

BREAKTHROUGH

building human rights culture



breakthrough
silence

breakthrough
apathy

breakthrough
indifference

OCTOBER 1999 – JUNE 2003



Dear Friends –

It is with great pleasure that I share with you this first overview of Breakthrough's work, chronicling our efforts from our inception in late 1999 through the summer of 2003. It has been an exciting and challenging three years, during which time we've grown from our humble beginnings of one volunteer staff to a group of six across both our offices in New Delhi and New York.

It all began with a sense of frustration about the growing incidence of violence and discrimination the world over and our inability to move people to action. It was becoming apparent that traditional methods of education and advocacy were just not enough. And so we thought, in a globalizing world, what better way to reach the public, especially young people, than through the entertainment industry, which has increasingly shaped and reflected a global media culture.

Against the well-meaning yet discouraging advice of others, I undertook our first challenge—producing *Mann ke Manjeeré: an album of women's dreams* to raise awareness about the status of women in India. Working with creative and talented giants like Shubha Mudgal, Prasoon Joshi and Shantanu Moitra was an exhilarating change of pace from the world of law I had been engaged with for many years. While I struggled to raise money to make it all happen, we grappled with concepts and lyrics that would engage people in a discussion on women's rights and make violence against women a public issue. In September, 2000, many

sleepless nights and tear-drenched pillows later, we made history, launching *Mann ke Manjeeré* through Virgin along with the now famous music video featuring Mita Vashist.

The public response to *Mann ke Manjeeré* was astounding. Our pop culture approach to education and advocacy allowed us to reach over 100 million households throughout Asia and other parts of the world with the message that it is possible to take action against domestic violence. Thousands of people logged onto our website, wrote and called in – the story of an Indian woman who broke free of a life of violence clearly had universal appeal!

Since *Mann ke Manjeeré*, we have continued to reach thousands through our media products, workshops, trainings and special events. We continue to identify innovative and culturally relevant ways to place human rights in the public domain. We engage young people in dialogue, both within the classroom and without, about how we can build a global culture that holds paramount values like compassion, peace, equality and justice. We encourage people to take responsibility for protecting democratic values and holding governments responsible for their actions.

We have been privileged to collaborate with astonishing authors, artists and leaders like Alice Walker, Sarah Jones, Junoon, Arun Kapoor and Mary Robinson. We have also developed an array of partnerships with organizations addressing a diversity of issues from immigrant rights and racial justice to sexuality and religious harmony.

And along the way we have been blessed with many volunteers, well-wishers and supporters who have given us time, in-kind professional support, financial contributions, resources, and, most importantly, their faith in our work.

We would like to extend our gratitude to everyone who has accompanied us in our initial journey. And to those who may be meeting us for the first time, come join us in building a global culture of human rights.

Mallika Suthi.

Breakthrough's first social change songs were composed

by co-founder **Gaurav Mazumdar** who wrote two beautiful songs, *Apni Dilli* and *Dhuan Dhuan*, that addressed environmental issues. Sung by **Suman Ghosh** with **Akram Khan** on tabla, you can hear these songs on our website, www.breakthrough.tv



"I wrote back to Mallika accepting her invitation in principle, but with the lurking suspicion that the proposed album would never see the light of day in a music industry where popular taste often demands frivolity and inanity. We all know, of course, that I was proved wrong... Mallika had made her first breakthrough, and in doing so had proved to skeptical journalists... that women could indeed dream and realize their dreams."

What We Do

Breakthrough is an international non-profit organization with affiliate offices in India and the United States. We use education and popular culture to promote public awareness and dialogue about human rights and social justice.

We encourage individuals and communities to get involved in promoting social harmony and building a culture of human rights through four avenues:

- Public education in partnership with the creative world to produce radio, music, art, television, and theater for social change
- Our interactive website, www.breakthrough.tv, which is an educational and entertaining forum packed with ideas for action.
- Forums, discussions and workshops that involve communities around the world.
- Multi-media educational materials for schools, colleges, neighborhood groups and other relevant institutions.

Breakthrough works across a spectrum of human rights issues, including: Women's Rights, Sexual & Reproductive Health, Racial & Ethnic Justice, Caste Equality, and Religion and Peace.

Our innovative use of media, culture and communications enables us to reach new and younger audiences, builds stronger participation in human rights work and leads to creative partnerships with the entertainment industry, educational institutions, and other civil society groups.

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 into public spaces which otherwise ignore them.

Breakthrough's programming is primarily focused in the two world's largest democracies — India and the United States — where fundamental human rights continue to be violated. We believe that the promise of both countries lies in building a democratic, secular and multi-cultural society that enables all of their residents to enjoy basic human rights.



Our Approach to Human Rights

All human beings have the right to live with dignity.

Human rights reflect our fundamental social values, and how we choose to live our lives individually and with one another. These values interact with international and national laws, politics and community organizing to provide redress to victims, punish perpetrators, and promote social justice.

Human rights are not only about victimization and abuse, but also about recognizing and taking responsibility for our power and privilege. They are a vision shaped by our diverse voices—a vision of how we can all contribute to a global culture of compassion, equality, justice and peace.

Universal

Human rights are universal and belong to all of us. We must all be active participants in creating global norms by which we hold governments and ourselves accountable.

Indivisible

Access to adequate food, housing and work are as important as political participation, free speech and religious expression. Human rights are indivisible.

Intersectional

Human rights must reflect our diverse and intersectional identities. To understand the similarities and differences in how we experience human rights, we must incorporate factors like gender, race, sexuality, class, geographic location and religion.



Breakthrough believes that we can all become human rights practitioners – in our homes, workplaces, schools, places of worship, and communities.

In the words of Mary Oliver, “I would say there exist a thousand unbreakable links between each of us and everything else, and that our dignity and our chances are one... We are at risk together, or we are on our way to a sustainable world together.”

Breakthrough invites all of us to be a part of this journey towards building human rights culture.

“That your programs are never didactic, always engaging, always pitched at multiple constituencies, is a tribute both to your talented collaborators, and your vision.

Breakthrough’s projects have helped me understand concepts like the “personal is political” and buzzwords like “intersectionality” even when my natural instinct is to run in the opposite direction when I hear such phrases. That is because the underlying work, be it Junoon, Mann ke Manjeeré, or whatever, is of such consistently high quality that I am almost forced to pay attention.”

— IVAN ZIMMERMAN



"The genius of Breakthrough is that its work inspires and entertains, even as it exposes serious violations of human rights and dignity. Not everyone can relate to international human rights laws, facts and statistics. But everyone understands music, and Breakthrough's music speaks to the human spirit that these rights are all about."

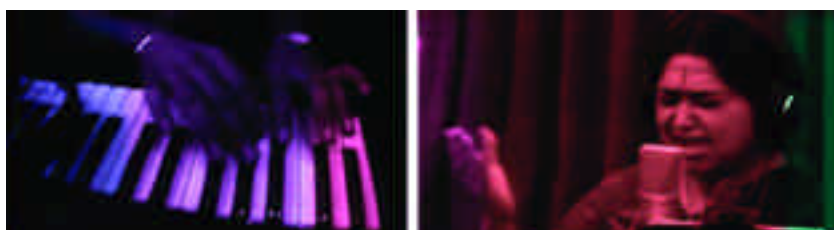
— ALAN JENKINS,
Director of Human Rights and International Cooperation for the Ford Foundation
as quoted in Newsday

EDUCATIONAL INSTITUTIONS

American School, India
Apeejay School, India
Association for Indian Development (Austin Chapter)
@ University of Texas
British School, India
Brooklyn and Staten Island Schools (BASIS), USA
Brown University, USA
College of New Rochelle, USA
Columbia University, USA
Delhi Tamil Education Association School, India
Fordham Business School, USA
Hobart and William Smith Colleges, USA
Hofstra University, USA
Kingsborough Community College, USA
Mount Holyoke College, USA
Marymount School, USA
New School University, USA
New York Board of Education's Office of Social Studies and Multicultural Initiatives, USA

ORGANIZATIONS

Asia Society, USA
Association for Advocacy and Leadership Initiatives, India
Centre Point, India
Child Welfare Society, National Council on Child and Family Welfare, South Africa
CREA, India
Crossword, India
Ekta Mandir Temple at the Gujarati Hindu Sanskruti Kendra, South Africa
Ford Foundation, USA
Hunger Project, India
IndoCenter for Art and Culture, USA
McCann Erickson, India
Ms. Foundation, USA
NAWPAWF, USA
National Network of Positive People, India
Planet M, India
Positive Women's Network of South India, India
PRAVAH Smile Camp, India
Rotary and Lions Club, India
Sahara Women's Home, India
SOB's Your Attention Please, USA
Taj Bengal, India
Tarshi, India
Women and Philanthropy, USA
YMCA, USA



