Promoting HeForShe campaign at IIT Delhi’s college festival ‘Rendezvous 2014’

Background

The 20-year review of the Beijing Platform for Action (Beijing+20) progress takes place at a strategic moment: the global community is intensifying efforts towards the achievement of the Millennium Development Goals (MDGs) and work on shaping a post-2015 development agenda and sustainable development goals (SDGs) is intensifying. The engagement and contribution of civil society is core to not only the successful implementation of the BPfA and UN Women’s Beijing+20 campaign, but also to achieving concrete goals of universal gender equality in the near future. For women’s rights to become a universal reality, UN Women believes that it is critical to engage all stakeholders in support of the women rights movement including the active participation of men and boys.

Developed in support of UN Women’s Beijing+20 efforts, HeForShe is a solidarity movement for gender equality to engage men and boys as advocates and agents of change for the achievement of gender equality and women’s rights. The campaign encourages them to speak out and take action against inequalities faced by women and girls and is being implemented across the global over the next 12 months until September 2015. The campaign aims to engage one billion men to help communities around the world develop sustainable and transformative programs to promote gender equality.

Partnership

UN Women is working with partners to increase public interest in gender equality and rights-based discourses through compelling public outreach and advocacy efforts that will culminate in large scale events in India in the months of November. One of which is the 2nd Men Engage Global Symposium, an acclaimed forum that seeks to mobilize and advocate with men and boys everywhere to take greater interest in gender issues and a Sounds of Freedom concert which is to be scheduled later this year. A series of outreach activities that engage men and boys in schools, colleges, Universities through various methods like cultural events, film shows, and social media, community engagement using meetings, workshops, street theatre, and film shows with communities that the NGO partners of MenEngage work with, have started to take place in the run up to these two event. UN Women is augmenting the substantive and outreach elements of MenEngage by providing Beijing+20 content and HeforShe campaign materials to further the message of working with men and boys for gender justice.

UN Women is collaborating with MenEngage and Teamwork Arts to optimize advocacy and outreach to university students – boys and girls – from across India. The objective is to inspire conversation and action that will result in greater awareness about gender equality in general and the role of men and boys for gender justice in particular.

As part of this outreach activity UN Women, MenGengage Global Sysmposium and Teamwork Arts are collaborating with Rendezvous 2014 - the annual cultural festival of the Indian Institute of Technology (IIT) Delhi, Delhi which is being held from 17-20 October 2014. This year it is expected to see footfall of
more than 60,000 over a period of four days and 200 events, with an outreach to more than 650 colleges across India.

Proposed events

Panel discussion: UN Women will organize a panel discussion on the subject of ‘the responsibility of men and boys to participate in the global movement to promote women's rights and gender justice, both as advocates and stakeholders.’ The panel will comprise of Dr. Rebecca Tavares (Representative, UN Women Multi-Country Office), Dr. Abhijit Das (CHSJ), Dhruv Arora (gotstared.at), Mr. Adil Asif (MenEngage) and Ms. Shazia (Moderator). Brief remarks will be made by Frederika Meijer (Representative, UNFPA) (TBC) and Louis-George Arsenault (Representative, UNICEF) (TBC). Opening comments to be made by: H.E. Ms. Maneka Gandhi, Minister, Ministry of Women and Child Development (TBC). Closing remarks are to be made by Ms. Lise Grande, UN Resident Coordinator (TBC).

Date: 18th October 2014  Time: 3pm  Venue: Seminar Hall, IIT Delhi

Target audience: 600 university students of 18-25 years

HeForShe booth: UN Women will set up a HeForShe booth in collaboration with MenEngage and Teamwork Arts to engage participants at the Rendezvous festival. The booth will be attractively designed and will carry information on the campaign, Beijing+20, MenEngage global symposium and the Sounds of Freedom. The participants will be encouraged to sign up and express their support for gender justice and equality, and UN Women will photograph and videotape these statements for the campaign.

Date: 17-20 October 2014  Time: All day  Venue: IIT Delhi grounds

Target audience: 60,000 university students of age group 18-25 years

A cappella performance: Teamwork Arts will train and prepare an a cappella group to perform songs based on the theme of gender equality and women’s empowerment in the festival. This performance will be featured at the beginning of the college festival’s a cappella competition.

Date: 18 October 2014  Time: 2pm  Venue: Seminar Hall, IIT Delhi

Target audience: 600 university students of age group 18-25 years

Street theatre performance: Teamwork Arts will train and prepare street theatre group to perform a play based on the theme of gender equality and women’s empowerment in the festival. This performance will be featured at the beginning of the college festival’s street play competition.

Date: 18 October 2014  Time: 10am  Venue: Seminar Hall, IIT Delhi

Target audience: 600 university students of age group 18-25 years