



## PRESS NOTE

### **National Commission for Women launches the #WomensRightsMatter Campaign in Partnership with Helo.**



## **International Women's Day**

**New Delhi: 7th March, 2020**

The National Commission for Women in 2019 initiated a pilot programme that was launched in Kendriya Vidyalays Delhi region at 60 Schools. A programme was a comprehensive Gender Sensitization and Legal Awareness Programme in collaboration with Kendriya Vidyalaya Sangathan. The Commission formulated a booklet containing write-up on 'Major Laws Relating to Women', as well as content on 'Gender Sensitization' with the help of the Expert Committee. The students were tested for their understanding of the subject through Multiple Choice Questions.

In a step to move forward for wider inception and audience engagement across the country, NCW join hands with the leading regional social media platform Helo to promote women's empowerment and gender equality. They will jointly launch and promote a number of campaigns through the year, beginning with International Women's Day. Echoing this year's theme #EachForEqual in word and spirit, as well as putting the spotlight on pressing issues related to women's rights in India, the #Women'sRightsMatter campaign on Helo will encourage millions of youth and young women to share inspiring stories in 10 regional languages.

International Women's Day is an important occasion to highlight some of these issues, and National Commission for Women in collaboration with Helo will play a significant role in spreading awareness and education on the subject. The **National Commission for Women is planning to launch a simple quiz in 10 different languages to generate user awareness.**

Elaborating on the association and the campaign, Rekha Sharma, Chairperson of National Commission for Women said, *“Endorsing the ‘Each for Equal’ spirit of International Women's Day 2020, National Commission for Women is happy to partner with Helo for the #Women’sRightsMatter campaign. As an organization leading the fight for women empowerment and equal rights promotion in India, NCW is always committed to enlightening women about their rights and their choices. We hope to educate and empower Indian youth and young women across the country and also celebrate their achievements.”*



NCW Chairperson Ms. Rekha Sharma, Helo Director Public Policy India Mr. Mohit Bansal.

Launching the #WomenRightsMatter campaign from March 7th, Mohit Bansal, Director Public Policy India, Helo said,

*“In India, there are countless stories of women who face discrimination every day but fight back. These stories need a platform and they need to be shared in their mother tongue. As we celebrate women on International Women’s Day, we are happy to partner with National Commission for Women and highlight issues, create awareness and also share exemplary stories of women who are making a difference. Actors **Shraddha Kapoor and Arjun Kapoor** will share videos on Helo to inspire users to share their stories and make a difference.”*

#### **About Helo:**

**Helo is a leading regional social media platforms in India. Helo's mission is to bring people together, create and share content in your own language, and to connect with the wider community. Available in 14 languages including Hindi, Telugu, Tamil, Malayalam and more. For more information, visit [www.helo-app.com](http://www.helo-app.com)**