

# UNiTE to End Digital Violence Against All Women & Girl



16-DAY CAMPAIGN BY AMRDO FOUNDATION,  
HYDERABAD, SINDH PAKISTAN

LEAD BY: MS. MEENA, ACTING CEO  
AMRDO FOUNDATION

# Our Mission & The Global Call

- To make digital spaces in Hyderabad safe, inclusive, and free from harassment for women and girls.
- Digital violence is not "virtual"—it has real-world psychological, social, and economic consequences.



## Multi-Stage Campaign for Maximum Impact

- **Public Social Campaign:** Raising city-wide awareness.
- **School Sessions:** Empowering the next generation.
- **Community Workshops:** Mobilizing grassroots action.

### Activity 1: City-Wide Social Media Campaign

**Title:** Amplifying the Message Online

**Objective:** Define digital violence and break the silence.

**Key Messages:** Explained cyberstalking, doxing, online safety.

**Reach:** Total Reach: 50,000+



## Activity 2: Empowering Students in Schools

**Title:** Building a Safer Digital Future from the Classroom

**Objective:** Equip students with knowledge and tools for digital self-defense.

**Topics Covered:** Privacy settings, critical thinking online, bystander intervention, reporting mechanisms.

**Impact:** Conducted 5 sessions, reaching 180 students.



## Activity 3: Community-Level Dialogues

**Title:** Mobilizing Communities as First Responders

**Objective:** Engage parents, leaders, and local groups to create a supportive ecosystem.

**Topics Covered:** Recognizing signs of abuse, supporting survivors, legal rights (IT Act).

**Impact:** 70 communities engaged. Key demand: Clear local resource maps and continued dialogue.



## Key Problems Identified

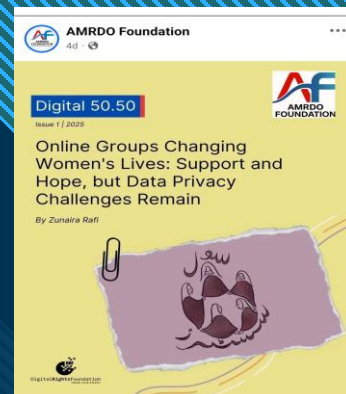
**Prevalent Threats:** Cyberstalking, image-based abuse, and online harassment are widespread.

**Systemic Gaps:**

Lack of awareness about reporting channels and legal recourse.

Fear of social stigma preventing victims from seeking help.

**Broader Impact:** Digital exclusion limits educational and economic opportunities, acting as a brake on development.





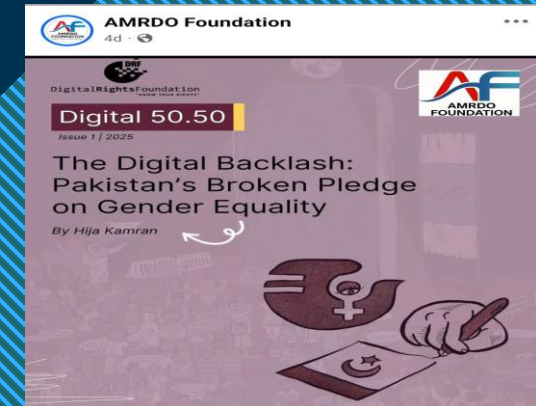
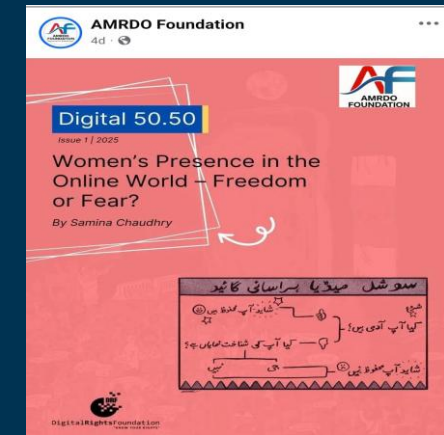
# Our Impact & Recommendations

## Campaign Impact Summary:

- Total Direct Participants: **250** & Social Media : **50,000+**
- Key Outcome: Successfully localized a global theme, fostering crucial conversations.

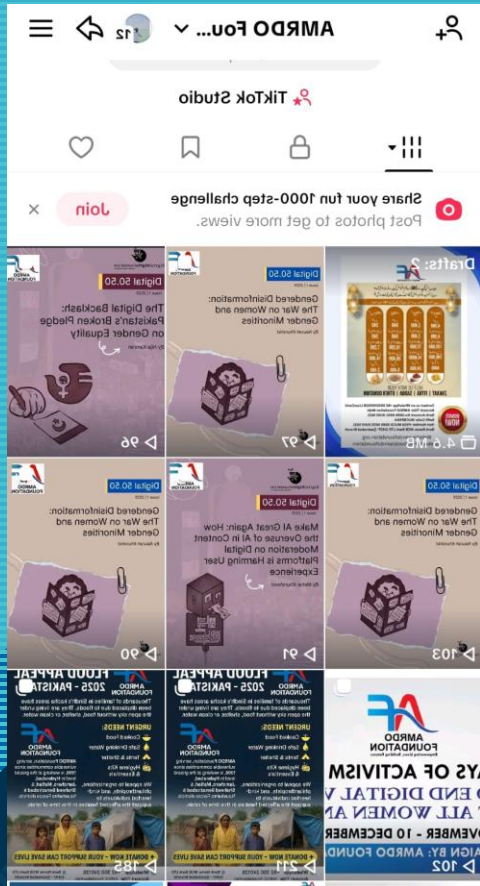
## Strategic Recommendations:

- **Sustained Education:** Integrate digital safety into local school curricula.
- **Resource Development:** Create local-language toolkits and helpline guides.
- **Multi-Stakeholder Partnerships:** Collaborate with tech companies and police for better response systems.





# The Way Forward & Thank You



**Our Commitment:** AMRDO Foundation will continue to advocate for safe digital spaces in Hyderabad.  
**A Call to Action:** Creating change requires collective effort—communities, institutions, and policymakers must **UNiTE**.

**Thank You** to all participants, partners.

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# Thank You

