



JUNE 2012

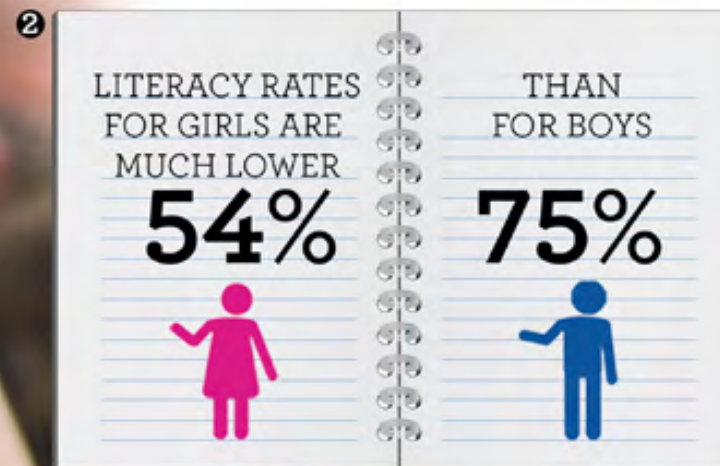
ALL PROGRAM STATISTICS



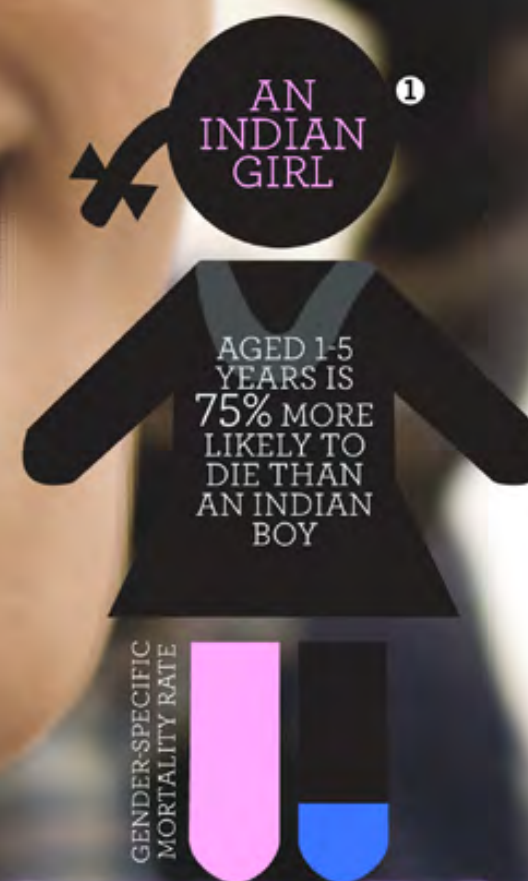
FEBRUARY 2014

ARE AS OF DECEMBER 2013

IT'S OFFICIAL, **INDIA** IS THE MOST DANGEROUS PLACE ON EARTH TO BE A GIRL



22% OF WOMEN IN INDIA, WHO ARE NOW AGED BETWEEN 20-24 YEARS GAVE BIRTH TO A CHILD BEFORE THEY TURNED 18.



OF THE WORLD'S DAILY 39,000 CHILD MARRIAGES OCCUR IN INDIA

OF ALL MARRIAGES IN INDIA THE BRIDE IS A CHILD

GIRLS MARRIED YOUNG ARE MORE VULNERABLE TO INTIMATE PARTNER VIOLENCE AND SEXUAL ABUSE

5

THE AVERAGE INDIAN WOMAN IS 100 TIMES MORE LIKELY TO DIE OF A MATERNITY RELATED CAUSE THAN WOMEN ELSEWHERE

1 UNITED NATIONS DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS (UN-DESA), DEMOGRAPHIC YEARBOOK 2010
 2 UNICEF REPORT
 3 WORLD HEALTH ORGANISATION (WHO)
 4 WORLD BANK, IMPROVING WOMEN'S HEALTH IN INDIA, VOLUME 1
 5 UNICEF, STATE OF THE WORLD'S CHILDREN REPORT 2012

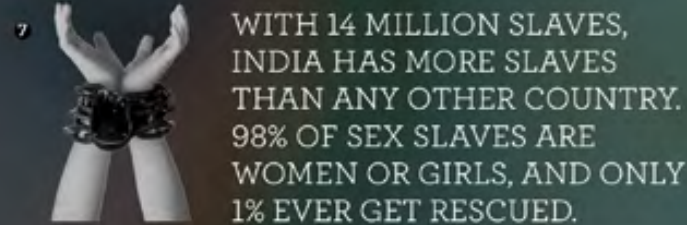
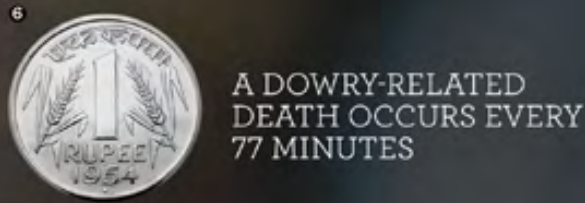


¹ **INDIA** IS RATED THE 4TH WORST COUNTRY IN THE WORLD IN TERMS OF FREQUENCY AND SEVERITY OF VIOLENCE AGAINST WOMEN

² VIOLENCE IS THE LEADING CAUSE OF DEATH OF WOMEN AGED 16-44

³ A VIOLENT CRIME IS COMMITTED AGAINST A WOMAN EVERY 3 MINUTES

WHAT KIND OF VIOLENCE?



WHERE IS SHE LEAST SAFE?



IT'S NOT...

WALKING HOME AT NIGHT



AT MALE-DOMINATED WORK AREAS



BUT, IN HER OWN HOME

¹ **54%** Women **53%** Girls
51% Men **57%** Boys
Agree that Domestic Violence is **acceptable**



⁴ DOMESTIC VIOLENCE IS **INCREASING** EVERY YEAR BY



² **2 OUT OF EVERY 5** ABUSED WOMEN WILL NEVER SPEAK ABOUT THE ISSUE

ONLY **1 OUT OF EVERY 4** ABUSED WOMEN WILL EVER SEEK HELP



AN ESTIMATED **40 - 80%** OF WOMEN IN INDIA FACE ABUSE AT HOME.

¹ THOMAS REUTERS FOUNDATION, 2011
² UN WOMEN
³ INDIA NATIONAL CRIME RECORDS BUREAU, CRIME IN INDIA, CHS CRIMES AGAINST WOMEN, 2012
⁴ INDIA NATIONAL CRIME RECORDS BUREAU, CRIME IN INDIA, CHS CRIMES AGAINST WOMEN, 2012
⁵ GOVERNMENT OF INDIA, MINISTRY OF WOMEN AND CHILD DEVELOPMENT, STUDY ON CHILD ABUSE IN INDIA, 2007
⁶ INDIA NATIONAL CRIME RECORDS BUREAU, CRIME IN INDIA, CHS CRIMES AGAINST WOMEN, 2012
⁷ GLOBAL SLAVERY INDEX

¹ PERCEPTIONS OF WOMAN AND MEN UNICEF, 2012
² GLOBAL REPORT CARD ON ADOLESCENTS 2012, UNICEF
³ INDIA NATIONAL CRIME RECORDS BUREAU, CRIME IN INDIA, CHS CRIMES AGAINST WOMEN, 2012
⁴ NO PRIVATE MATTER, DASRA, 2013
⁵ SOURCE PROVIDED ON REQUEST



4 COUNSELING CENTERS



My Choices has 4 operational counseling centres. 3 of our Counseling Centers are in Hyderabad in the areas of Falaknuma, Golconda, and Lakdikapul. We also have one new centre in Warangal District catering to Andhra Pradesh's fourth largest city.



