



MALLIKA DUTT 49
POWER MISSION
executive director
Breakthrough

Having touched the lives of many Indians with her Bell Bajao campaign, Mallika Dutt announced its global expansion last year, at the Clinton Global Initiative. The work of the human rights advocate and tireless fighter against violence was given an impetus when Bell Bajao received a Silver Lion at the Cannes International Advertising Festival.

The power of women: "Women around the world are making real change in every way imaginable – they are leading families, communities, corporations, and governments – and we can't move the agenda forward without the full recognition

of women's power and women's voices. If we are serious about creating lasting solutions to global problems, women must not only have a seat at the table; but transform the very shape of the table. It's as simple as that."

Showing the way: "Breakthrough is leading the way in the use of media, art and culture to bring human rights issues to mainstream audiences, empowering thousands to become advocates for change. Whether it is the bank clerk 'ringing the bell' to interrupt violence against women in Karnataka, or high school students in New York making a video to challenge racism and violence in their school, you can see our impact in the actions of everyday people around the world."

An all-embracing vision: "My vision, and Breakthrough's mission, is to celebrate and uplift the values we share across cultures and religions – that each of us is entitled to live free from violence, with dignity, equality and justice. At the end of the day, it is critical that we move beyond an 'us and them' mentality, and understand that we truly are in this together."

Fight against violence: "The last few years have seen the recognition of violence against women as a global pandemic that touches us all. Whether it's the United Nation's Secretary-General Ban Ki-moon's UNITE to End Violence Against Women campaign; President Clinton's focus on this issue at the 2010 Clinton Global Initiative, or growing media attention around the wide-ranging impact of violence against women on development, public health, and economic growth and sustainability, we are seeing more awareness of this critical human rights violation. Of course, recognition is only the first step. We need action and accountability to bring the violence to an end."

