home: Combating Racism Together*, the group brainstormed messages and slogans that showed the connections between criminal justice and immigration policy.

Human Rights and Media Making

(New York, March, 2005)

Breakthrough facilitated this workshop for Manhattan Neighborhood Network's Youth Channel group. The workshop sparked an intense discussion about the creative uses of media for a human rights agenda. The group was able to use the skills they learned and the concepts discussed to produce documentaries which were later aired on cable television.



Value Families postcards comic strips. ▲

SECOND ANNUAL South Asia Human Rights Film Festival

February 26 – February 28, 2004



Asia Society 725 Park Avenue at 70th Street, New York City

Asia Society, Bangladesh and Syracuse University present the second annual South Asia Human Rights Film Festival, featuring a series of dynamic films and documentaries by well-known South Asian directors that address issues of human rights and social justice. From Bangladesh, India, Nepal, Pakistan and Sri Lanka, the three feature films and day-long documentary series explore terrorism and civil conflict, gender inequality and caste-based oppression.

FEATURES:

Thursday, February 26, 8:30 pm

Gangapad

(U.S. Premiere) A young girl in the

provinces of India travels to India

Friday, February 27, 6:30 pm

The Little Republic

(U.S. Premiere) A young girl in the

provinces of India travels to India

Saturday, February 28, 8:00 pm

Alasdar (Dharm)

(U.S. Premiere) A young girl in the

provinces of India travels to India

THREE DOCUMENTARIES

ON IDENTITY AND CONFLICT

Saturday, February 28, 1:00 – 4:00 pm

The Living of Jigme

(U.S. Premiere) A young girl in the

provinces of India travels to India

THREE DOCUMENTARIES

ON IDENTITY AND CONFLICT

Saturday, February 28, 5:00 – 7:00 pm

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The Living of Jigme

(U.S. Premiere) A young girl in the

provinces of India travels to India

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A Closer Look at Some of the Films

Phir Milenge (We'll Meet Again)

This is the story of a young, successful career woman who loses her job due to her HIV status. The film explores the subtleties of human relations by showcasing the struggle of a girl to fight for her rights against all odds. It is the first Bollywood film to spread awareness about HIV/AIDS and to convey the message that people living with HIV/AIDS need an opportunity to realize their dreams.

Khamosh Pani (Silent Waters)



Sabiha Sumar, director of *Khamosh Pani* with Mallika Dutt

Set in Pakistan in 1979, the era when General Zia-ul-Haq took control and stoked the fires of Islamic nationalism, this film tells the story of Ayesha, a Muslim woman who survives on her late husband's pension, by teaching young girls the Koran and by investing her hopes in her beloved son Saleem. But, when

Saleem takes up with a group of Islamic fundamentalists just as a group of Sikh pilgrims come to town, Ayesha's haunted past turns her present life upside down.

Search for Freedom

This documentary film explores the personal lives of four Afghan women, who are based in Pakistan. Through a feminist lens, this film portrays how the lives of these women were affected by the political and social turmoil in Afghanistan, from the 1920's to the present day. *Search for Freedom* features Princess Shafiqah Saroj, who is the youngest sister of the King Amanullah (1919-1929), Mairman Khadija Parveen, who is the first woman to sing on Afghan Radio, Mohsina, a survivor of a Taliban massacre and Sohaila, a medical student who played a key role in the establishment of secretive schools during the Taliban rule.

2004 & 2005

Using the powerful medium of cinema to create awareness, encourage dialogue and initiate action on human rights, Break-through collaborated with the Asia Society and Syracuse University to present the annual South Asia Human Rights Film Festival in February 2004 and March 2005. The three-day festivals showcased a series of dynamic, full-length feature films and documentaries by well-known directors and independent filmmakers from India, Pakistan, Nepal, Sri Lanka, Bangladesh and the South Asian Diaspora. The films addressed contemporary human rights issues such as regional conflict, HIV/AIDS, women's and immigrant's rights and the plight of indigenous peoples.