New York University School of Law, USA
Rabea School, India
Sri Ram School, India
Vasant Valley School, India

CONFERENCES

AAROHAN Conference on Domestic Violence, USA
Asian and Pacific Islander Institute on Domestic Violence – National Summit, USA
Association for Women's Rights in Development, Mexico
In the Interest of Children: Second Human Rights Education Conference, College of New Rochelle, USA
International Conference on Economic, Social and Cultural Rights, Thailand
International Dalit Conference, USA
Kala Ghoda Arts Festival, India
Movement Beyond Borders, USA
National Women's Leadership Summit, USA
National Women's Studies Association, USA
United Nations World Conference on Racism, South Africa
Women and Philanthropy New York Regional Meeting, USA
Women's Funding Network, USA
World Social Forum, Brazil

PERFORMANCE SPACES

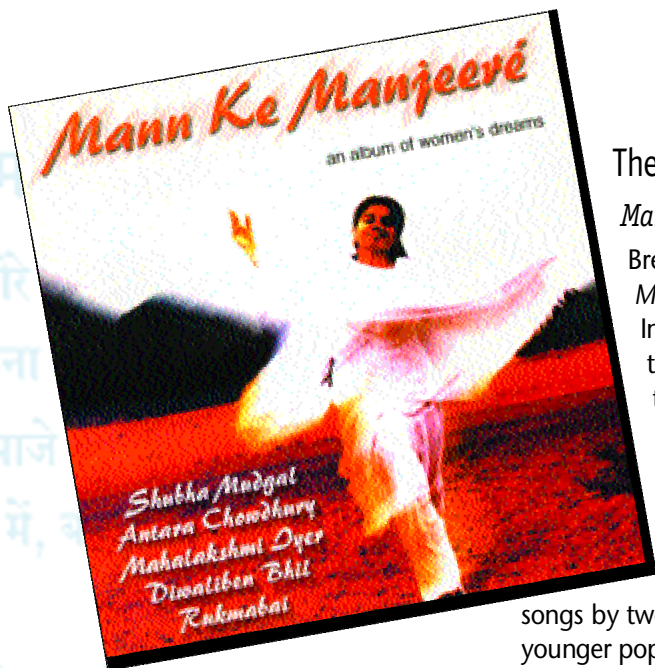
All Souls Church, Unitarian, USA
Alliance Francaise, USA
India Habitat Centre, India
Spirit Square's McGlohon Theater, Blumenthal Performing Arts Center, USA
Theater for the New City, USA
Tishman Auditorium, New School University, USA
Yerba Buena Center for the Arts, USA

BREAKTHROUGH PRODUCTS USED AT (partial list)

Austin Music Network, USA
International Network of Women's Funds Conference (African Women's Development Fund), Ghana
Domestic Violence Conference, Germany
Girls Go Global, International
Global Fund for Women, USA
ICAAP, Australia
News 8 Austin, USA
New York Asian Women's Center Gala 2003, USA
Sakhi for South Asian Women Gala 2003, USA
Sangat, India
Yuvti Mela – Akshara, India
UNIFEM

WOMEN'S RIGHTS

"Women's rights are human rights!" — this has become a popular refrain. Yet women continue to experience discrimination and violence around the world. Our goal is to engage many voices and diverse constituencies, including youth, men, educators and the entertainment industry to combat gender-based violence.



The First Breakthrough

Mann ke Manjeeré: an album of women's dreams

Breakthrough's debut album, *Mann ke Manjeeré (Rhythm of the Mind): An Album of Women's Dreams* (MKM) hit the airwaves in India in September 2000 and became part of the top ten for the next six months. Released on the Virgin Records label, this was the first time that an album about social issues became a chartbuster.

Featuring five songs by **Shubha Mudgal**, the most renowned contemporary female vocalist in India, the album combines the best musical elements of folk, contemporary and classical Indian forms. Also featured are songs by two traditional folk artists, **Diwaliben** and **Rukmabai**, and two younger pop singers, **Mahalakshmi** and **Antara Chowdhury**.

Young male leaders in the advertising industry collaborated on the album. **Prasoon Joshi**, currently creative director of McCann Erickson –India, wrote the evocative lyrics and **Shantanu Moitra**, of *Ab ke Sawan* fame, composed the music.

Each song on the album communicates women's emotions while pushing people to think about the status of women. *Mann ke Manjeeré* challenges us to listen with our hearts and participate in removing the obstacles to the realization of women's dreams.

Most people along the way insisted that the album would never see the light of day. Instead, MKM won nominations for best album, best artist, and best music director at the 2001 Screen Awards – the most mainstream entertainment industry awards in India.

The album inlay asked listeners to engage in five acts to support women's dreams:

1. Stop Dowry
2. Prevent Violence
3. Share Housework
4. Educate Girls
5. Support Equal Inheritance

Breakthrough shared royalties with three scholarship funds for young women and girls based in Mumbai, New Delhi and Bangalore.

Mann ke Manjeeré (Rhythm of the Mind)

My mind has begun to play its own rhythm today
My feet, once stilled, are dancing today
A drumbeat pulsates through my being
Awakening the music in my soul
Every breath I take is filled with joy
My heart is now singing
I have begun to believe in myself.

I can swing up to the clouds
I can see beyond the horizon
The wind beats against my skin
The fields and sands reach out to me
The rosy light of dawn washes away
The darkness of the night.

I open my doors to a fresh new world
I bask in my aloneness
Clouds of change envelope my mind
As solitude comes to me in all her majesty.
I see with my eyes the many-hued world,
It's seasons beckon.

I open my eyes unlock my soul, I find my
Voice, my soul mate lives within
I am no longer alone, I am
My own friend. My own companion am I!



"Mann ke Manjeeré has been a most inspiring and emotional moment for me. I have now heard the music several times and cannot but express my immense praise for the effort made by your company and indeed all the artists involved in the making."

— AMITABH BACHCHAN



The story of the music video was inspired greatly by the life of a young woman in Ahmedabad, **Shameem Pathan**. The only daughter among seven sons, Shameem was born into a well-to-do family. She fell in love, and much against the wishes of the family, married the man of her choice. That she had made the wrong choice soon became apparent. Her husband expected her family to support them and refused to work. When her son was three and a half years old, Shameem finally decided to fend for herself. She went through a series of businesses; milk vending, kite-making and doing any job available to make ends meet. Finally, she learned how to drive, an unheard of occupation for a woman in her society. She then began to drive her own matador van in Ahmedabad.

Shameem was affected by Gujarat's communal riots and is now struggling to make a living.

The *Mann ke Manjeeré* Music Video: Celebrating an End to Violence

Breakthrough released a music video of the title track to *Mann ke Manjeeré: an album of women's dreams* in September 2000. Directed by **Sujit Sir car** and **Gary of Red Ice**, the video celebrates a woman who walks out of her abusive marriage and becomes a truck driver. Featuring Bollywood actor, **Mita Vashisht**, *Mann ke Manjeeré* reached more than 100 million households across South Asia through six satellite music channels and millions more across Asia and the rest of the world.

Breakthrough was flooded with letters, phone calls, and emails from people across the world who expressed their appreciation and wanted to get involved.



Mann ke Manjeeré

SCREEN AWARD WINNER

- Best Music V ideo

SCREEN AWARD NOMINA TIONS:

- Best Non-Film Album
- Best Female Pop Artist
- Best Music Director

MTV AWARD NOMINA TION

- Best Music Video – Indipop






Groups around the world are using both music videos to educate the public about women's rights. They have been subtitled into English, Spanish, and French.



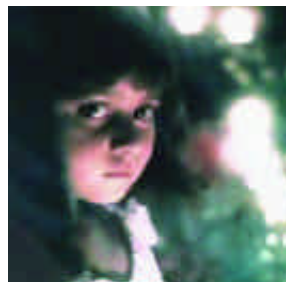
Sify Sponsors Six City Tour of MKM team

Shortly after the release of *Mann ke Manjeeré* Sify.com organized presentations at bookstores, and music stores in Ahmedabad, Mumbai, New Delhi, Calcutta, Bangalore and Pune. Shubha Mudgal, Prasoon Joshi, Shantanu Moitra and Mallika Dutt answered hundreds of questions about the journey and ideas behind the album. Shubha mesmerized crowds with renditions from the album and many audience members were left tear y-eyed when Prasoon recited some of his evocative lyrics.