My Choices has trained 8 PeaceMakers specifically to raise awareness among school girls ages 12-17 years old. Endeavoring to end abuse before it begins in the lives of young girls, the school program brings education on gender equity, domestic violence, sexual abuse, child marriage and human trafficking.



My Choices runs community awareness building events called Basti (Colony) Meetings to reach out to the greater communities surrounding our counseling centers. While our PeaceMakers work to transform homes from the inside out, these meetings give them the chance to speak to other stakeholders in society and hopefully encourage a more pervasive, communal transformation.



My Choices has two effective mobile counseling options. First, we started a SMS helpline, that can be reached by SMSing 'choices' to 56767. Second, we have partnered with social mobile app, Mxit, to build a counseling app that provides women with 100% free and anonymous online counseling.



PEACE MAKER TRAINING!



63 CURRENTLY ACTIVE IN THE FIELD!



16,706 HOURS



PeaceMaker
PROFILE



- MARRIAGE**
- 71% Married
 - 22% Unmarried
 - 3% Divorced
 - 3% Widowed



- AGE**
- 2% Age 55-60
 - 11% Age 45-55
 - 33% Age 35-44
 - 37% Age 25-34
 - 17% Age 18-24



- EDUCATION**
- 10% 5th-8th Grade
 - 37% SSC (10th Grade)
 - 17% Intermediate (12th Grade)
 - 32% Bachelors
 - 5% Masters



PARVEEN

I own my own beauty parlor that specializes in in-home services. This is how I end up meeting so many people who need help in their own homes. Even big, big [influential] families have opened up to me.

I have gotten many of my cases through referrals all because of one successful case. I had one case that seemed hopeless, but turned around so miraculously that it has caused so many others to come ask for help. They think, if this case was successful, then why can't theirs also be!

In this case - the one with miraculous turn around - the woman was a mehndi artist in my salon. The woman had been undergoing abuse from her husband and in-laws. Her husband did not support the family, or pay for anything that their children needed. He stole from his wife's parents and never reconciled with them. He and his family even made attempts to take his wife's life by immolation (setting on fire). They threw fuel on her, but luckily the matches they threw never took and failed to set her on fire. Fights between the couple erupted over every little detail, creating a chasm of distrust. The wife saw no way out. She carried on in silence.

It was a slow start, trying to persuade her to talk to me about her difficulties at home. She was afraid that I needed to be paid to give her help, but I assured her that my help would be free. Eventually she opened up and asked me to do a counseling session with her and her husband. She was shocked at her husband's receptivity. In the presence of a PeaceMaker, he seemed to be on his best behavior. Within two sessions, things had turned around for them. The husband stopped the major physical abuse, and the verbal abuse had lessened greatly. I haven't closed the case because I want to make sure the change will last. It took outside intervention to get the husband to realize that what he was doing was wrong and to stop abusing, I don't want to leave the wife unsupported yet. They are willing to do more counseling sessions, so I will take time before I say this case is closed. Not every case has such a drastic and quick turnaround, that's why it is one of my most memorable.

I used to be afraid of the victim's families. Not anymore. I've learned how to stand up for myself and communicate what a PeaceMaker does confidently. Even my personal life has been completely changed by this confidence. I've stopped blaming myself for everything that seemed to be going wrong in my life. I have realized that other people have much more difficult things going on, and I can take care of my own issues. I know now how much I can help people. It doesn't matter what the problem is - the lack of a job, the lack of purpose in life, or abuse - I learned how to find solutions. I find problems wherever I can and try to help find the solution!

I used to run to my parent's house after every argument with my husband. I thought that was the way. Now I use my skills to manage my relationship with him. My husband loves it that I have changed! He used to doubt me a lot, always asking what I am up to and where I am going. Now he trusts me, and he respects the skills I've learned. I was married at 14 years old and faced domestic abuse myself. I didn't know anything, and I've always been shy. I used to be helpless. Now I know I am a role model. I see many young girls and other families taking hope in my story.

OUR STORIES

"I USED TO BE HELPLESS.
NOW I AM A ROLE MODEL
FOR YOUNG GIRLS!"



SARA FATIMAH

My favorite case was also my most difficult case. It was very challenging, but it went from the point of no return to the point of reconciliation. Thankfully, I got the case more recently, so I had the confidence to handle it.

The daughter of the principal of the school I went to as a young girl came to me for help with her marriage. Her husband is a Hafiz, a religious leader who teaches in the mosque. He is very well respected in their community, but he didn't work or provide anything for his family. Under some pretext, he would take his wife and two children to her mother's house, then he would leave them there and return to his village. He refused to work, and refused to live with or even near his family. For seven months at a time he would just abandon them at his in law's home. The wife came to me when he made arrangements to move to Dubai to work. She felt that if he left, it would be the end of their family. As it was she never saw him except when he wanted something from her.

By some miracle his wife convinced him to take a counseling session. He told me it was the worst day of his life having to sit in front of a woman and be counseled. In his culture, he said, if a woman goes so far as to bring private family matters into the open, it is assumed that the man will divorce her on the spot; it is an unspoken rule that divorce is immediate if the wife rebels.

Despite his misery in talking to me, he assured me he would start sending money to his family from Dubai. I told him, that this is no way to treat his family. His wife wanted a relationship with him, to feel like they had some understanding. Even if he did send money from Dubai, this would not give his wife any assurance in the foundation of their marriage. How could she trust him?

I wasn't sure what he was going to do, but then I got a call. "I missed my flight to Dubai because of your counseling!", he said. He was angry, but he knew he was doing the right thing. This couple has now been through several counseling sessions. The husband has gotten a job, and taken a house in the city so that he can live with his family. Now when I call the wife's phone, her husband will answer just to say hello and how are you. Even he is enjoying the change in his family life. He understands what it is to work for and respect his family.

OUR STORIES

"HE TOLD ME IT WAS THE WORST DAY OF HIS LIFE HAVING TO SIT IN FRONT OF A WOMAN AND BE COUNSELED."