◀ Friends of Breakthrough

Celebrating Human Rights A Benefit for Breakthrough

On Thursday November 10, 2005, Breakthrough held its first benefit gala at The Puck Building in New York City. Steve Coll, a Pulitzer Prize winning author and former managing editor of The Washington Post was the evening's keynote speaker. Comedian Vidur Kapur, whose accolades include spots on MTV, NBC's "Last Comic Standing" and PBS's "Asian America," entertained the crowd. There was a special musical performance by Salman Ahmad, founder of South Asia's biggest rock band, Junoon, and Dave Sharma, cast-member of Andrew Lloyd Webber's Bombay Dreams. Dancing followed with DJ Rekha, named one of the most influential South Asians in the United States by Newsweek magazine.

A spectacular live auction was conducted by Rahul Kadakia of Christie's. Winners went home with items such as a three night stay in Amansura, Cambodia; a one week stay in an Umbrian farmhouse in Italy; a classically embroidered sari created by two of India's leading fashion designers, Abu Jani and Sandeep Khosla; and an exquisite oil on canvas created exclusively for Breakthrough by acclaimed Indian artist Paresh Maity.



▲ Keynote speaker Steven Coll



▲ Comedian Vidur Kapur



▲ Talvin Singh

Rhythms, a Benefit for Breakthrough

Featuring Talvin Singh and Ramesh Mishra

Talvin Singh, a virtuoso tabla player and one of the pioneers of the Asian Underground music scene, along with Ramesh Mishra, world renowned Sarangi player used their musical talents to help promote human rights at Breakthrough's April 9, 2004 house concert benefit held at the Chandra residence.

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BENEFIT GALA



Workshops

Through targeted workshops ranging in subject matter from 'Racial Justice and Human Rights' to 'Men in the Movement to End Violence Against Women,' Breakthrough reached over **320 high school and college students**.



NGOs/Partnerships

A total of **380 NGOs** including partners and other human rights groups from various countries collaborated with Breakthrough to support and promote the building of a human rights culture.



Conferences

Through a variety of discussion topics including women's rights, racial justice, and detention and deportation, Breakthrough's participation at conferences reached **4,900 individuals**.



Breakthrough Products

Multi-media educational materials, including curriculum, music albums, and videos, were disseminated to schools, colleges, neighborhood groups and other relevant institutions. A total of **34,000 copies** of various media products were distributed.



Public Events

Breakthrough facilitated numerous public events reaching **4,130 individuals**.



Film Festivals

Breakthrough reached an audience of **10,800** through the screening of media products at film festivals.



Internet Audiences Reached

Breakthrough's website welcomed over **3.6 million unique visitors**.

Media

Breakthrough reached an estimated **190 million** audience through various media.

MEDIA COVERAGE IN USA

Print

India Abroad
India Today
Ode Magazine
Desi Talk
The Chronicle of Higher Education
The New York Times

Radio/Internet

Ms.com
USAToday.com
WNYC
Brian Lehrer Show
NPR
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Wisconsin Public Radio

Television

CNN
Oxygen
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Program Assistant

Rajinder Singh Rawat

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Technology Communications Director

