

Dear Friends,

Greetings from Divyavani Social Communications.

Divyavani Social Communications is an initiative of Telugu Catholic Bishops Council (TCBC) comprising of two big Telugu language speaking states (100 million population) in South India working for the **cause of Evangelisation, faith formation, social change and to promote awareness through TV programming and by way of training unemployed youth, drop out girls, and women for life skills.**

Girl Child Education, Empowerment of Women and Promotion of Social Change through TV Platform

In India, the poverty stricken families still see their daughter as an economic burden. A son is considered to be an asset as he is the breadwinner, while the daughter is a liability for whom the family ends up paying huge dowry to get her married. This attitude has resulted in the practice of female infanticide and sex based abortions, further bringing down gender ratio to 920 females to 1000 males. According to the report of UNICEF, approximately 65 million women are missing in India. Why do they not want female babies? The vast majority of Indians are Hindus; 83% of them believe that only a boy will save them from hell and send them to Moksha, the heaven. This can happen only if they have a male in the family who will lit the funeral pyre when they are cremated.

Solution: Thanks to the Federal and State Governments that 85% of Indian homes have TV connectivity. The Telugu Catholic Bishops Council has come forward to take advantage of this opportunity by starting a satellite TV channel, to promote awareness to bring about cultural and social transformation and thus end the social evils. Various programs like Public Service Announcements (PSA), short films, documentaries, and success stories are produced on issues like gender justice and other social issues. Production of each program costs about 200 dollars.

Impact Divyavani plans to produce the following shows:

- **“Namaste India”** a half an hour interactive talk show that will put forward the case of gender bias prevalent in our country.
- **PSAs** – Short advertisement videos of one minute or less focusing on the issues like cleanliness and hygiene, need for toilets, abolition of dowry system, domestic violence, welcoming girl child, etc. to create social impact.
- **“Aame Aadarsam”** A special show on women “To create a platform to meet inspiring women and listen to their real-life stories of struggle and success”.
- **“Manavi”** An episodic Telugu TV serial about woman empowering the other women.

Training of Youth, Drop-out Girls and Women for Life Skills

India has 1.3 billion population, of which an estimated 1/3rd of the world’s poor are here. Still 300 million adults in India are illiterate, and only a few families succeed to educate their children with much sacrifice. They remain unemployed due to lack of qualification for jobs and life skills. Between

15 to 29 years age group, there is an estimated 36.96% of unemployment as per the report of the survey done by Labour Bureau.

Solution: Divyavani has identified various life skills for the unemployed youth, dropout girls and women. We train graduates for employment in media where there are several opportunities. We also train dropout girls and young women for anchoring, acting, and equip those who are interested and not much educated, for sewing. The training costs 150 dollars per person depending on the skill to be acquired.

Impact

- There is a lot of scope for job as contributors and staff news reporters in prominent news-papers, electronic channels and web media. There are over 30 regional television channels in Andhra Pradesh and Telangana State that provides them a wide range of opportunities.
- They have scope to earn a monthly salary of \$400-500 to start with, giving them economic independence.

Request

We would like to request you to help us to employ our youth, and empower dropout girls and women in particular. Your support will also bring about a cultural change in the attitude and mindset of people in India towards girl children and women who are made in the image and likeness of God, thus ushering in a social change.

We thank the diocese, pastor and all of you for giving us this opportunity inspite of the Covid-19 pandemic. We do appreciate your sacrifice particularly at this time to show solidarity to the less fortunate children of God in India.