Case PROFILE



AVERAGE CASE LOAD PER PEACEMAKER

678
CASES OPENED

317
CASES IN PROGRESS

361
CASES CLOSED





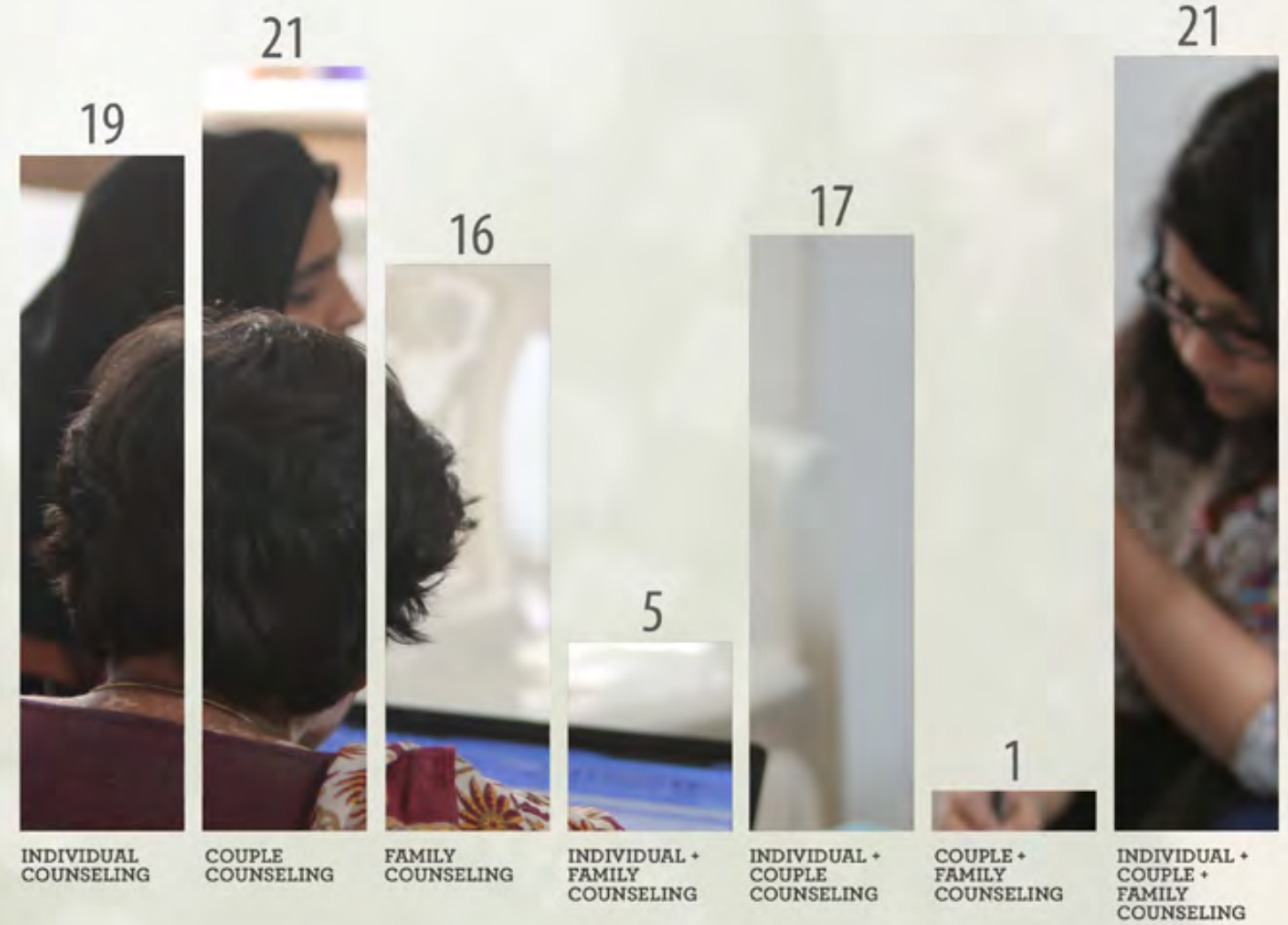
PROBLEM TYPE



77% OF CASES HAVE BEEN RESOLVED PEACEFULLY FOR THE SURVIVOR AND FAMILY
15% OF CASES ARE UNRESOLVED
8% OF CASES THE VICTIM WAS UNRESPONSIVE OR NON-COOPERATIVE

COUNSELING TYPE

* ALL NUMBERS ARE PERCENTAGES OF CASES OF EACH TYPE



Case PROFILE

DAYS

SESSIONS

CASE TIMELINE

104 DAYS ON AVERAGE SPENT HANDLING ONE CASE UNTIL CLOSURE.

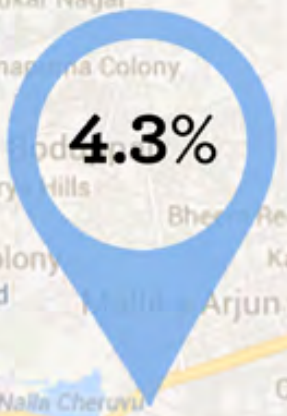
7.6 COUNSELING SESSIONS ON AVERAGE CONDUCTED WITH A PEACEMAKER BEFORE CASE CLOSURE.

51

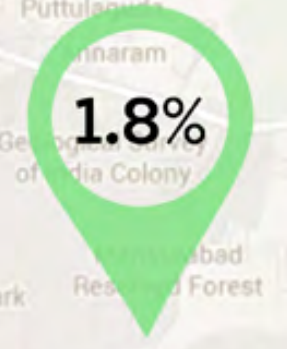
CASES BY AREA

FALAKNUMA	8.5%
HAFIZ BABA NAGAR	7.2%
CHANDRAYANGUTTA	6.9%
VATTEPALLY	6.9%
YAKATPURA	6.3%
NAWAB SAHEB KUNTA	5.0%
SECUNDERABAD	5.0%
SHAHEEN NAGAR	4.1%
MALAKPET	3.9%
RED HILLS	3.3%
RIYASAT NAGAR	3.0%
KISHAN BAGH	2.8%
TALAB KATTA	2.2%
OTHER AREAS	1.9%
SANTOSH NAGAR	1.9%
VIKARABAD	1.9%
RAMNASPURA	1.7%
TAD BAN	1.7%
BANDLAGUDA	1.4%
ACHI REDDY NAGAR	1.1%
HUSSAINI ALAM	1.1%
NAMPALLY	1.1%
BAHADURPURA	0.8%
DABEERPURA	0.8%
LAL DARWAZA	0.8%
PATHAR GATTI	0.8%
UPPU GUDA	0.8%
ALIABAD	0.6%
ASIF NAGAR	0.6%
CHINTALMET	0.6%
DHOOLPET	0.6%
GACHI BOWL	0.6%
GOLCONDA	0.6%
JIYAGUDA	0.6%
KACHIGUDA	0.6%
LB NAGAR	0.6%
MALLEPALLY	0.6%
MEHBOOBNAGAR DIST	0.6%

