

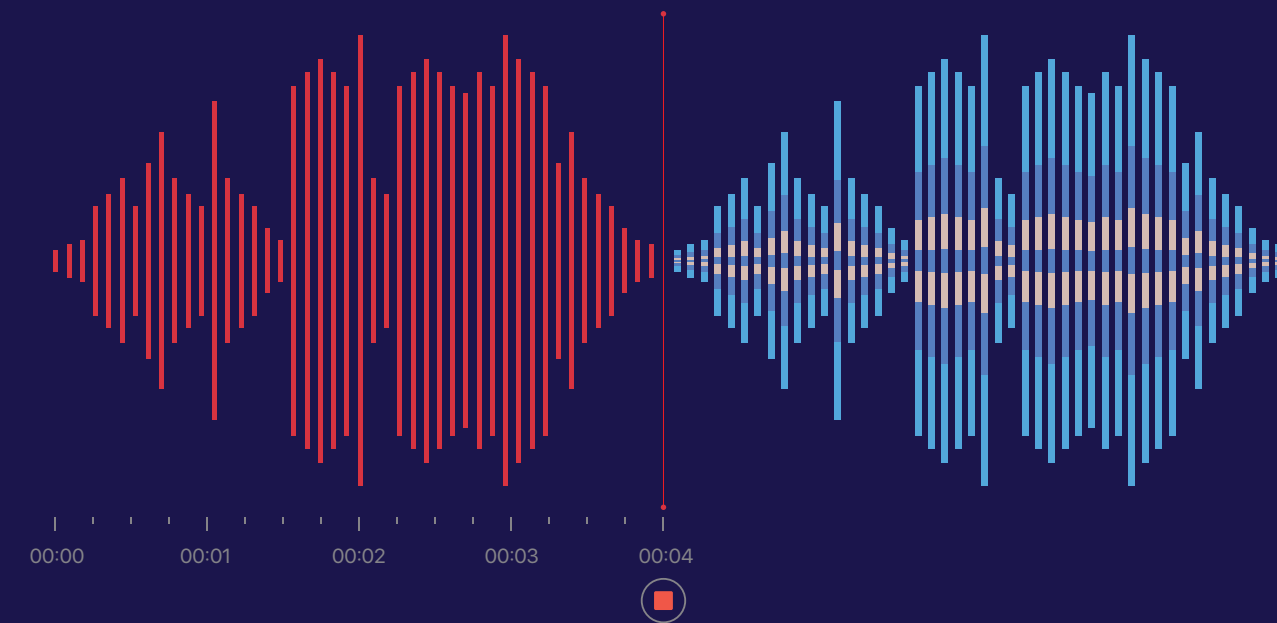


Background

In 2021-2022, law enforcement agencies received more than 72,000 complaints (87% of which occurred in the family) about harassment and violence against women and girls. Uzbekistan did not yet have a serious law guaranteeing the rights of women and girls until the recent past.

There was no criminal punishment for domestic violence, and these crimes were not talked about; even in severe situations, a light fine saved the perpetrators.

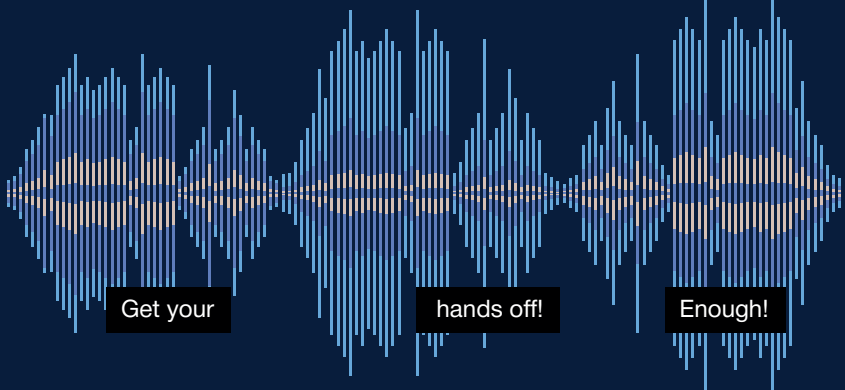

And it was high time to draw the public's attention to it and later politicians to make a revolutionary decision on Human Rights.




Idea

Uzbek women wear clothes inside the house mainly from ikat (the national cloth fabric). Unique patterns on the ikat are one of the visit cards of the culture in Uzbekistan. Therefore, we thought to draw people's attention precisely in a mixed case with ikat patterns and domestic violence screams.



