

2B.

Case Study 6

Project Name: 'Hello Sakhi'

Organisation: Kutch Mahila
Vikas Sangathan

Location: Kachchh, Gujarat

Project since: 2010

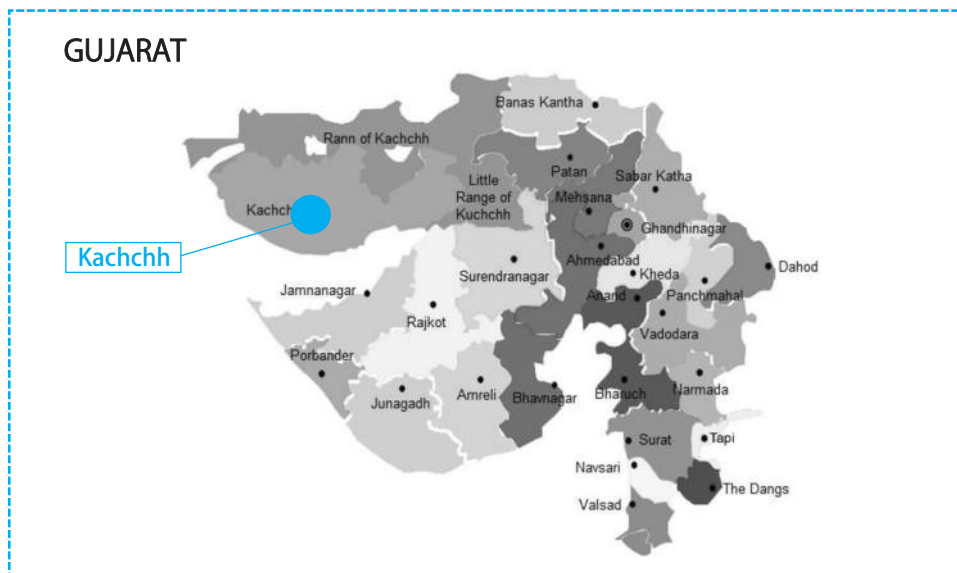
Project URL:
www.kmvs.in

The project aims at responding directly to the victims at 3 levels: 1. Listening to their problems and try to provide counselling 2. Refer them to nearest counselling centre run by KMVS for meeting with counsellors 3. Advise the callers on legal matters surrounding their issues 4. Facilitate the callers for filing FIRs, court cases and further legal action. The project uses mobile applications like portals, voice SMSes, conference facilities to connect with the callers to send information and receive feedbacks.

Description:

The project "Hello Sakhi" (Hello Friend) is a helpline, situated at the women police station in Bhuj city of Kutch district in Gujarat. The helpline has been initiated as a joint effort between Kutch Mahila Vikas Sangathan (KMVS) and Kutch police department, conceived and launched in the year 2010.

This is the first initiative, where the helpline goes beyond conventional helplines – which usually counsels the callers, while "Hello Sakhi" provides immediate services to the police stations and counselling centres spread across the district. The helpline has been launched for more than 1.5 years, and has started becoming unique platform



that connects women members instantly to the legal awareness and education. The project has aimed at addressing singularly important issue surrounding life of women- awareness on their entitlement and educating them about their human rights.

Result: The helpline has so far covered 10 blocks and 940 villages of Kutch district of Gujarat. It is spread around more than 11,000 women members of KMVS and other women of entire region. Since the launch in 2010, more than 800 women have availed the help directly through call and another 300 women have visited the counselling centres through helpline.

Project Strength, Weakness, Improvisation & Scalability

1. The project 'Hello Sakhi' is a helpline that aims to provide legal education to women who are victims to physical, mental stress and facing abusive conditions. The helpline, with a mobile dialing facility, is situated at police station, which in turn connects the victims to counselors spread across the district. This ensures immediate counseling, help and rehabilitation efforts towards the victims.

2. The behavioural change impacted is it has made the police more accountable as the number of cases registered towards violence against women has increased 3 times in only one year.

3. The project is a scalable model, as it does not involve any high-end technology. The current scenario of violence against women in the country can be articulated to make the model widespread. The project owner ought to collaborate with other women organization.

4. The project is very economical as the fixed cost for one-time training is Rs. 35,000 and other recurring cost is Rs.65000 for one district. There should be partnership with the government departments especially Department of Women & Child Development.

5. There is requirement to look into the need for making the mobile number of Hello Sakhi toll-free to solicit more demand and participation. Project sustainability aspect cannot be overlooked and is an ongoing challenge. Addition of service component can be looked into.