



*Odisha Governor, M.C. Bhandare, signs a saree with the affirmation “Empower women, empower society (humanity)”.*

Deepa’s most ambitious plan includes direct citywide communication through billboards, banners and posters in English and in the local language, Odiya. She explains that slogans have to be chosen according to what is suitable and understandable in the local culture, of course. Here are the ones used so far:

Empower women, empower humanity.

Change the mind-set to stop violence against women.

From womb to tomb, woman is being abused.