Violence –
is not our pattern!




Get your hands off! Enough!



Violence –
is not our pattern!



Is there someone? Help!





Violence –
is not our pattern!




I don't want to suffer everyday!



Violence –
is not our pattern!

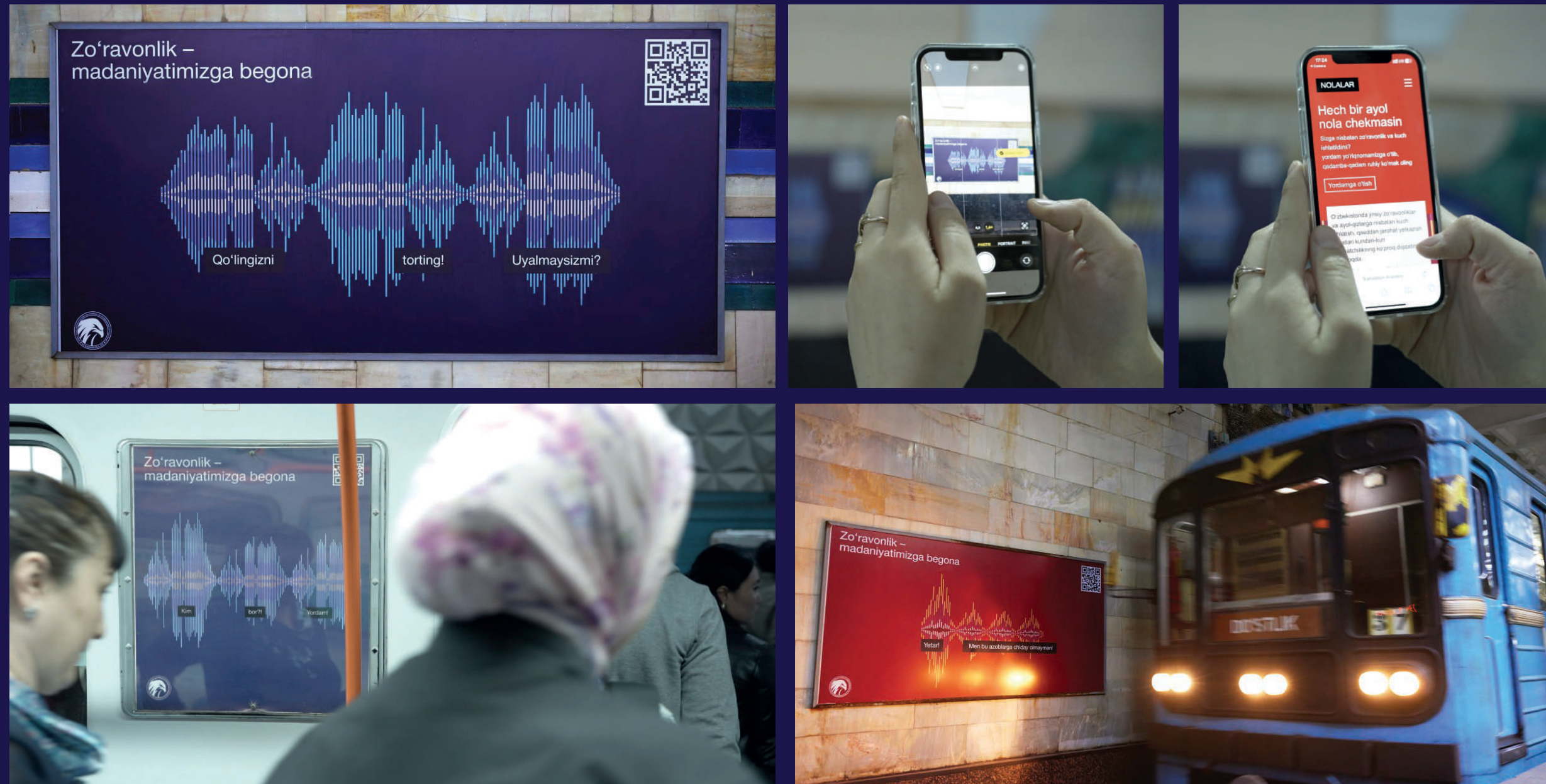


I don't want to suffer everyday!