November 2000

The *Babul* Music Video: A Girl Demands Choice and Freedom

Breakthrough's second music video from *Mann ke Manjeeré* is set to the song *Babul*. A little girl wandering through a party penetrates the reality of abuse behind the happy public façade of three couples. The young girl exposes the existence of domestic violence across all classes while simultaneously demanding freedom and choice in her own life. Directed by award-winning ad film maker **Prasoon**



Pandey, this video challenges both natal and marital families to take responsibility for the fundamental rights of women and girls.

Babul (Father)

*Father, my heart is afraid,
But I must speak with you
Father, I beg you
Don't marry me off to a goldsmith,
I am not interested in jewelry
Father, my heart is afraid
But I must speak to you*

*Father, I beg you
Don't marry me off to a trader
Money has never made me happy
Father, my heart is afraid
But I must speak to you*

*Father, I beg you
Don't marry me off to a king
I have no desire to rule
Father, my heart is afraid
But I must speak to you*

*Father, I beg you
Marry me off to an ironsmith
Who will melt my chains*



Shubha Mudgal performs in concert.

The Men Behind *Mann ke Manjeeré*

It is pretty unusual for men to publicly oppose violence against women. All the men behind MKM initiated a breakthrough, particularly in the advertising and Indipop world, by becoming spokesmen for women's rights at a variety of public forums.

On February 22, 2002, Breakthrough convened a panel featuring men from the advertising world discussing ways to break gender-based stereotypes at the Kala Ghoda Art Festival in Mumbai.

Moderated by **Geeta Rao** from Ogilvy and Mather, the panel included **Shantanu Moitra** (music director), **Prasoon Joshi** (lyricist), **Sujit Sir car** (video director) and **Chandradeep Mitra** (advertising professional).

The discussion attracted a wide cross-section of society from young advertising hopefuls to homemakers. The discussion questioned advertising stereotypes and included housewives raising questions about women's identity and status.

Sarita Vijayan and her troupe of low-income children danced to the album's song *Maati* after the screening of *Mann ke Manjeeré* and *Babul*.



SHANTANU MOITRA



PRASOON JOSHI



SUJIT SIRCAR

Women's Leadership Front and Center: National Women's Leadership Summit Agenda

On May 2, 2002, Mallika Dutt joined **Eve Ensler** of *Vagina Monologues* fame and **Kathleen Hall Jamieson** from the Annenberg School for Communication for a spirited discussion on advancing women's rights through communication and culture. Mallika's presentation on human rights and culture got a standing ovation from an extraordinary audience of women leaders including university deans, TV heads, CEOs of financial institutions, and political leaders. Davia Tamin bought 100 copies of the music videos and sent them to all conference participants. Here's how some of them responded to her gift:

"I'm very pleased to have a copy – I agree that it is excellent."

—SHIRLEY TILGHMAN;
President, Princeton University.

"I was blown away by [the video] and kept trying to explain it to others... now thanks to you I don't have to."

—DEBBY HOPKINS

"...it really will be a gift that keeps on giving! I plan to show it at every opportunity to my friends and colleagues."

—SUSAN WATTS,
Children's Defense Fund

"I truly appreciate the inspirational video... [It's] message is effective in its use of popular culture to raise awareness about women's rights."

—NITA M. LOWEY,
Member of Congress



For Human Rights Day, December 10, 2002, Breakthrough created and distributed a Helpline card for women in the New Delhi region, listing useful numbers for women, including organizations that provide a range of services from sexuality counseling to legal aid. The cards were distributed first at a rally in New Delhi held to mark Human Rights Day and at the end of the 16 days of activism against gender violence campaign. They have since been made available at colleges, fairs and popular gathering points.

"...The visual presentation is often stunning, filled with action and pleasurable to watch. And yet the message behind the gloss is front and center, uncompromised and powerful... They proved that promoting women's rights is sexy, uplifting, fun and hip."

—ANAGA DALAL
Satya Circle: an online forum for South Asians

Taking on Domestic Violence in the Classroom

In the summer of 2003, Vidya Shah along with Devika Sahdev took all 180 teachers of one of Delhi's premier schools, Vasant Valley, on a month-long journey to understand domestic violence. Using Breakthrough's curriculum on domestic violence and human rights developed specifically for educational institutions, Vidya encouraged the teachers to understand violence against women within its broader cultural and social framework.

The curriculum first introduced teachers to the importance of human rights education and then explored how to take values of equality, non-discrimination and dignity into a class-room setting. In a series of participatory exercises, teachers viewed clips from popular Hindi films, discussed *Mann ke Manjeeré* and *Babul*, and explored cultural gender stereotypes. Participants then explored the links between gender stereotypes and violence against women and identified ways to include both boys and girls in ending domestic violence.



Teachers at the Vasant Valley training.

"It is important to talk not only to the girls when it comes to gender roles but also to boys... Workshops like these are important because [they]... also help to empower the teachers and educators with an open mind are very important in class."

—ARUN KAPOOR, Principal, Vasant V alley

Teacher comments on training:

"Breakthrough can show us the ways and means in which to make a classroom discussion on such issues come alive and help us provide necessary information to our children."

"It's strange sometimes — we simply do not think that we are empowered by certain circumstances and assets that we have/own — little realizing that they do let us make choices in life, perhaps those which many cannot otherwise make. [The training] set me thinking."

"Visuals have such an impact on people, particularly if they are so well done! Videos such as these can be so influential. We really need to use more of our talented people to create impactful television videos like this."

Ending Violence at Home

Breakthrough has developed an innovative curriculum on domestic violence and human rights. The material includes exercises to accompany Breakthrough's music videos as well as clips from mainstream Bollywood movies and TV serials, making it a useful tool for engaging young people and diverse populations. The curriculum includes the following:

- An introduction to human rights concepts—including universality, indivisibility and intersectionality—as they apply to violence against women
- Creative uses of media and popular culture strategies to address violence against women and gender role expectations and stereotypes
- Ideas for action to involve schools and communities in preventing domestic violence



Vidya Shah leading a workshop.

High School Women's Issues Club Moved to Action

Motivated by a presentation by Charlotte and a screening of our music videos, the Women's Issues Club at Marymount School got involved in human rights—donating their yearly fundraiser proceeds to Breakthrough.

New York City, USA, February 2003



Educators Feel the Rhythm of the Mind on International Women's Day

To mark International Women's Day 2003, Breakthrough collaborated with Delhi-based NGO Ritinjali to disseminate 250 VCDs of *Mann ke Manjeer* and *Babul* to educators around the country. This marks an important step in bringing awareness of domestic violence and women's rights from television to the classroom.

Intersectionality Takes Hold at AWID Conference

At a plenary, *Human Rights for All: Understanding and Applying Intersectionality to Confront Globalization*, Mallika Dutt spoke to an audience of 1300 women from all over the world about how to make the women's movement inclusive of all its members. Mallika asked, "Why is it that for us, gender is the only construct that we can understand when we expect everybody else to incorporate gender into theirs?" By focusing only on gender and not understanding its intersections with race, class, religion, sexuality and other factors, the movement made many women's experiences invisible.

Mallika also called on the audience to move beyond oppression and discrimination as the only source of power but to take responsibility for individual power and privilege as well. Ultimately, "we cannot always be against something but also stand for something. And that means understanding that human rights is not just about violations but also a culture that we can build together."

Many audience members have begun to apply Breakthrough's intersectional human rights approach to their work.

Guadalajara, Mexico, October 5, 2002

"I have been so impressed with the number of people who have contacted AWID to request copies of the ~~the~~ through video, Mann ke Manjeeré, and about other pieces of your work. The reason for this is, I feel, due to its truly innovative and groundbreaking nature that has struck a chord on an international level in the lives of so many people."

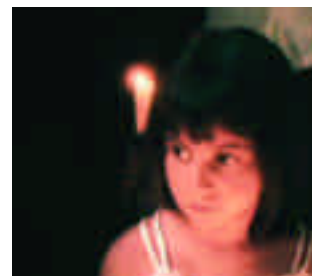
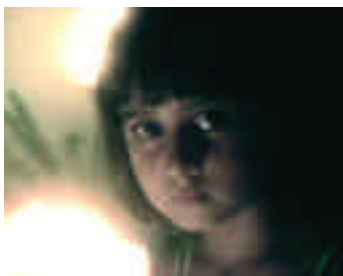
—JOANNA KERR, Executive Director, AWID

"I was really touched by Mallika's presentation and ideas on intersectionality. She brought to the fore the inner feeling I've always had on individual women's rights movement."

