



AASHA Awards

In 2005 Mehergarh was very active in the organization of AASHA awards. This is a major event where ten most gender friendly companies are given awards. This is a high level star studded ceremony with television and film artists giving awards and music bands playing. The aim of this event is to encourage the owners and management of private companies to adopt policy to curb sexual harassment and make other efforts to encourage women and men to work with dignity and to their maximum potential. We will now have the next awards in 2007.

Day to Address the Issue of Sexual Harassment

On 22nd of December several activities are organized in the country to mark the day. In 2006 other members organized various activities. Mehergarh's Hyderabad office organized a major event in the press club where vibrant speakers showed solidarity with this movement. This was a critical event to start the movement in that part of the country. The feed back in terms of awareness and interest in adopting the policy is very positive.

Media Campaign

One of the major events in 2006 was a media campaign in which all AASHA members worked very hard. Mehergarh members were focusing on the electronic media and some newspapers. We were able to get a 60 second animated public service message on air on three channels: PTV, ATV and HUM. The channels aired it free of cost, as solidarity with our cause.

In addition we were able to have programs on the awareness of sexual harassment at the work place and adoption of policy against it on GEO TV, PTV, ATV, AAJ TV, Khyber TV and CNBC. Other members also mobilized ARY and INDUS. All the members together were able to cover most of the daily newspapers, where articles, features and columns were written on this issue. One of the partners organized radio shows at different radio stations. Overall this was a big success where not only AASHA members worked well but the media partners and friends also showed their solidarity.

Awareness Materials developed

Mehergarh has developed two short films to raise awareness on the issue of sexual harassment. One is called Go Private. It aims at convincing the private sector management to adopt the Code of Conduct. The second one is called Zero Tolerance for Sexual Harassment. This is aimed at explaining what this problem is, how to deal with it and how can a policy get implemented in an organization.

Psycho-social Healing in Earthquake Affected Areas of Kashmir

The team of Mehergarh conducted a series of trainings for young community leaders in Kashmir, especially women. They were encouraged to play a significant role in healing their communities after the trauma of the earthquake. Different activities emerged through the work of these young leaders, which included major activities on the death anniversary of the victims of the earthquake allowing families to grieve together.