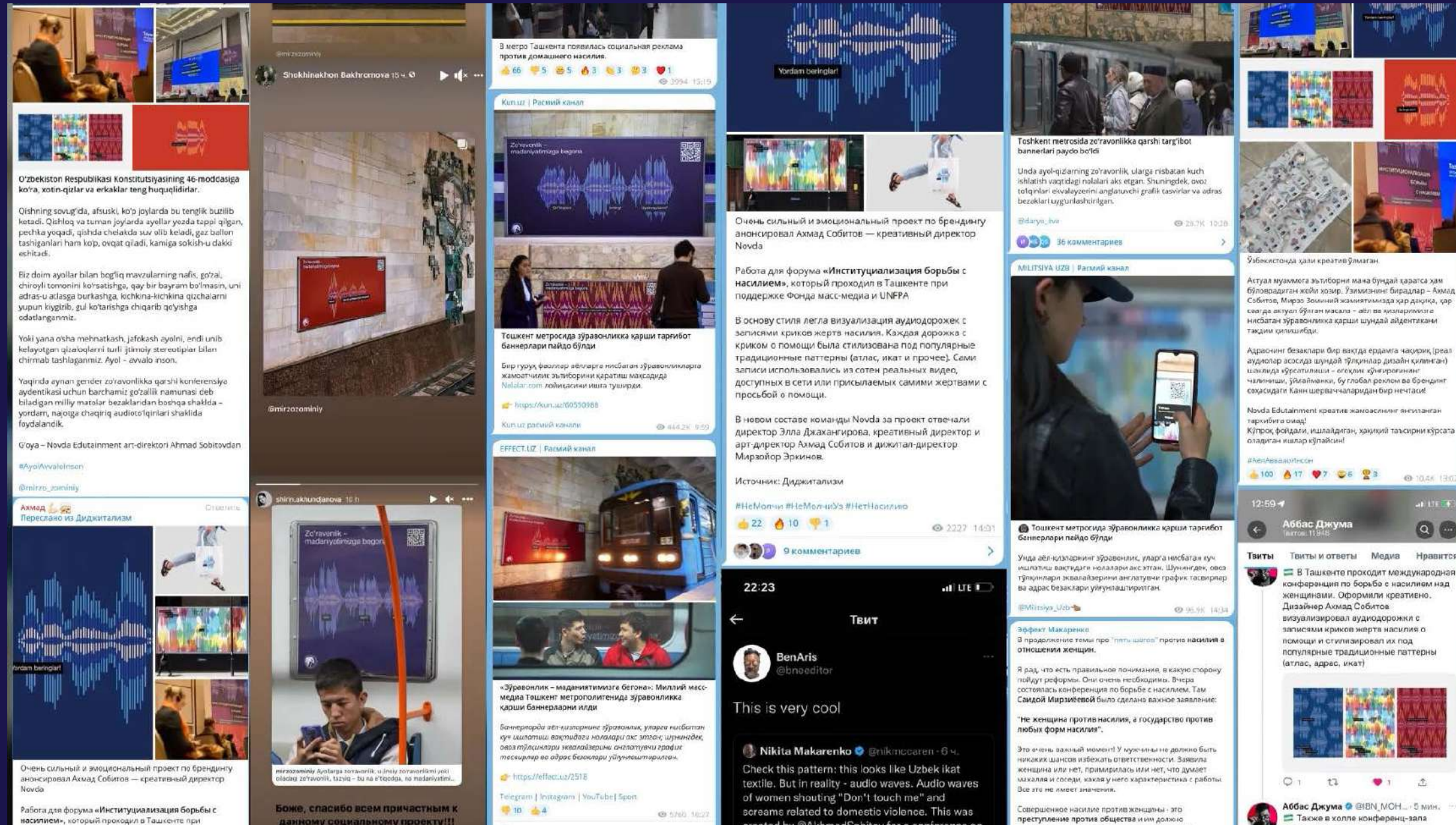
Idea

For the idea to be thorough, the Mass Media Fund helped us to formulate a legal and mental support guide related to women's rights, the necessary information and interviews with women's rights activists, founders of women shelters in Uzbekistan.



How it works

We installed billboards, hundreds of posters with QR-code (which leads to the detailed psychological and legal support guide to women who suffered from domestic violence) at the 14 busiest stations and 70+ wagons of the Tashkent Metro.



Result

Hundreds of thousands of Uzbek people began to discuss the topic of domestic violence. Passengers, bloggers and influencers, media and later in Parliament and government caused heated discussions.