"Mallika Dutt's comments resonated very well with me—the idea of cooperation, of co-opting the powers to move forward a women's human rights agenda that benefits everyone."

—AWID Conference Participants

The filming of Babul



SEXUAL & REPRODUCTIVE HEALTH

The right to sexual wellbeing — to a healthy and self-affirming sexuality that is free of violence, coercion and disease is a fundamental human right. We use images from popular culture and create multi-media campaigns to challenge stereotypical gender roles with a particular emphasis on reducing women's vulnerability to HIV/AIDS.



Student explaining gender stereotype collage.

Exploring Sexuality

In May 2003, Devika and Vidya led college students through an exploration of gender stereotypes and sexuality at the PRAVAH Smile Program in New Delhi. Participants covered a range of topics including mainstream media representations of men and women and the relationship between economics and sexual choices. Many students discussed heterosexual privilege and homosexuality for the first time.



Vidya and Devika facilitating Pravaah workshop.

Key exercises included the equal opportunity wall where students explored privilege and victimization related to religion, class, sexual preference and gender. A highlight of the workshop were the visually stunning collages made by students to depict gender stereotypes in the media.

Here's what some of the participants had to say:

"This [workshop] is a fabulous approach where we can share our views in a group. We can discuss and debate social problems in a broad platform."

"Human rights are something we tend to take for granted in our society. By attending such workshops we are made aware of our social responsibilities and these sessions are really helpful in terms of exposing us to a completely different segment of society"

"[Such workshops] make students more aware of social issues. Also some students are unwilling to speak out in front of a large number of people - these workshops can provide the much needed platform."

Asking Hard Questions

"Women should be more vocal in expressing their sexuality. Do you agree or disagree?" This was the question Breakthrough challenged hundreds of visitors to tackle during an opinion poll facilitated by TARSHI at Dastkar's Nature Bazaar in Dilli Haat in December, 2002. The results? Provocative conversations encouraged both women and men to examine their attitudes towards female sexuality. Responses ranged from "I think they are pretty vocal already" to affirming statements like:

"It's high time women spoke more openly about it. Be proud of who or what you are"

"Men should not think of women as mere bodies. Women should get over the apprehension regarding their bodies that are created by society and that men use as a tool for domination."



Sex, Lies and Videotape

A standing-room only audience participated in this multi-media workshop exploring representations of women's sexuality in Indipop. Using clips from music videos of popular artists like Alisha, Daler Mehndi, Shubha Mudgal, Hans Raj Hans and Shweta Shetty, Mallika Dutt got the audience to discuss positive and negative

depictions of women's sexuality, representations of the body, and sexual desires. Breakthrough videos were also screened to demonstrate how, in a globalized media world, women's rights can still be asserted through popular culture.

—IndoCenter for Art and Culture, NYC
January 2002



Khwab-Khwab (Dreams)

Let's play dreams

Let's pick one

Careful, it doesn't slip through your fingers

Or else the darkness will pounce

Come let's dream

And let's make them come true

Adorn your dreams with the silver of the moon

Put the color of the dawn on its face

Hold its hand and take it to the fair

Dress your dreams in new and colorful clothes

If your dream is stubborn,

Catch it by its ear and pretend to scold it

Pick up some sweet sleep

Mix it with a pinch of light

Use it to wash the face and hands of your dream

Make your dream sunshine

Come let's dream

And let's make them come true

Your eyes are like oysters that contain your pearl-like dreams

You won't find them in quick naps (shallow waters)

Dive deep into your sleep (like the ocean with infinite possibilities)

And you will find your dream-pearls easily

Come let's dream

And let's make them come true

Networking with Positive Women

In late 2002, Vidya Shah met with the Positive Women's Network of South India (PWN+), the National Network of Positive People (INP+) and Nalamdana to brainstorm around a people-centered and issue-sensitive campaign to reduce women's vulnerability to HIV/AIDS.

Based on personal accounts of positive women's experiences with the media, the group acknowledged that far too much emphasis is placed on the negative aspects of being HIV positive (the stigma, depression, discrimination, etc.) and that it was time to project positive and inspiring images and stories. The Chennai group acknowledged the model of Breakthrough's award-winning music video, which uses positive imagery to touch on sensitive issues such as domestic violence.

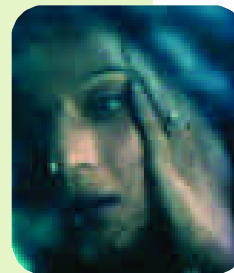
Participants were particularly motivated by the song *Khwab Khwab* (Dreams) from *Mann ke Manjeeré* and saw great potential for outreach and focus on the issues facing women affected by or vulnerable to HIV/AIDS, such as disclosure, negative children of positive parents, positive men marrying positive women, the issue of blame, treatment, and so on.

It was a very valuable experience for all parties involved, giving us not only a chance to strategize together, but to connect as individuals with shared ownership of the problems and solutions to the problem of AIDS in India and the world over. Breakthrough will continue to consult with the Network throughout our campaign on women and HIV.

Multi-media Campaign on Women and HIV

Breakthrough has teamed up with McCann Erickson to launch a multimedia campaign in India to reduce women's vulnerability to HIV and infection-related stigma. To ensure gender sensitive human rights messaging for the upcoming music video and TV/radio spots, Breakthrough designed and conducted a series of in depth workshops to educate the McCann Erickson team about the complex interactions of gender roles and HIV vulnerability. Already, many exciting concepts have arisen from this unique combination of human rights with the reach and expertise of the advertising world.

—New Delhi, Spring 2003



"[Mann ke Manjeeré: the music video] was wonderful not only from the adult perspective but from Sophie's (my daughter). She calls it the 'truck movie' and asks me to tell the story again and again '...and then the Mama was sad, and she decided to take her little girl and drive a truck around the country! And they danced...' Somehow the story has sprouted playgrounds and school and all the other things Sophie thinks belong in it. And we play 'the truck song' and she dances."

—JENNIFER GORDON



CASTE EQUALITY

Caste based discrimination continues to affect more than 240 million people in India and around the world. Breakthrough challenges us to examine our own biases and find ways to end this hidden form of apartheid in our communities.



Dalit Rights posters calling for inclusion of caste at WCAR.

Capturing Voices of Dalit Solidarity

Devaki Nambiar and Jules Shell captured history at the 2003 International Dalit Conference in Vancouver by interviewing and filming a cornucopia of participants, ranging from students to academics and activists at the forefront of the movement for international recognition of Dalit atrocities and accomplishments. This footage will feed into Breakthrough's upcoming video on caste discrimination which is being produced in collaboration with the Dalit Solidarity Forum and ShortNorth productions.

Touching on Untouchability: Ambedkar Opens Dialogue

One of the major highlights of the first ever South Asian Human Rights film festival in New York was the premiere screening of *Dr. Babasaheb Ambedkar*, an award-winning film about the



Making of Ambedkar.

noted Dalit activist and statesman who was the master draftsman of India's constitution. The screening was opened by Former UN High Commissioner for Human

Rights **Mary Robinson**. Director **Jabbar Patel** engaged the packed and highly diverse audience in an animated post-screening talk-back, shedding light on the importance of historical accuracy in filmmaking around social justice issues, his own trials and tribulations in trying to make a film on such a controversial topic, and the contemporary realities of caste relations in India. With the film as a preface and Ms. Robinson's remarks as a guide, many audience members shared their sentiments and analyses of caste-based discrimination in South Asia and its manifestations abroad.

Linking Caste Discrimination to the Realities of Racism in the US

An important dimension of Breakthrough's workshops are the discussions centered around racial and ethnic injustice. Here, we find that the example of caste-based discrimination in India is an effective way for participants to initiate and broaden their understanding of racial discrimination as it is experienced in the US and the world over.

In many of our workshops, we have participants playing the role of a Dalit youth. Very often, this particular role-play evokes very personal and emotional discussions around racial segregation, and the impinging of rights experienced by Dalits and African Americans. Interestingly, our discussions conclude with an "ideas for action" component where not only are the similarities between affirmative action (US) and reservations (India) discussed, but also the idea of reparations, which is relevant in both democracies.