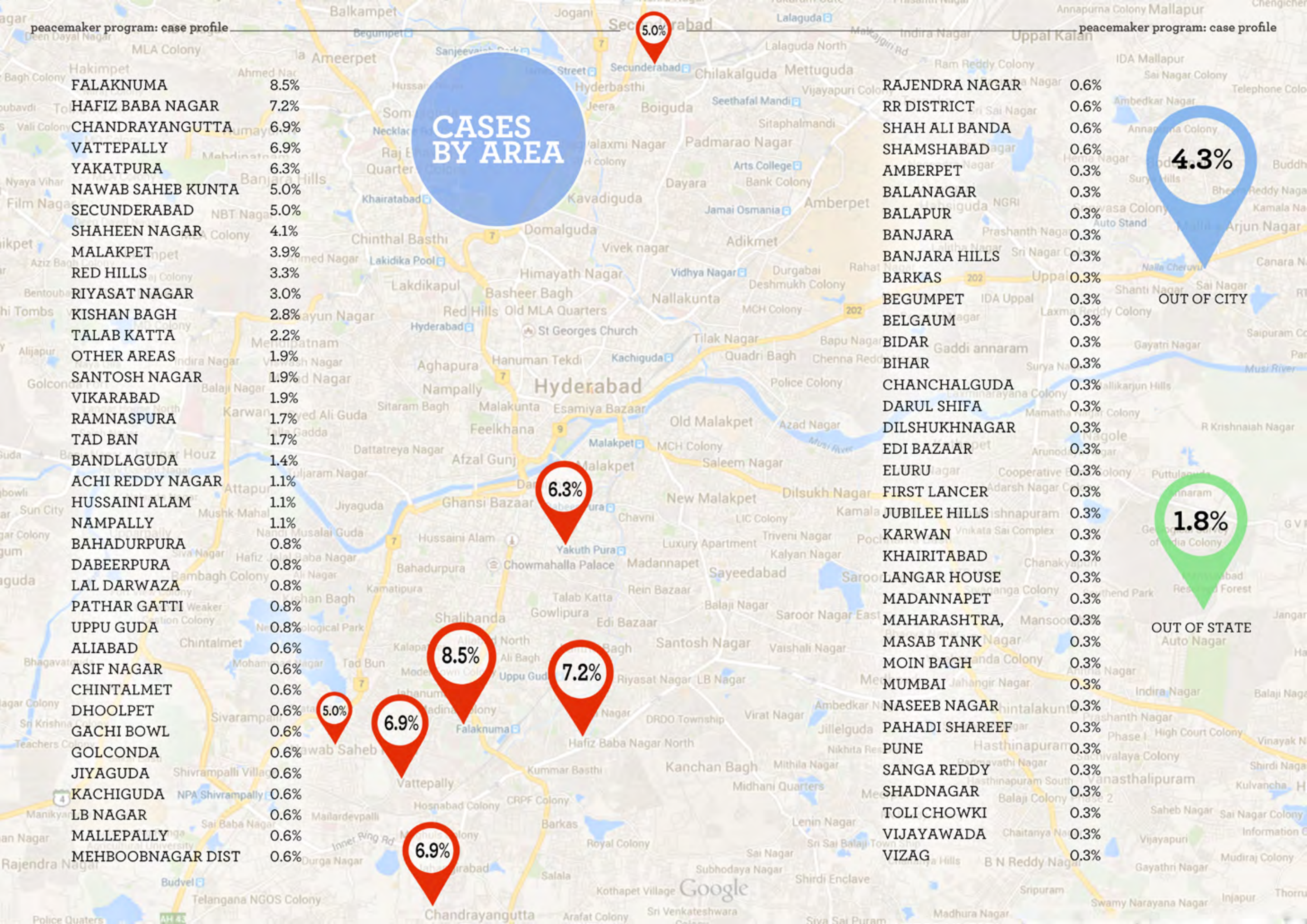
RAJENDRA NAGAR	0.6%
RR DISTRICT	0.6%
SHAH ALI BANDA	0.6%
SHAMSHABAD	0.6%
AMBERPET	0.3%
BALANAGAR	0.3%
BALAPUR	0.3%
BANJARA	0.3%
BANJARA HILLS	0.3%
BARKAS	0.3%
BEGUMPET	0.3%
BELGAUM	0.3%
BIDAR	0.3%
BIHAR	0.3%
CHANCHALGUDA	0.3%
DARUL SHIFA	0.3%
DILSHUKHNAGAR	0.3%
EDI BAZAAR	0.3%
ELURU	0.3%
FIRST LANCER	0.3%
JUBILEE HILLS	0.3%
KARWAN	0.3%
KHAIRITABAD	0.3%
LANGAR HOUSE	0.3%
MADANNAPET	0.3%
MAHARASHTRA,	0.3%
MASAB TANK	0.3%
MOIN BAGH	0.3%
MUMBAI	0.3%
NASEEB NAGAR	0.3%
PAHADI SHAREEF	0.3%
PUNE	0.3%
SANGA REDDY	0.3%
SHADNAGAR	0.3%
TOLI CHOWKI	0.3%
VIJAYAWADA	0.3%
VIZAG	0.3%



