

FIRST CSR PROJECT “OORJA”
TRAINING PLATFORM FOR
Youth & Adolescents for Action

A CSRI INITIATIVE

SUPPORTED BY POWER TRANSMISSION COMPANY GOVT. OF BIHAR
(2023-2024)

Since March 2024 the Power Transmission Company, Department of Energy, GoB has approved our Organisation to conduct a 1 year training program for adolescents on Child Abuse and Cyber Crime and youths on Gender and Sexual Harassment under CSR1.

It aims to provide a platform that would provide space both for intellectual quests, investigations and debates. **The training programme** is conceptualised in order to develop, promote and disseminate knowledge about youths’ role in society. The purpose is therefore to begin a discussion through the training on a range of critical themes that can help map the current scenario, build agendas for urgent research, and perhaps generate alternative proposals towards a more meaningful and just approach to relevant social and behavioural perspective. It is designed to enrich understanding of relevant issues for both men and women through a cross-disciplinary perspective. The programme has also been created to honour Organizational commitment to social justice and empowerment. Since this training is to equip the students with knowledge, awareness on relevant social issues, we are involving female and male students.

Till date we have trained 2400 students.

**SECOND CSR PROJECT ‘ABHIYAAN’- THROUGH INFORMATION, EDUCATION &
COMMUNICATION (IEC) CAMPAIGNS FOR BEHAVIOURAL CHANGE**

SUPPORTED BY POWER TRANSMISSION COMPANY GOVT. OF BIHAR
(2024-2025)

Bihar is a state known for innovations and has implemented different activities to help women, children, adolescents and youths and senior citizens in their education, sports, and skill development and behavioural pattern. These initiatives have been undertaken to promote behavioural change, and ensure right to holistic development. The initiatives are collaborative as they involve government bodies, educational institutions, and community-based organizations to achieve the objectives of the campaign.

The Power Transmission Company has spearheaded our gender-focused initiatives aimed at addressing inequalities, promoting gender equality and behavioural change through CSR initiatives. In this context, **PROJECT 'ABHIYAAN'- THROUGH INFORMATION, EDUCATION & COMMUNICATION (IEC) CAMPAIGNS FOR BEHAVIOURAL CHANGE** will focus mainly on gender campaign, to raise awareness on Gender- Based Violence (GBV) across life stages of women and girls and promote reporting to enhance collaboration among stakeholders to enable safe redress along with other relevant issues affecting our society. Building on this awareness generation and mobilisation activities it will be undertaken with the aim of deepening stakeholder awareness of different forms of problematic issues and forging convergence to strengthen access to safe redress mechanisms. The campaign will engage a broad spectrum of participants, including men, women, youth and adolescents.

Along with other activities, our Campaign's primary goal is to enable stakeholders to identify instances of GBV, speak up, seek support, show solidarity, and act. The aim is to empower women and gender-diverse individuals by dismantling structural barriers that hinder their right to live with dignity, free from gender based and intersectional identity, discrimination and violence. The Campaign will cultivate a widespread understanding of the issue through IEC and Advocacy campaigns.

IEC campaigns comprise a range of approaches, activities, and outputs that strive to achieve:

- Mobilising communities through the dissemination of information
- Fostering awareness and driving action through educational efforts
- Facilitating enduring behavioural shifts through targeted communication

Considering the people's resistance to accepting behavioural change, the messaging of the campaigns will be repeated multiple times for them to be incorporated by the people. By utilising diverse communication channels and strategic approaches, we will empower individuals to make informed decisions and contribute to positive societal transformations. The Information, Education & Communication (IEC) strategy also aims to create awareness and disseminate information regarding the benefits available under various schemes/programmes of the government and to guide the citizens on how to access them. IEC strategy will be catered to the different needs of the urban masses and urban slums through various tools used for communication.

The organization is working on the following Awareness Programme on following issues to achieve the goal-

ISSUES

- a) Gender
- b) Menstrual Hygiene (including good touch and bad touch)

- c) Cyber Crime
- d) Child Abuse
- e) Drug and substance abuse
- f) POSH
- g) Clean City- Swachh Swasth Evam Samruddh campaign (to build public sanitation and hygiene practices)
- h) Legal Issues
- i) Mental Health
- j) Security Issues (Dial 112, FIR, DIR, ZERO FIR, One Stop Center etc...)
- k) Consumer Awareness
- l) PCPNDT ACT
- m) Dowry

TOOLS FOR ADVOCACY CAMPAIGNS

- Booklets on relevant social, health (Impact of Stress on Women Health) and legal issues, dowry prohibition act
- Nukkad Naataks
- Distribution of self defense toolkits for women safety
- Awareness camps and free health check-ups of pregnant mothers and children in urban slums
- The Public Information Campaigns will include pasting of Posters on Bus Panels, Cinema halls, College campus, Wall Painting
- Jago Grahak Jago publicity campaign in improving consumer awareness and promoting proactive purchase behavior. Addressing issues such as ISI certification, expiry date, hallmark, labeling, MRP, and weights and measures to make the campaign prove effective
- Counseling sessions for mental health awareness
- Exposure visits to Emergency Response Service System Center (Dial 112)
- Gender Champions and felicitation of meritorious girls to promote equal rights to girl child
- Theme based workshops to celebrate Girl Child Day, Menstrual Hygiene Day, Women's Day (March 8), Swachh Bharat Diwas, Global Hand washing Day etc
- Awareness Workshop On Elimination of Violence against Women (From 25 Nov., 2025 to 10 December, 2025) in campus

PUBLICATIONS

Since 2014 Equity Foundation has also been publishing a quarterly Hindi Journal titled 'Manjari-stree ke mann ki' (www.emanjari.com). It was conceptualised for raising issues related to women and society. It is registered under Department of Registration, GoI. The web URL is www.emanjari.com.

- * Mukhiya ki Diary
- * Encyclopaedia of Gender Terminologies
- * Women Struggle for Existence
- * Gender & Budget
- * Cartoons, Posters & Illustrations on various social issues

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- b) **NAAYIKA-APNE JEEVAN KI**-Publication of quarterly magazine for Women & Child Development Corporation (GoB)
- c) **NAVRANG**- Publication of quarterly magazine for Department of Art & Culture, GoB
- d) **Aahaar Bihar** - Food Atlas of Bihar (Coffee Table Book)- Department of Tourism, GoB

REGISTRATION

1. The Foundation is registered under Society Registration Act, 1860
2. 80 G
3. 12 A
4. PAN
5. Darpan ID (Niti Ayog)
6. Apple Benetivity Fund
7. FCRA
8. CSR1
9. RNI Registration for Hindi Magazine 'Manjari'
10. ISO