Dalits on the World Map

The World Conference Against Racism was a watershed moment for Dalit activists. Yet, this was not a surprise to Breakthrough and other members of the US NGO Coordinating Committee. Our goal was to specifically highlight the issue of caste-based discrimination in all media



Dalit drummers in Durban.

outreach and organizing, including the widely used press kit *Human Rights for All: Combating Racism Together* created in collaboration with the Communications Consortium. Consequently, many Dalit rights issues entered international discourses: caste discrimination as a form of racial discrimination, acknowledgement of Dalit accomplishments, and the importance of defining untouchability as a crime against humanity. Post Durban, Breakthrough has continued to network with many groups to bring visibility to Dalit issues, demanding a space for them on the world map. An important step in this process was the focus on caste oppression in Breakthrough's short video, *Bringing Durban Home*.



RELIGION AND PEACE

Most world religions are grounded in common principles of peace and understanding. Unfortunately, religion continues to be linked to violence and conflict the world over. We collaborate to create media and educational materials on aspects of world religions that promote peace, compassion and human rights.



Paintings by Haku Shah.

That Love is All There Is (Haman Hain Ishq)

Evoking our pluralistic traditions through image and song

In December of 2002, Breakthrough teamed up with the Centre for Media & Alternative Communication (CMAC) to present a groundbreaking exhibition, *Haman Hain Ishq*, at the India Habitat Centre in New Delhi. The exhibition was a pioneering collaboration between two renowned artists, the painter **Haku Shah**, and the musician **Shubha Mudgal**. It revisited the cultural and historical roots of religious pluralism and revitalized them for contemporary contexts.

Haku Shah created paintings based on poetry by well-known medieval Nirgun poets like Kabir, Raidas, Sahjo Bai and Pemi. In addition to his extraordinary repertoire of paintings, Haku Shah has for the first time created digital works on the computer. *Haman Hain Ishq* thus crosses boundaries and brings together two art forms interpreting the non-representational, abstract and mystical urges expressed by poets in the medieval era.

Shubha Mudgal has identified a unique body of medieval poetry that has inspired Haku Shah's art. At the opening of the exhibition, Shubha composed and performed a diverse repertoire of Sufi and Bhakti poetry. Seven compositions have been recorded for release on an upcoming album, *Haman Hain Ishq*. The exhibition catalogue includes four essays, descriptions of the poets as well as their poetry, and exhaustive interviews with Haku Shah and Shubha Mudgal along with the evocative art work.

By reviving the voices of Bhakti and Sufi poets in a contemporary context, *Haman Hain Ishq* seeks to bring the themes of pluralism, harmony and human rights back into the public domain. Artists often pave the way for these conversations and both Haku Shah and Shubha Mudgal can be seen as cultural harbingers who inspire us to live our lives with love, compassion, and peace.



Shubha Mudgal performing at exhibition opening.

Winner of the India Habitat Centre award for Best Exhibition 2002.



Haman Hain Ishq

(And Love is All There Is)

Kabir, the poet who in his writings drew liberally from the Nirgun, Advait and Sufi traditions, saw at the core of his writing the concept of "Anhad" or the limitless. In *Haman Hain Ishq*, he talks of a love for God so intense that it drives him to distraction. The love that Kabir talks of is the love of the Sufi and the Bhakt, unquestioning and all encompassing. Spiritual/religious love has no place for hatred and violence against others.



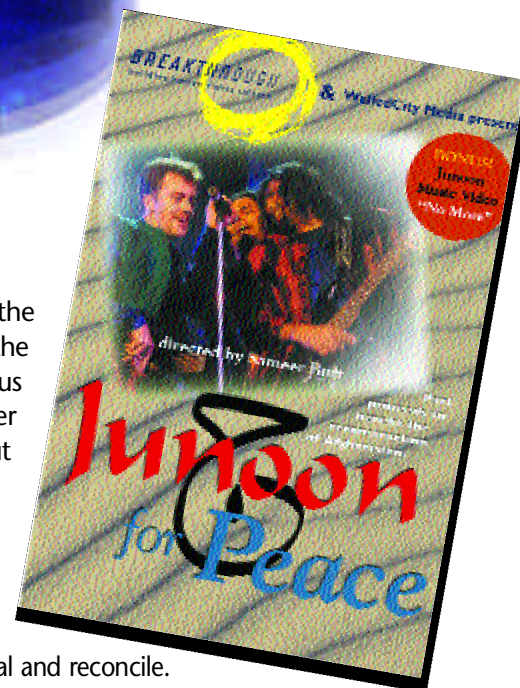
Passion for Peace: Mainstreaming Progressive Islamic Voices Post 9/11

In the days and weeks after September 11th, 2001, the US and the world were caught in turmoil. Despair mingled with anger over the horrific attacks carried out in the name of Islam, led to spontaneous and violent attacks against South Asians, Muslims, and Arabs all over the US. This not only hindered the healing process for all of us, but perpetuated an inaccurate and unjust understanding of Islam.

To counter these ill-informed and destructive stereotypes, Breakthrough and WalledCity Media organized a Concert for Peace with popular Sufi rock band **Junoon**. Held at the Alliance Francaise in early October 2001, the band's soulful and deeply spiritual music infused with a message of peace provided a comfortable space for New Yorkers to heal and reconcile. Concert clips made their way into a VH1 Special on Junoon, *Islamabad: Rock City*.

The concert became a *Junoon for Peace* DVD with two groundbreaking additional features. It includes never-seen-before interview footage with band members discussing peace, terrorism, India-Pakistan relations and the US post 9/11. It also includes a music video of Junoon's first English song, "No More," which is the band's reflection on the World Trade Center tragedy.

The DVD launch at the IndoCenter of Art and Culture in September 2002 saw band members Salman, Brian and Ali engage in a lively and thought-provoking discussion with audience members on peace and conflict in South Asia, and the US. Many in this audience of equal numbers of Indians and Pakistanis shared views on terrorism, immigrant rights, conflict in South Asia and the use of music to promote religious tolerance and pluralism. Public dialogue opened up at this venue quite spontaneously, reaffirming Breakthrough's conviction and commitment to creating more spaces through popular media for human rights awareness.



"...given the anti-Muslim backlash and negative media portrayals that followed 9/11, I was pleased to hear Muslim men speak out against the attacks and for peace. It is not often these days that progressive Muslim opinions are heard in such public forums. Not only has Breakthrough handled challenging issues, but you've created this DVD as a tangible vehicle to spread peace that is both powerful and fun."

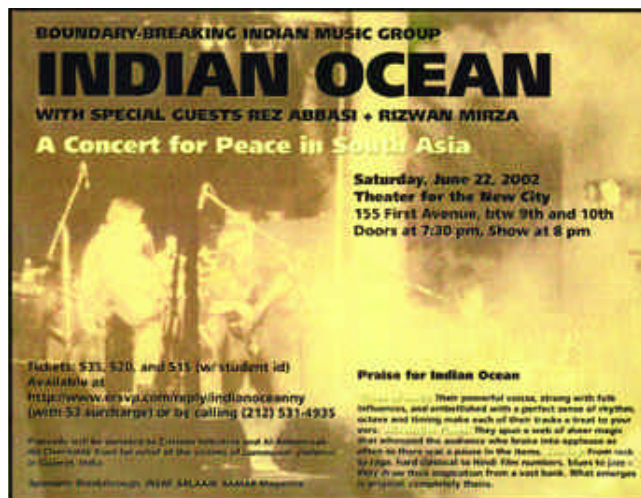
—ATIYA ALI

Music Against Communalism Across the Oceans

In the summer of 2002, Breakthrough sought to raise awareness around the communal violence in Gujarat, India. On June 22nd at the Theatre for the New City, we coordinated a Concert for Peace in South Asia with collaborators INSAF, SAMAR Magazine, and SALAAM Theater.

The concert was a smashing success: a packed audience rocked to the sounds of **Indian Ocean**'s powerful music, and listened intently to the impassioned and reflective poetry and music of local NYC artists. We also received a great deal of positive feedback on the activism and awareness component of the accompanying exhibition about the mass killings of Muslims in Gujarat.

The funds raised at this charity concert were forwarded to two prominent social service organizations responsible for providing immediate and mid-term relief to refugees in Muslim camps in Gujarat.



Images from Gujarat: Sensitizing Schools

In Spring, 2002, when communal riots broke out in Gujarat, teachers all over India worried about how or whether to broach the subject in their classrooms. It was clear that passions were high, and yet there was no way to channel the frustration, anger, or concern that was being felt by all educators in the country until a student took a stand.