OUT OF CITY

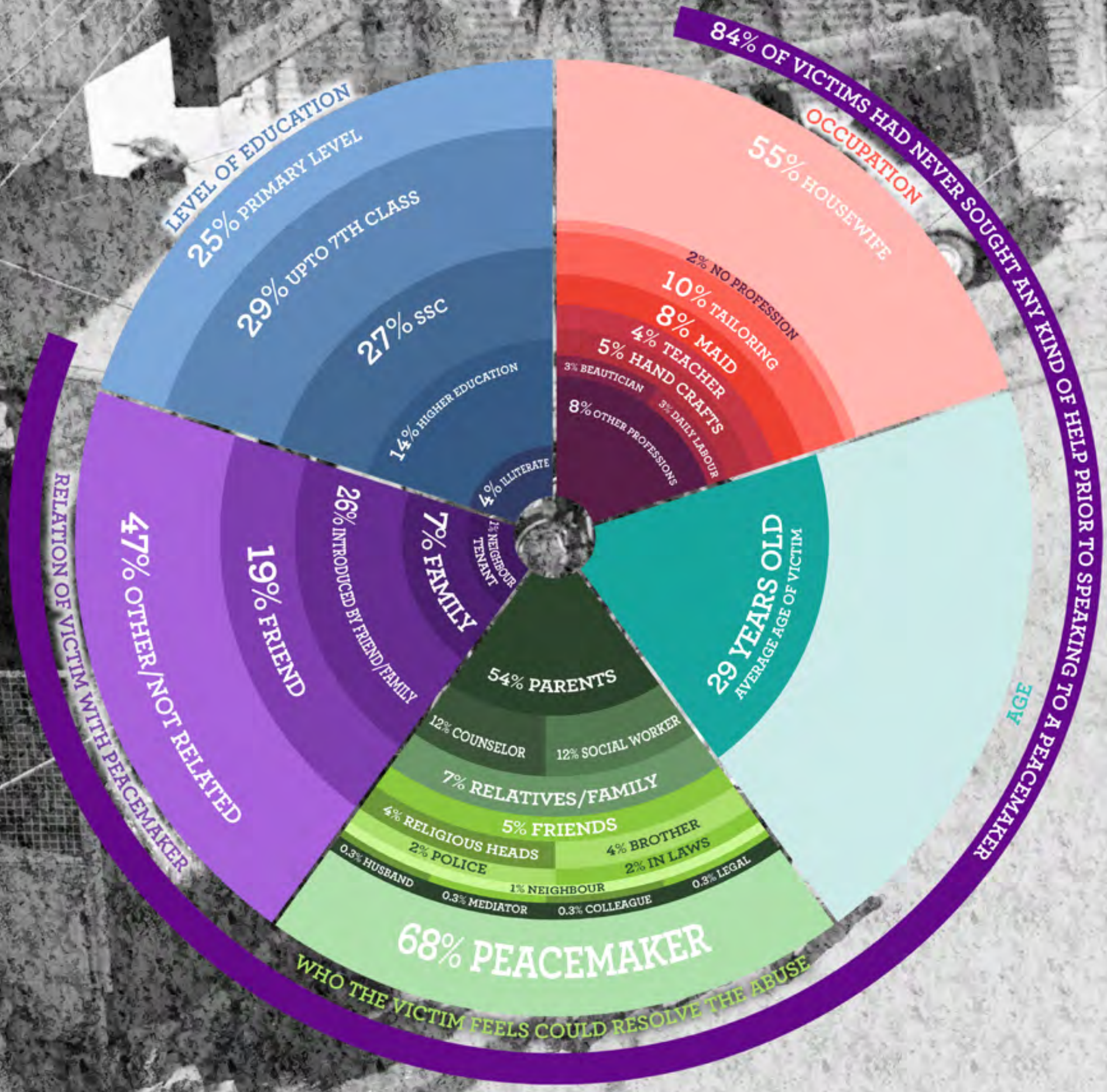


OUT OF STATE



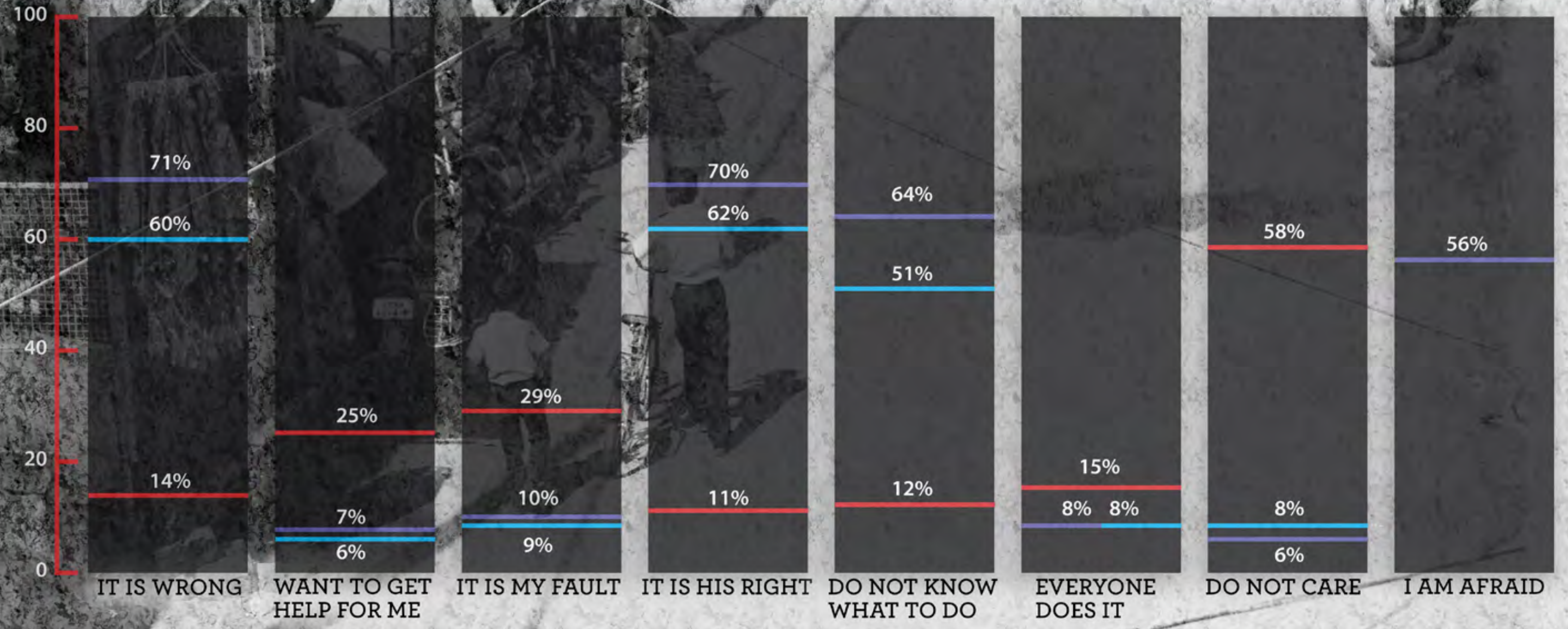


Victim PROFILE



Victim PROFILE

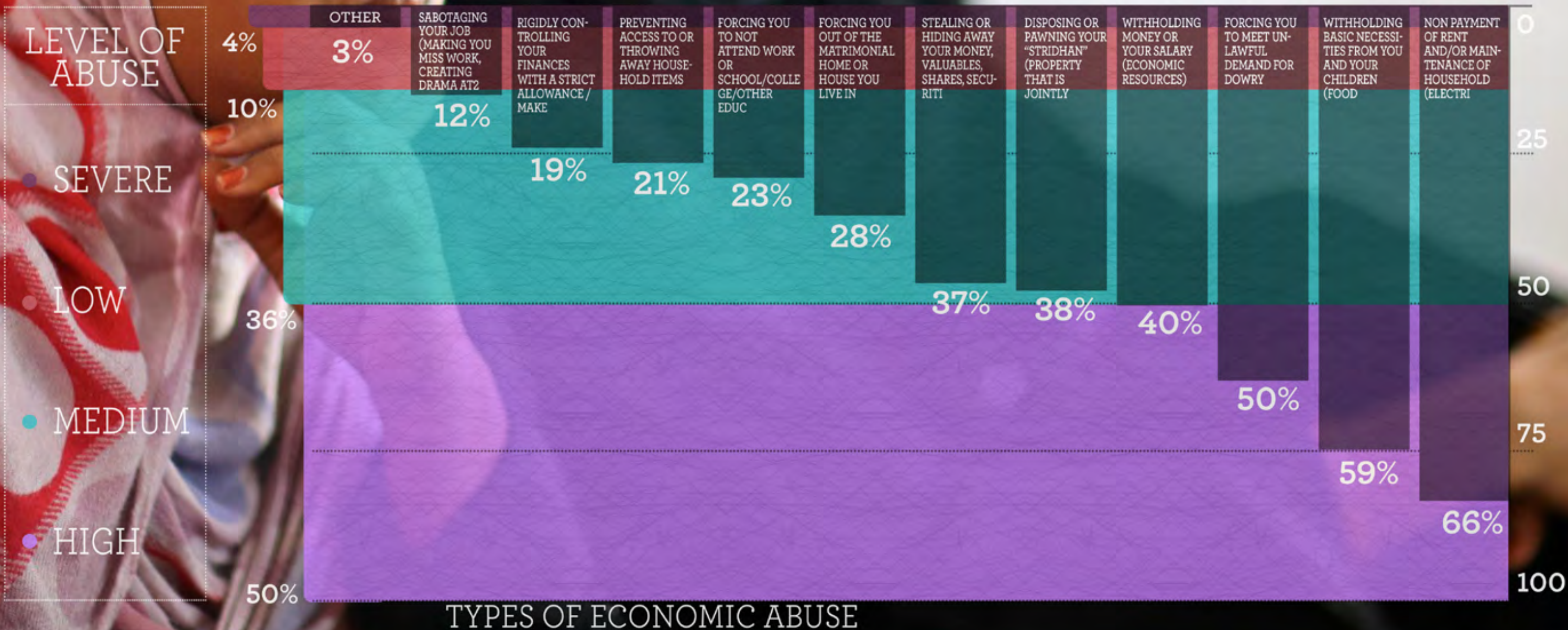
- VIEWS ON ABUSE**
- VICTIM'S VIEWS
 - VICTIM'S FAMILY'S VIEWS
 - VICTIM'S IN-LAW'S VIEWS



