

Empower women, empower humanity.

Men: Violence towards women is a choice you don't have to make.

Don't let women's rights in India get left behind.

When men are oppressed, it's a tragedy. When women are oppressed, it's a tradition.

Deepa has written to schools and colleges seeking permission to put up billboards and banners. She has written to banks and companies for sponsorship of billboards. (Commercial billboards are too expensive for the TOS to rent without help from companies. So far, one has agreed to help.) Banners have already been put up in slum areas where awareness programmes have taken place.

In mid-May, Deepa had a breakthrough: the Mayor of Bhubaneswar unveiled the first billboard and dedicated it to the people of Odisha. He was so



*Here we see the unveiling of the first billboard by the Mayor of Bhubaneswar*