Sahir Raza is a young Muslim student at Springdales School New Delhi. Frustrated by the killings in Gujarat, he and his parents decided to go and see for themselves what was going on. The result of their expedition is a shocking and poignant account – in pictures – of the mass violence, rape and pillage that took place in Gujarat. Breakthrough supported Sahir's efforts by organizing a photo-exhibition and discussion of his work at Vasant Valley School.

Giving Sahir a chance to speak to his peers and elders about the violence in Gujarat was a highly effective way of breaking the silence around the issue of religious fundamentalism in India.



Vasant Valley students at the workshops.



**Women in Conflict:
Identifying Across Boundaries**

Adding a necessary dimension to the discourse on/against the "War on Terror", Breakthrough sponsored a panel discussion on women and terrorism featuring editors and select authors of *Terror Counter-Error: Women Speak Out*, an anthology featuring famous feminist writers such as Susan Sontag, Barbara Kingsolver, and Vandana Shiva.

NYC, USA, March 2002

"Breakthrough [has] begun to fill a huge vacuum in this country and probably in India."

—MIRIAM POSER

The First Ever South Asian Human Rights Film Festival in New York

In the spring of 2003, Breakthrough, in collaboration with the Asia Society and Syracuse University, embarked on a new and exciting project, one that took New York by storm. In New York City, Ithaca, and Syracuse, we premiered fourteen films by well-known South Asian directors addressing issues of human rights and social justice – poverty, sectarian and civil conflict, caste oppression and women's issues – drawing from the Bangladeshi, Indian, and Nepali experience. Numerous US and New York Premieres included the award-winning *Mr and Mrs Iyer*, *Ambedkar*, *In the Flesh*, and *My Migrant Soul*.

Breakthrough at Film Festivals

SECOND ANNUAL ONLINE MEDIA THAT MATTERS FILM FESTIVAL , 2002

June 14 – 16 2002
Lincoln Center's Walter Reade Theater, NYC, NY
Free Speech TV, NYC, NY

ASIAN SOCIAL FORUM

January 2 – 7, 2003
Asian Social Forum, Hyderabad, India

ILLUMINATING OPPRESSION : A FILM FESTIVAL ON HUMAN RIGHTS IN S. ASIA

January 24 – February 23, 2003
Syracuse University, Syracuse, NY

SOUTH ASIA HUMAN RIGHTS FILM FESTIVAL

February 27 – March 2, 2003
Asia Society, NYC, NY

CORNELL CINEMA SERIES

May 1 – 8, 2003
Cornell University, Ithaca, NY

27TH SAN FRANCISCO INTERNATIONAL LESBIAN & GAY FILM FESTIVAL

June 12 – 29, 2003
San Francisco, CA

BORDER CROSSINGS : FILMS FROM SOUTH ASIA

May 15 – June 1, 2003
The Museum of Fine Art, Houston, TX
May 29 – 30, 2003
The Aurora Picture Show, TX

U JUDGE IT! FILM FESTIVAL

July 6, 2003
Media Arts Interplay Association, San Francisco, CA



Each film opened to packed and diverse audiences. Former High Commissioner for Human Rights **Mary Robinson**, delivered opening remarks highlighting the human rights situation in South Asia and its relevance to our reality in the US and the world. The feature films were followed by provocative and animated discussions with directors **Jabbar Patel** (*Ambedkar*) and **Aparna Sen** (*Mr. and Mrs. Iyer*). The films unraveled many issues, which allowed for an active exchange of ideas. Audience discussions that stood out include views on Jewish and Muslim identity in different parts of the world, memories of and reaction to violence in the native countries of diasporic communities, and approaches to counter power dynamics that perpetuate human rights violations. Audiences were invigorated by these discussions, many staying back long after the event to talk with the organizers.

Audience members interested in action had access to information on a range of issues including domestic violence, caste discrimination, racial/ethnic and gender equality, and communal peace, provided by co-sponsoring organizations Human Rights Watch and Sakhi for South Asian Women.



RACIAL & ETHNIC EQUALITY

Building human rights culture requires us to understand and celebrate our racial and ethnic differences and to end discrimination and violence. We emphasize the need to build connections across our many issues and identities with a particular focus on immigrants in the US.

Bringing Durban Home: Combating Racism Together

Breakthrough's video on racial justice and human rights

In the wake of September 11th and the subsequent media blackout that followed the UN World Conference Against Racism in Durban South Africa 2001, the groundbreaking achievements and lessons learned at Durban were at risk of eclipse from public memory.

With the creation of our *Bringing Durban Home* video, Breakthrough's aim was to ensure that the voices of Durban would not be lost. Working in collaboration with Sugar Pictures, we produced an evocative video that weaves together coverage of the conference (highlighting the relevant pieces of the Declaration and Programme of Action) and footage from filmmakers from around the world. *Bringing Durban Home* addresses seven racial and ethnic justice issues:

- Indigenous peoples
- Caste discrimination
- Refugees
- Migrant workers
- Trafficking
- Reparations
- Self-determination

Narrated by the Pulitzer prize-winning author **Alice Walker** and with music by the popular hip-hop artist, **Michael Franti**, *Bringing Durban Home* is a powerful educational tool that is a natural lead-in for conversations about human rights, intersectionality and the global face of racism.



Alice Walker during the recording of Bringing Durban Home.



In *Waking the American Dream*, Sarah Jones tackles a variety of difficult issues



Mitzi, a German American, speaks about the process of immigrant "assimilation" into mainstream America.



Mrs. Ling, a Chinese American, advocates for her daughter's right to marry and secure citizenship for her lesbian lover.



Geoffrey, a Nigerian refugee, describes how his expectations of American justice and freedom have and have not been fulfilled.



Asha, an Egyptian from the UK, shares a poem describing the prejudice she and her older brother shared as children.



Mohammed, the Pakistani MC of the show, reacts to a funny poem by a Haitian immigrant.



Audience members at the Yerba Buena Arts Center, San Francisco.

Waking the American Dream: Promoting Immigrant Rights

Breakthrough's innovative approach to human rights education was evident in its partnership with the acclaimed performance artist **Sarah Jones**. Our national five-performance series featuring Jones' one-woman show *Waking the American Dream* combined the emotional power of theater with provocative public dialogues to explore the increasingly critical issue of the status of immigrants in the US.

In *Waking the American Dream*, Jones, in an impressive display of dramatic acrobatics, takes on the roles of twelve immigrants at a poetry reading. Each character recounts his/her battles with discrimination through sensitively written personal testimonies that are enlightening, humorous and sometimes devastating portrayals of the immigrant experience.

Screenings of *Bringing Durban Home: Combating Racism Together* preceded Jones' performance, thus placing discrimination against immigrants in a global racial justice and human rights framework.

Each evening concluded with a dynamic discussion moderated by Mallika during which the audience, Sarah Jones and local immigration and human rights advocates grappled with questions of race, ethnicity and human rights in the US today.

These performances have entertained and educated thousands at sold-out venues at universities, churches and performing arts centers in New York City, Washington DC, Charlotte, North Carolina and San Francisco.



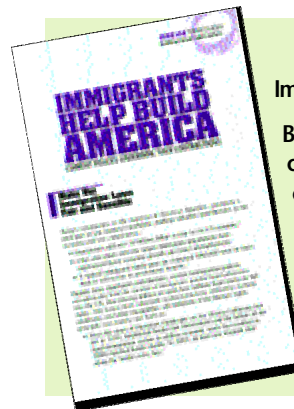
Featured Panelists at *Waking the American Dream* Events

- REV. ANDY BAXTER, Executive Director, Mecklenburg Ministries
- LARRY COX, Senior Program Officer, Human Rights, Ford Foundation; shown above with Sarah Jones and Mallika Dutt.
- JOSE HERNANDEZ-PARIS, Executive Director, International House
- CHUNG-WHA HUNG, Advocacy Director, New York Immigration Coalition
- ANGELES ORTEGA, Executive Director, Latin American Coalition
- FRANK SHARRY, Executive Director, National Immigration Forum
- ESTA SOLER, President, Family Violence Prevention Fund
- CHARITY WILSON, Policy Analyst, Public Policy Department, AFL-CIO

Advancing Advocacy Agendas through Performance

Each Sarah Jones performance harnessed the emotional energy and motivation generated toward specific advocacy agendas. In the DC area, the involvement of the AFL-CIO and other local labor organizations allowed us to focus on the rights of immigrant workers. In San Francisco, the Family Violence Prevention Fund partnered with us to address gender-based asylum, motivating hundreds of people to get involved in the *Rodi Watch Campaign*. At all events, with the help of our *Immigrants Help Build America* advocacy brochure, we highlighted post-9/11 due process issues as well as legalization for undocumented workers.