Abuse PROFILE



68% OF CASES INVOLVE ECONOMIC ABUSE



LEVEL OF ABUSE

SEVERE

LOW

MEDIUM

HIGH

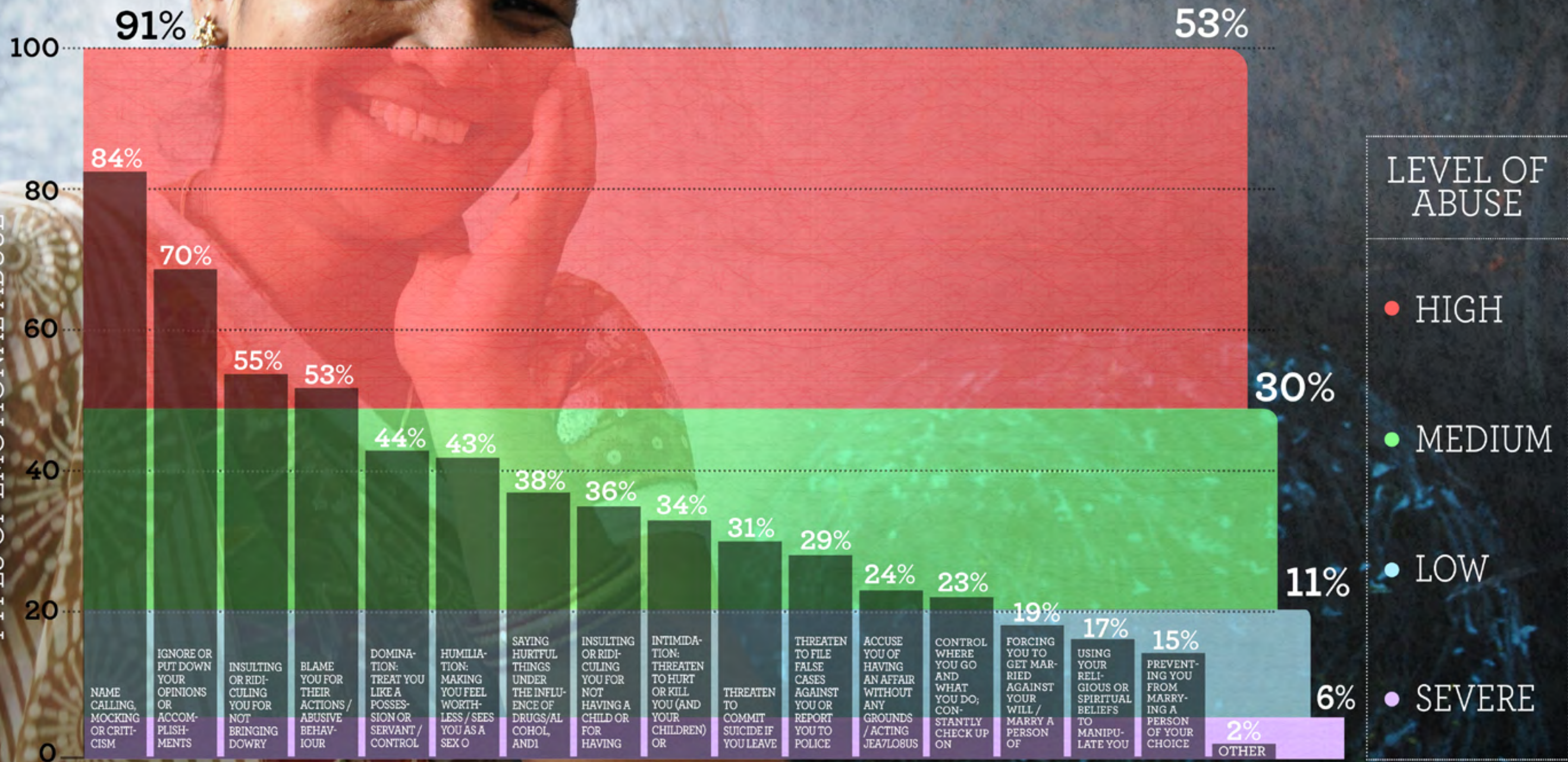
TYPES OF ECONOMIC ABUSE

Abuse PROFILE

91% OF CASES INVOLVE EMOTIONAL ABUSE



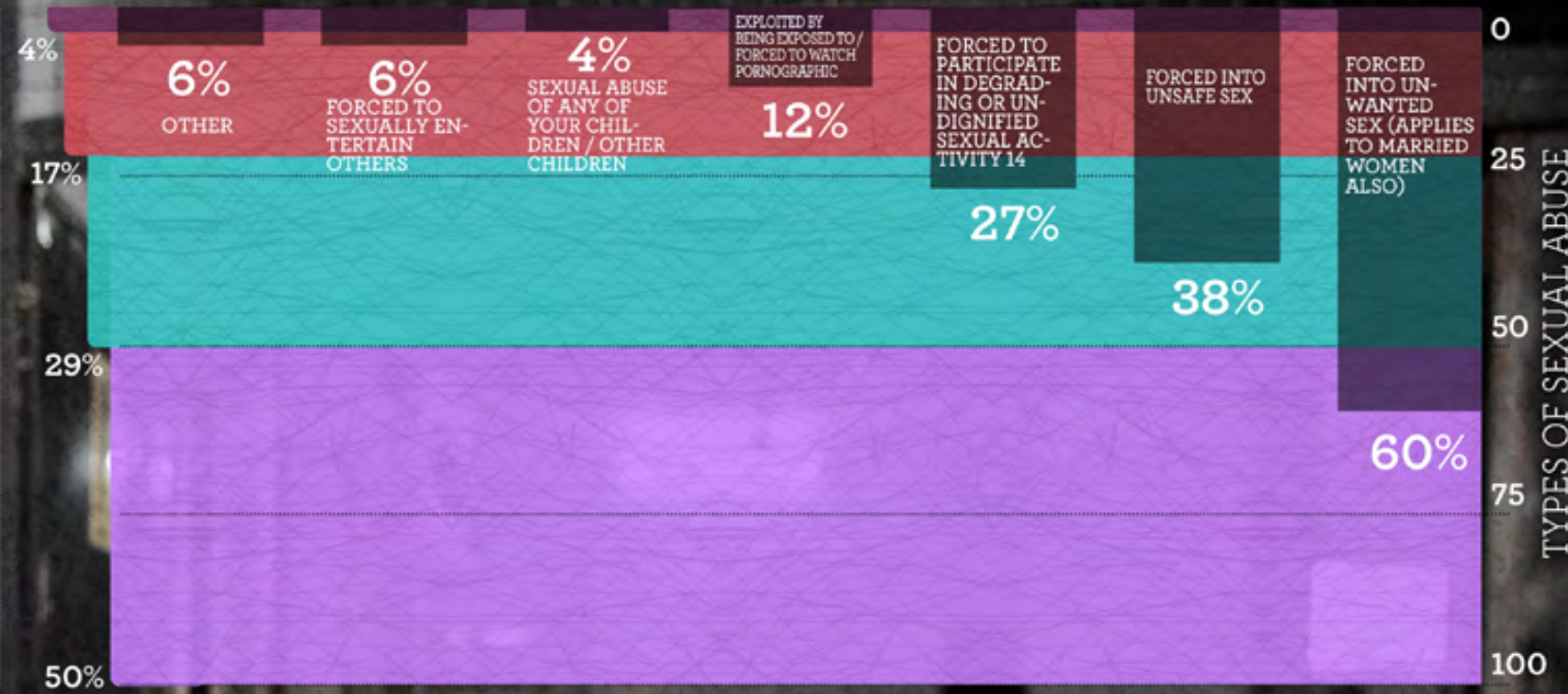
TYPES OF EMOTIONAL ABUSE



LEVEL OF ABUSE

- HIGH
- MEDIUM
- LOW
- SEVERE

