Concept Note
Making the Invisible Visible: Join us... Speak Out:
End violence against women and children campaign to mark International Women's Day

1. Background

In Nepal, women and children suffer from widespread and multiple forms of violence. It takes place in the home, on the streets, in schools, the workplace, during conflict and even in times of peace. It manifests itself in its most prevalent forms of domestic and sexual violence. Violence also occurs in the form of child marriage, chaupadi, and discriminatory practices like son preference or denying girls access to formal education, forced labor and trafficking.

Such kind of violence, which occur every day across Nepal prevents women and children to live in dignity, violates their fundamental human rights and impedes them from achieving their full potential. However, many of these incidents of violence are neither reported or even discussed at the family or community level. These incidents are hidden under silence for the sake of family ijat (pride and respect), fear of being stigmatized, societal norms and values, ignorance or limited knowledge and lack of access or trust to the justice system.

Violence can be prevented. Formulation and implementation of strong laws, backed by services for protection and strong communication interventions for social and behavior change is vital to guaranteeing respect for the fundamental rights of women and children, most notably their right to security and to live their life free of violence.

On the other hand, increasing awareness is the key to prevent violence like child labor, child marriage, sexual abuse,. Awareness raising is a two-way street, fostering communication and information exchange to improve mutual understanding and mobilizing communities and wider society to bring the necessary change in attitudes and behavior.

Every member of society has a vital role play in the reduction of violence from every strata of life. In this regard, we urged every member of society to come together and join hand to eliminate violence against women and children by launching the “End violence against children” initiative on 31 July 2013. The initiative urges for collective action to end violence against children, highlighting the fact that violence is everywhere, but often happens out of sight or is tolerated due to social and cultural norms. Under the banner 'Make the invisible, visible', the initiative aims to raise awareness as a first step toward modifying attitudes, behaviours and policies.

There is a strong need to raise this issue continuously through awareness raising events and programme. Such events have been proved effective in reinforcing the message to end violence against women and children and to highlight the urgency for prevention of such violence. In this regard, international and national days offer the opportunity for the issue to be highlighted on a more massive scale.
On the occasion of International Women's Day, (March 8th) UNICEF, UNFPA and UNWOMEN, is organizing a week-long awareness raising campaign to request everyone to join hands and speak out to end violence against women and children and “Making the invisible visible.” The finale of the week-long campaign will be a musical concert featuring over two dozen of Nepal’s most renowned female singers who, while singing, will be reinforcing the message to end violence against children and women. Singers like Nalina Chitrakar, Abhaya Subba, Kunti Moktan, Shreya Shotang, Mausami Gurung, Reema Hoda, Ani Choying Dorlma and Nattu Shah will be part of the concert.

2. Objectives:
The overall objective is to raise public awareness to prevent and respond to all forms of violence against women and children. The ultimate goal will be to reduce the prevalence, and eventually eliminate all forms of violence against them.

Specific Objectives
(a) To emphasize the importance of preventing and stopping violence against women and children through public awareness-raising of the masses
(b) To promote outreach to men, young people, media and celebrities and other influential people who have critical roles as well as influence in eliminating violence against women and children
(c) To increase knowledge, understanding and influence change in norms and behaviors towards civic engagement and elimination of violence.
(d) To encourage celebrities and general public to join hands with UNICEF and its partners in the fight against violence

3. Activities
Week-long end violence against women and children campaign will have following activities.

• Mass media (radio, television and print) promotional interventions on various theme of violence against women and children
• School and college outreach/activation activities for wider dissemination of messages on violence against women and children
• Press meet and engagement to increase coverage of the various events organized to mark International Women's Day
• Television and radio talk programmes on violence against women and children and concert by the artists
• Musical programme "Women in Concert" to create greater visibility on end violence against women and children. The concert will be telecast live from national television and radio
• Documentation of the week-long campaign