Breakthrough has woven together a diverse coalition of co-sponsoring organizations to ensure that immigrant rights are everyone's concern.



Immigrants Help Build America

Breakthrough added a critical advocacy component to its Sarah Jones series by collaborating with the National Immigration Forum to create an easy-to-read pamphlet on migrant rights in America focusing on immigration laws and post 9/11 discrimination.

Building Global Alliances to Combat Discrimination



Breakthrough at the World Conference Against Racism (WCAR), Durban, South Africa 2001

In December of 2000, Breakthrough joined the US NGO Coordinating Committee (USNGOCC) for WCAR to help facilitate the access and participation of US based groups. Leading up to, and during the WCAR, Breakthrough led the US NGO CC's efforts to encourage fair and accurate media coverage of the racial and ethnic justice issues being addressed at Durban.

In Durban Townships

Breakthrough took advantage of its presence at the Durban conference to reach out to Indian townships and raise the issue of domestic violence. Mallika, Alika Khosla, and intern, Fareen Ramji conducted workshops at local temples and welfare groups to engage community members in a dialogue about violence against women and strategies to combat this in South Africa and India.



Mallika Dutt and Alika Khosla at Durban.

Using Media and Popular Culture to End Racism

Breakthrough's standing room only workshop at the NGO Forum in Durban provided an open forum for participants to share diverse communication methods to promote racial and ethnic justice.

Breakthrough began by using *Mann ke Manjeeré* to demonstrate the connections between gender, religion and minority status in India. Using Shameem's story, which provided the inspiration for the music video, Mallika explored the dilemmas faced by Muslim women as minorities in a context of rising Hindu fundamentalism.

The world premiere of *Books not Bars*, which highlights a US campaign to build more schools and fewer jails, followed. A joint initiative of the Ella Baker Center and WITNESS, the video featured the hip hop sounds of *Dead Prez* to expose the human rights violations experienced by youth in the US.

Soul City's innovative radio and television strategies were up next in the context of post-apartheid South Africa. *Savera Kalideen* showed how Soul City weaves racial discrimination, community issues, HIV and positive parenting into a highly popular drama series.

The workshop ended with *Kenyatta Cheese* from the Youth Channel of Manhattan Neighborhood Network, a public access channel, presenting video clips and internet strategies for youth-led racial justice initiatives.



Scene from Mann ke Manjeeré.

Movement Beyond Borders: Building a Multi-Racial Human Rights Vision

Breakthrough participated actively in the planning process of the Movement Beyond Borders (MBB) Conference – a national follow up conference to Durban held in Washington, DC, May 2003. As a member of the Planning Committee, Breakthrough helped to coordinate media activities for the conference and was instrumental in creating a youth planning committee that convened a youth summit of over 200 young activists from across the nation.

At the conference, Charlotte Lapsansky, working with other participating organizations, planned and facilitated two workshops—one on intersectionality and one interactive session encouraging the building of relationships between social justice organizations working across diverse issues.



Charlotte and other young activists at the Movement Beyond Borders Youth Summit.

Bringing Durban to the Classroom

We have used *Bringing Durban Home* to lead a variety of exciting workshops on racial and ethnic justice with high schools and university students, teachers, YMCA groups and other civic associations.

At all of these, the video has proved a powerful tool not only for educating participants about WCAR, but also to catalyze discussions that challenge students to examine their own relationship to and experiences with discrimination, power and privilege. In all workshops, we emphasize the connections between these personal experiences and the global racial justice and human rights movements.



Charlotte Lapsansky

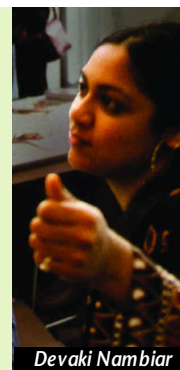
Intersectionality in Action

Breakthrough and WILD for Human Rights teamed up to challenge a diverse group of students, family workers and racial justice activists to think through the implications of an intersectional, human rights approach. Participants struggled with not only what intersectionality means in our lives and work, but also the obstacles to implementing inclusive approaches. We addressed issues as diverse as intersectionality in education and the challenges of creating truly inclusive organizations, communities, and action strategies.

Personal Reflections, Global Connections

Kingsborough College students, led by Charlotte and Devaki, used interactive exercises to discover their many identities and examine intersectionality and prejudice in their lives. After viewing and discussing *Bringing Durban Home*, students came to understand that their experiences reflect the multiple dimensions and interconnections of global struggles for racial justice—and that this is a truth that connects all of our visions for human rights.

NYC, USA, May 2003



Devaki Nambiar

"I am particularly excited about the way in which our partnership made it possible to connect the labor movement's support of immigrant workers' rights to international movements for racial justice and human rights. ...It was inspiring to see how enthusiastic the audience was to discuss the challenges we face on the issues of race, immigration, and human rights."

— CATHY FEINGOLD,

American Federation of Labor and Congress of Industrial Organizations

BREAKTHROUGH IN THE MEDIA

DAILIES

Amar Ujala
Andhra Prabha
Asian Age
Bay Area Business
Woman
Bombay Times
Business Line
Charlotte Observer
Dainik Jagaran
Deccan Chronicle
Dina Mani
Dina Sudar
Dinamalar
Economic Times
Financial Express
First City
Free Press Journal
Gomantak Times
Gujarat Samachar
The Herald
Hindi Milap
Hosadigantha
The Hindu
Hindustan
Hindustan Times
Indian Express
Janavahini

Loksatta
Mahanagar
Mid Day
Munsif
National Herald
Newsday
News Today
Newstime
Observer
Pioneer
Pune Midday
Punjab Kesari
Rashtriya Sahara
Saamna
Sakal
Samyukta Karmaloch
Sandhya Times
San Francisco Bayview
Sanjivarta
Screen
Statesman
Swatantra Vardha
Telegraph
Times of India
Udayavani
Washington City Paper

TV

Austin Music Network
B4U
Channel V
Doordarshan 1/2
ETC
News8 Austin
MNN
MTV
Oxygen TV
RACE TV
SET MAX
Sony
Star News
Star Plus
TV Asia
Voice of America
VH1
WorldLink TV
Zee Music
Zee News
Zee TV

RADIO

All India Radio
BBC
KPFT Border Crossings
Texas
National Radio Project
NPR
Radio Pacifica
Times FM
Voice of America
WBAI

MAGAZINES

Around Town
AsianWeek
AV Max
Bangalore Weekly
Femina Magazine
Film Fare
India Today
India Abroad
India Today
International
Mount Holyoke
Alumnae Quarterly
Ms. Magazine
News India Times
Outlook
Satya
Savvy Magazine
Society
The Week
Urban Edge

WEB

Challo.com
Corante.com
DesiTalk.com
EBolly.com
Financial Express
Girlsgoglobal.org
Indya.com
Kaumudiusa.com
Keralaonline.com
Koolindians.com
MouthShut.com
Themusicmagazine.com
MTV.com
Progressive Women's
Spiritual Association
Rediff.com
Satyacircle.com
Screenindia.com
Smashits.com
South Asian Women's
Forum (sawf.org)
Sulekha.com
Tehelka.com
Themusicmagazine.com
Tribuneindia.com
UN Chronicle.com
VOAnews.com
Women's Funding
Network
Womensnews.org

"Mann ke Manjeeré has made a breakthrough by claiming public space for woman's aspirations... That men have been closely involved in putting together Mann ke Manjeeré is a breakthrough of sorts in the gender debate which has primarily been a pre-occupation of women."

—THE HINDU

"Gawd, not some more wimmen's empowerment stuff," would have been the standard response to a film on the subject three weeks ago. But ever since the feisty Mita Vasisht has been seen on MTV and Channel V driving a truck, with dozens of women atop it, in the music video Mann ke Manjeeré ...viewers have been doing a double-take."

—THE TIMES OF INDIA

"The message of Junoon for Peace is that the terrorists who destroyed the World Trade Center on September 11 did not speak for Islam or for the vast majority of peace loving Muslims of the world."

—www.ebolly.com



Strains of feminine strength

"[Sarah Jones] made the audience laugh and cry, celebrate and despair and at all times empathize with the different struggles and experiences of being immigrants to the world's most powerful country, the US."