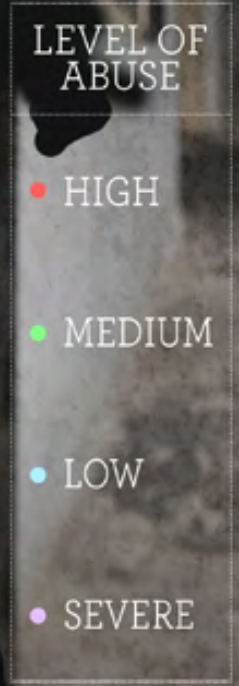
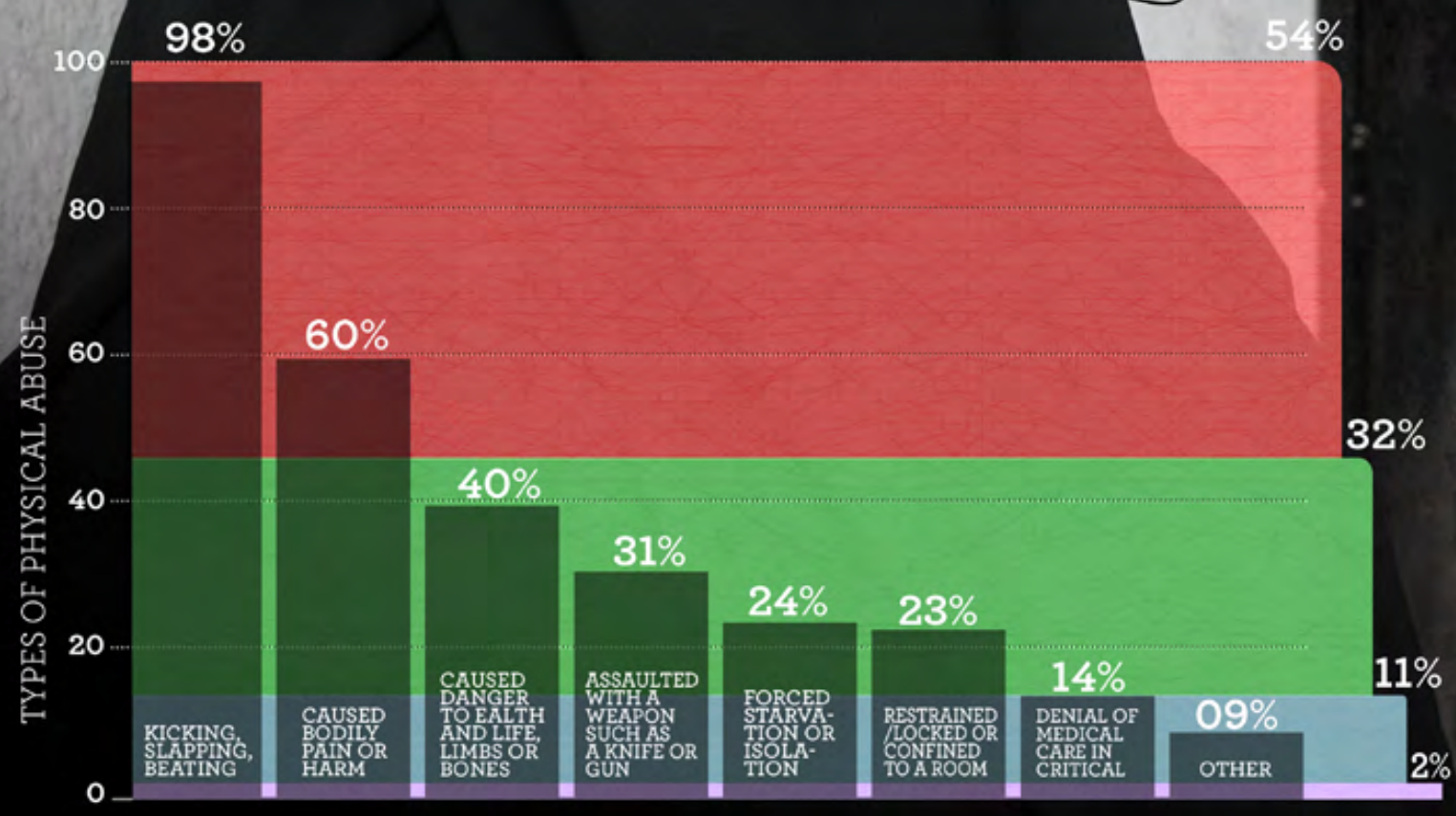
Abuse PROFILE



67% OF CASES INVOLVE PHYSICAL ABUSE



14% OF CASES INVOLVE SEXUAL ABUSE

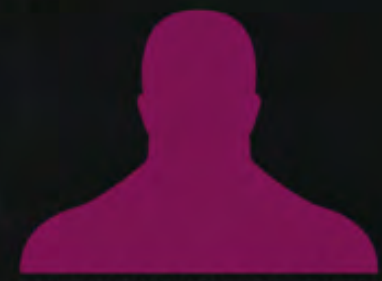
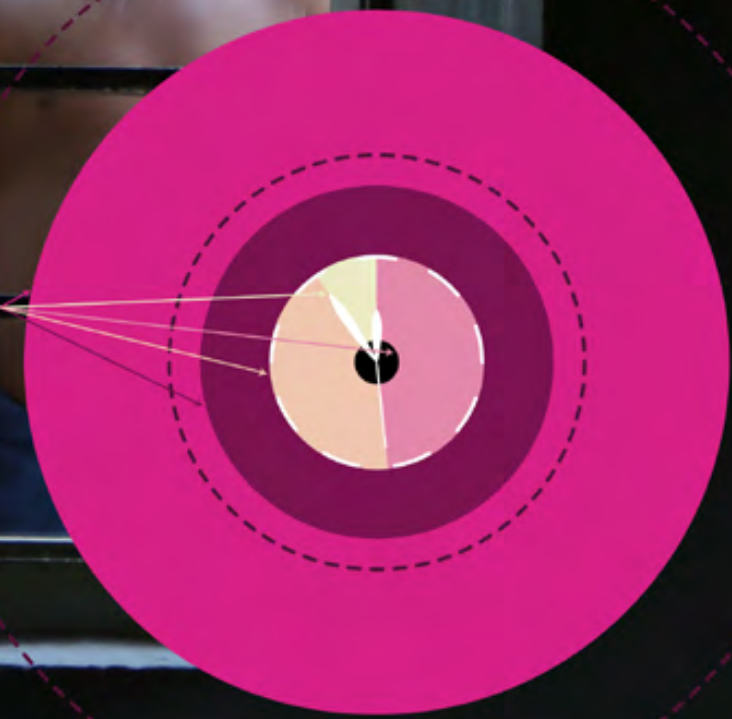


Abuse PROFILE



20% IN L.A.M.S

85% HUSBAND



WHO ARE THE ABUSER'S ?

