



GIRL RISING INDIA

Building a Movement for Girls Through Powerful Storytelling

Girl Rising uses the power of storytelling to inspire, shift attitudes and change behavior. In India, Girl Rising's powerful media tools have made meaningful strides towards increasing the agency of girls and women, and inspiring community members to support the movement for gender equality.

Girl Rising Film Comes To India

After a close consultation with Prime Minister Narendra Modi and a partnership with the Ministry of Women and Child Development, the Girl Rising film was launched in India in August 2015 as *Woh Padhegi, Woh Udegi* (She Learns, She Rises) on Star television, which has a network of 450 million viewers across the country and a reach of 100+ countries. The film harnessed the talents of India's biggest Bollywood stars including Priyanka Chopra, Freida Pinto, Parineeti Chopra, Kareena Kapoor Khan, Madhuri Dixit, Sushmita Sen, Amitabh Bachchan, Nandita Das, Farhan Akhtar, and Alia Bhatt, all of whom lent their voices to the film. Celebrities promoted the launch through their social media networks, and #IAMGirlRising trended No. 1 on Twitter India.

Film Screenings

To stir important conversations about girls' education among corporations, communities, universities and neighborhoods, a screenings program was launched soon after the television broadcast of the film. Under this program, *Woh Padhegi, Woh Udegi* was re-purposed for NGO and corporate audiences. Each version consisted of 3 stories from *Woh Padhegi, Woh Udegi* and was complemented by a screenings toolkit that contained resources including discussion guides, Director's Q&A, and promotional materials to help steer conversations around barriers to education.

- Nearly 700 screenings of the film by communities, corporations, and NGOs reaching out to over 60,000 individuals.
- Corporate giants such as JP Morgan and Intel have leveraged the film in celebration of milestone days such as International Women's Day.

Campaign with Girl Rising Ambassadors

Girl Rising produced public service announcements (PSA) in partnership with the Ministry of Women and Child Development. The first PSA brought together Girl Rising Ambassadors to highlight the importance of girls' education. This PSA was disseminated by the Ministry across television networks and 3000 cinema halls for a period of 4 months, followed by re-runs.

At the 60th convening of the Commission on the Status of Women (CSW) in New York, the Ministry of Women and Child Development screened this PSA to showcase its efforts to achieve gender equality.

We Dream We Rise

Girl Rising's *We Dream, We Rise* campaign centered around a 90-second public service commercial, and launched across social media channels to mark International Day of the Girl 2016, inspiring audiences to break away from gender stereotypes and to dream big for girls and boys equally. The Ministry of Women and Child Development broadcasted nationwide in cinema halls, across television in 5 languages and on radio stations. Priyanka Chopra, Preity Zinta, Mahesh Bhatt, Freida Pinto, Pooja Bhatt & other celebrities amplified the campaign on social media.

- Through a gamut of networks, the campaign reached 25 million people garnering 600,000 views.
- Setting it apart from other campaigns was its 2% engagement rate - higher than the industry average of 1%.

A participant survey, led by The George Washington University, examined perceptions and actions among adults who had viewed the campaign:

- 92.9% believed the campaign was convincing.
- 88.2% felt inspired by the 'We Dream, We Rise' commercial.
- 87.4% reported that they were likely to become an advocate for girls education after viewing the commercial.
- 84.8% reported that they were likely to volunteer for organizations that support girls education.
- 86.6% reported that they were likely to learn more about girls education programs.