—DESI TALK

"The lyrics are mostly in Hindi, but the spontaneous beat of the music and the laughter of the women form a universal language."

—MS. MAGAZINE

"Using a catalogue with art and essays as well as music—they will recreate the magic and wisdom of the medieval poets to help a generation understand the essence of the pluralistic past."

—THE HINDU

"...The music never loses its credibility. Or its powerful ability to move us with songs on the theme of woman's empowerment. Absolutely brilliant."

—NEWSTIME

— AWARDS / ACCOLADES —

MANN KE MANJEERÉ: AN ALBUM OF WOMEN'S DREAMS

- Nominated – **Best Indipop Album** – Screen Awards 2001
- Nominated – **Best Artist, Shubha Mudgal** – Screen Awards 2001
- Nominated – **Best Music Director, Shantanu Moitra** – Screen Awards 2001

MANN KE MANJEERÉ: THE MUSIC VIDEO

- Winner – **Best Indipop Music V ideo** – Screen Awards 2001
- Winner – **Best Cinematography** – U Judge It! Film Festival 2003
- Nominated – **Best Indipop Music V ideo** – MTV Awards 2001

HAMAN HAIN ISHQ

- **Best Exhibition Award to Artist** – Haku Shah – India Habitat Centre 2003

MALLIKA DUTT

- **Spirit of Asian America A ward** – Asian American Federation of New York 2003
- **Phoenix A ward** – New York Asian Women's Center 2002
- **National Citizen's A ward** (India) for contribution to women & development 2001
- **South Asian W omen's Creative Collective** (SAWCC) Annual Achievement Award for outstanding contributions to the South Asian Community 2001

"By choosing popular mass media to spread empowerment messages to women and under-represented groups, Breakthrough plans to change the way we look at the world around us."

—India Today International

STAFF



Mallika Dutt
Founder/Executive Director



INDIA
Alike Khosla
Director – Operations



Vidya Shah
Director – Education



Devika Sahdev
Program Assistant



USA
Charlotte Lapsansky
Program Assistant



Devaki Nambiar
Program Assistant

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Atiya Ali	Zaynab Nawaz
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Maya Chandra	Rajal Pitroda
Gabrielle Galanek	Fareen Ramji
Saurav Ghosal	Rajat Rana
Inji Islam	Aparna Ravi
Sushma Joshi	Andy Rosen
Rashmi Kashyap	Shireen Santosham
Tarunabh Khaitan	Dharma Sears
Atreyee Majumder	Sumana Shetty
Badal Malick	Shrooti Singh
Abja Midha	Shubhra Tewari
Riya Mukherjee	Dana Veeraswamy

TRUSTEES - INDIA

Benu Kumar: Director, Delhi operations for Designers, Abu Jani and Sandeep Khosla.

Gaurav Mazumdar: Internationally renowned composer, classical sitar player and disciple of Pandit Ravi Shankar.

Pramila Phatarphekar: Special Correspondent, *Outlook Magazine*.

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Bishakha Datta, Programme Director, Point of View – promoting women's perspectives through media, Mumbai.

Anjali Gopalan, founder and Executive Director of the Naz Foundation (India) Trust, New Delhi.

Indira Jaising, Director, Women's Rights Initiative, Lawyers' Collective, India

Sangita Jinda I, founder, Jindal Art Foundation and Honorary Director of the Jindal Creative Interaction Centre at the National Centre for the Performing Arts in Mumbai.

Karin Miller-Lewis, a curator, writer and teacher on the contemporary art of South Asia and the South Asian diaspora in the US.

Pankaj Pachauri, Senior Editor and prime time anchor for NDTV News, New Delhi.

DJ Rekha, founder, Basement Bhangra and co-founder of Mutiny and Bollywood Disco, New York.

Mary Robinson, former President of Ireland (1990-1997), United Nations High Commissioner for Human Rights (1997-2002); currently Director, Ethical Globalization Initiative, New York.

Kathy Sreedhar, Director, Unitarian Universalist Holdeen India Program, Washington DC.

Davia B. Temin, President of Temin and Company Incorporated, international strategic marketing firm, New York.

Dorothy Q. Thomas, former Founding Director, Human Rights Watch Women's Rights Program and MacArthur Fellow, New York.

Shyama Venkateswar, Associate Director of the Asian Social Issues Program (ASIP) at the Asia Society, New York.

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Sangita Jindal	Star TV

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SUPPORTERS of "WAKING THE AMERICAN DREAM" EVENTS

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Astraea Lesbian Action Foundation	The Family Violence Prevention Fund	Third Wave Foundation
College of New Rochelle, School of Arts and Sciences	Institute of Caribbean Studies	Women's Caucus for Gender Justice
	International Human Rights Law Group	Women's Program of World Conference on Religion and Peace
	MADRE	

SPECIAL THANKS

Leena Aparajit	Cinemaya	MADRE	Dr. Niranjan Rajyaguru
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Ajanta Dutt	Jeffrey Lewis	Malavika Rajkotia	Barbara Wilson
Elina Dutta			

Consolidated Income and Expenditures

Breakthrough functions through two independently registered not-for-profit affiliate offices in India and the US. While some program areas overlap, others are specific to each geographic area.

INDIA (10/1999 – 6/2003)

Breakthrough is a charitable trust registered under Section 12A of the Income Tax Act, 1961. Our FCRA application is pending. We have not included in-kind contributions in this statement.

<u>REVENUE</u>	USD	Rupees
Foundation/UN grants	132,603.85	63,64,985.00
Individual contributions	25,667.71	12,32,050.00
Royalties	12,811.71	6,14,962.00
Interest Income	2,981.60	14,3117.00
TOTAL REVENUE	174,064.88	83,55,114.00
<u>EXPENSES</u>		
Program	108,179.27	51,92,605.00
Administrative	19,488.83	9,35,464.00
Fundraising	1,888.88	90,666.00
TOTAL EXPENSES	129,556.98	62,18,735.00
TOTAL BALANCE	\$ 44,507.90	Rs. 21,36,379.00

UNITED STATES (6/2001 – 6/2003)

Breakthrough is a registered not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code. The US statement reflects income and expenses since Breakthrough's acquisition of not-for-profit status in 2001. Prior to this, Breakthrough received grants up to \$350,000 while operating as a project of MADRE and Sakhi.

<u>REVENUE</u>	USD
Foundation grants	282,313.55
Individual contributions	2,979.00
In-kind Contributions	89,765.00
Special event income	13,158.38
Sales	7,727.00
Interest Income	654.55
Other Income	245.32
TOTAL REVENUE	396,842.80
<u>EXPENSES</u>	
Program	213,860.46
Administrative	33,419.14
Fundraising	8,830.61
TOTAL EXPENSES	256,110.21
TOTAL BALANCE	\$ 140,732.59

Reflections on Mallika Dutt's Human Rights Scholar-in-Residence Series

"Mallika talked about many key terms and issues. She emphasized the point that human rights must not be looked at in terms of victims but also vision. We cannot simply focus on the suffering involved in human rights violations, instead we must look forward and envision what can be done to correct the abuses and help victims to move ahead, starting anew. Mallika says that if we let human rights speak only in terms of violation, we will be stuck there, unable to move and advance. She spoke of identities being intersectional, meaning that everyone carries many "labels." I am a female, Caucasian, college student, heterosexual, middle class, rape victim. If I place myself in only one of those categories, I exclude many people from my understandings, backgrounds, and opinions. Mallika says human rights are interdependent. Without human rights, we cannot exist as a society.

Mallika's presentation made me look at human rights on a more local scale. She emphasized the fact that everyone, at some point in his or her life, plays the role of victim and abuser. This had never occurred to me. As a middle class Caucasian woman, I have not experienced many, if any, cases of discrimination in my life. For this I am very lucky, and much of what Mallika said made me realize this. Mallika's work was inspiring and empowering. She has been so amazingly successful in raising awareness in the mainstream public of issues that affect their everyday lives. Her ideas and actions are revolutionary. Her presentation at CNR definitely affected me, and much of the student body, in a very positive way. She forced me to look at human rights as a local issue and not just something in other parts of the world. She stepped out of traditional human rights education boundaries, and in turn encouraged us to do the same. Her in your face attitude and powerful visuals made intense impacts on our students, and her message will not soon be forgotten."

—Sarah Bixler, College of New Rochelle

BREAKTHROUGH

building human rights culture



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