* PERCENTAGES EQUAL MORE THAN 100 DUE TO MULTIPUL ABUSERS IN INDIVIDUAL CASES

FREQUENCY OF ABUSE

- 45% Daily
- 25% 2-5 Times per week
- 15% Situational
- 13% Weekly once
- 3% Monthly once

“The school girls we reach are always surprised about the definition of abuse. You can see their eye’s widen when they realize that abuse can be physical, verbal, or economic. They are so accustomed to seeing things go on at home or in their communities that it startles them to hear that it is wrong and that it is abuse.

Their interest is peaked when we talk about child marriage. Again, they have never been told that it is wrong let alone illegal. It is so normal to them. Now they understand that it should not happen to them or their friends, that the law is on their side, and there are options to get out.

any of the teachers believe we shouldn’t speak to school girls about these things. They say the girls should not discuss issues like abuse, child marriage, or trafficking. Once we explain, however, that we are going it to keep them safe and protect their childhood, the teachers accept it.” - **HAJJERA, PEACEMAKER**



3308 School Girls trained

Schools Visited **56**



120 Hours spent by **PeaceMakers** training school girls



CONTRIBUTING PARTNERS



“We are happy that someone is trying to understand the situation of women and trying to help! We did not know how to solve our problems, we always thought that we should just bear it and suffer because it is so difficult to go to the police.”

- BASTI MEETING PARTICIPANT

“Many people came forward after the meetings wanting to resolve their disputes and visit our counseling centers. In one meeting, one survivor stood as witness and voluntarily explained the process of our work and the benefit she personally gained with our counseling.”

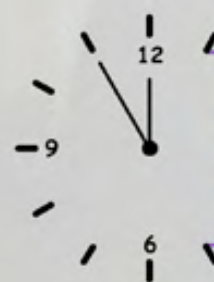
- ARCHANA RAO, PEACEMAKER TEAM LEADER AND LEGAL AID



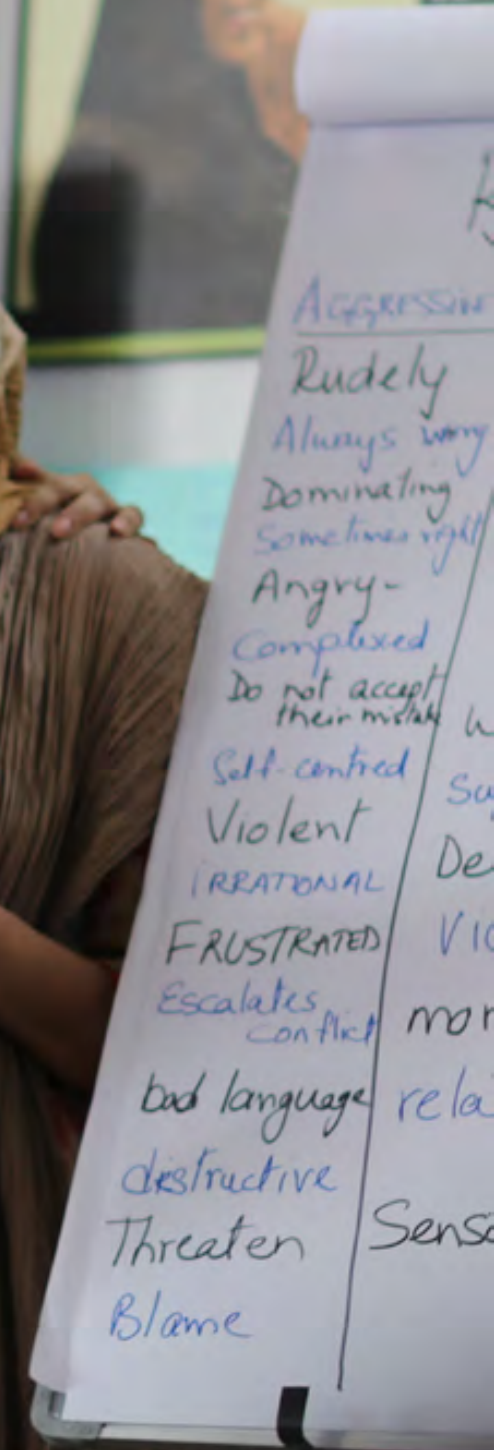
462 community participants



22 Meetings conducted in different community



33 Hours Spent by PeaceMakers running awareness events





SMS KEYWORD 'CHOICES'

MY CHOICES USES THE SMS KEYWORD 'CHOICES' TO RECEIVE REQUESTS FOR HELP FROM ALL OVER THE COUNTRY. BY SMSING 'CHOICES' TO 56767, ANYONE IN ANY PART OF INDIA CAN REACH A MY CHOICES PEACEMAKER OR COUNSELLOR. ONCE THE MESSAGE IS SENT, WE GUARANTEE A RESPONSE WITHIN 24 HOURS VIA CALL OR SMS BACK.

THE 56767 SMS HOTLINE IS ADVERTISED AT THE END OF BREAKTHROUGH'S BELL BAJAO (RING THE BELLS) ADDS PLAYING IN 11 LANGUAGES, ON 11 DIFFERENT NATIONAL AND STATE TV CHANNELS, AND ARE AIRED EVERYDAY MONDAY THROUGH FRIDAY.

WHEN NEEDED, MY CHOICES IS ABLE TO USE ITS DATABASE OF NGOS, SAFE HOMES, AND GOVERNMENT SERVICES TO REFER CASES TO LOCAL ACTORS WHO CAN OFFER SPECIFIC SUPPORT FOR WOMEN AND GIRLS FROM OTHER STATES.

MXIT COUNSELING

MY CHOICES HAS PARTNERED WITH SOCIAL MOBILE APP, MXIT, TO PROVIDE 100% FREE AND ANONYMOUS ONLINE COUNSELING THROUGH MOBILE PHONES.

THE COUNSELING APP IS AVAILABLE ON WELL OVER 150 MILLION INTERNET-ENABLED PHONES ALL ACROSS INDIA.

WE HAVE SPECIFICALLY TARGETED IT AT BRINGING SUPPORT TO COLLEGE AGE GIRLS WHO MAY BE LESS LIKELY TO REACH OUT IN OTHER WAYS, BUT ARE MORE LIKELY TO OWN AND USE A MOBILE PHONE.

THE APP IS DESIGNED SO THAT NO TRACE OF THE CONVERSATION IS LEFT ON THE PHONE ONCE THE CONVERSATION IS CLOSED, PROTECTING THE USER FROM THE POSSIBILITY OF HER CONVERSATION BEING EXPOSED. OUR COUNSELORS RESPOND IN REAL TIME, PROVIDING IMMEDIATE SUPPORT TO ANYONE WHO STARTS A CHAT.



**MOBILE
PHONE
COUNSELING**

*Stay in touch
&
Follow our Work!*



@MyChoicesAsia



/MyChoices.asia



/MyChoices



www.mychoices.asia