Crissy Spivey

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Foundation

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Breakthrough Benefit 2005

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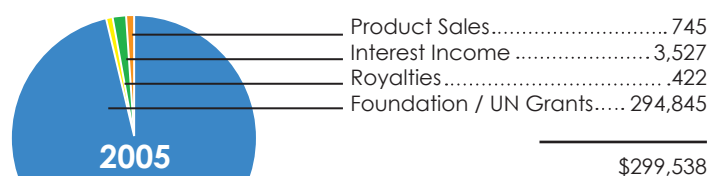
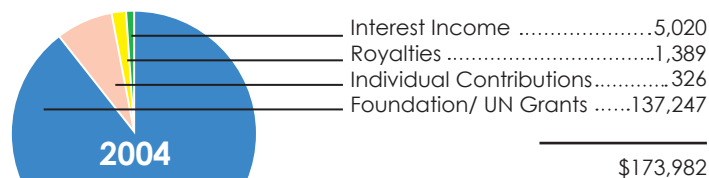
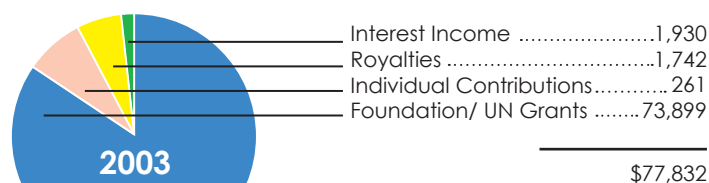
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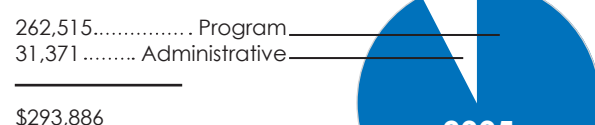
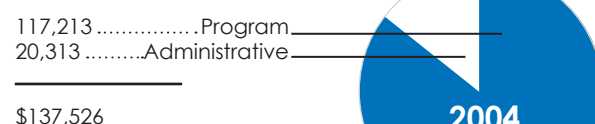
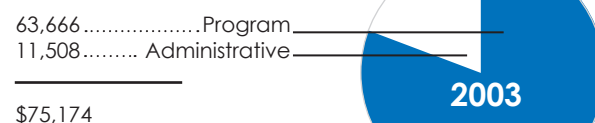
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INDIA

Revenue

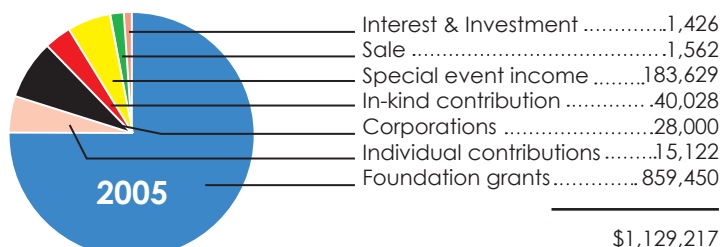
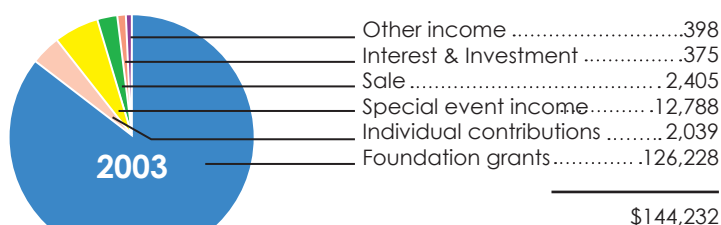


Expenses

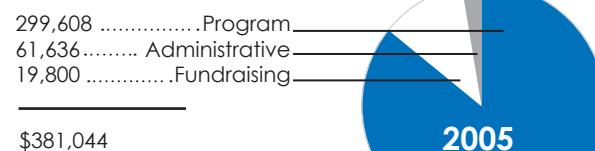
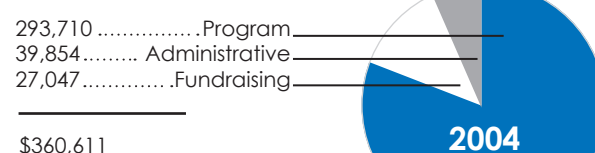
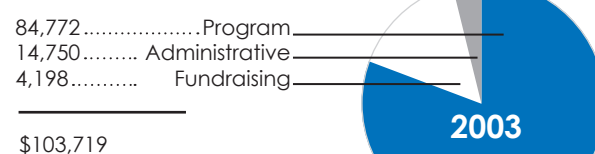


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Revenue



Expenses



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