REPORT ON INTERNATIONAL WOMEN'S DAY 2019

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Background

International Women’s Day (IWD) is a worldwide event that celebrates women’s achievements from the political to the social – while calling for gender equality. The IWD 2019 was celebrated under **Balance for Better** campaign theme that puts innovation by women and girls, for women and girls, at the heart of efforts to achieve gender equality.

Achieving a gender-equal world requires social innovations that work for both women and men of all ages and leave no one behind. No one government, NGO, charity, corporation, academic institution, women's network or media hub is solely responsible for International Women's Day. Many organizations declare an annual IWD theme that supports their specific agenda or cause, and some of these are adopted more widely with relevance than others. International Women's Day is a collective day of global celebration and a call for gender parity. The Day is all about unity, celebration, reflection, advocacy and action - whatever that looks like globally at a local level.

Like most countries, Nepal too celebrates International Women's Day on 8 March. However, rights related to older women have always remained in the shadow. The main purpose of the women’s day celebration in Nepal is to empower Nepalese women to protest against ill-treatment undermining their basic human rights and their contribution to the society. However, this kind of protest doesn’t include the right of older women. In our society, women are generally considered to be from 20-59 years therefore, whenever the issues related to women rises older women’s rights are left behind. Despite grueling hours of back-breaking work and their experiences older women have always been underestimated by the society. Every year on that day National Women's Commission and Ministry of Women, Children and Senior Citizens take initiatives and celebrate the day enthusiastically across Nepal however, initiatives that includes older women in particular has not been included yet.

Nepal lacks NGOs and civil society organizations that fight against the rights of older women. Even, National Women Commission of Nepal works only for the rights for women who are active i.e under 59 years. The Government of Nepal has made a number of commitments at the international level to ensure gender equality and to curb violence against women by passing international human rights instruments, including the Convention to Eliminate All Forms of Discrimination against Women (CEDAW). However the legal measures are far from being inclusive of rights and dignity of older women in particular.

References:
### SUMMARY OF CAMPAIGN ACTIVITIES

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<tr>
<th>S.N</th>
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<th>Target</th>
<th>Outcomes</th>
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| 1)  | Awareness Building Sessions (Two)  
Location:  
a) Senior Citizens Welfare Association (New Baneshwor, Kathmandu)  
b) Bidhya Sagar English Secondary School (Gokarneshwor-5, Kathmandu) | To make aware local elderly of Gokarneshwor-5, Kathmandu, and elderly of Senior Citizen’s Welfare Association Nepal on their Right to Health. | Older women             | a) 90 female elderly were made aware about arthritis and mental health issues at old age.  
b) Elderly are committed to aware other older people with similar health issues in their local community. |
| 2)  | Photo Stunt  
Location: Swayambhu, Kathmandu | To aware community on the campaign theme of International Women Day ‘Balance for Better’ in relation to older women. | Community               | More than 500 general public were made aware on International Women’s Day in relation to older women. |
| 3)  | Petition handover to National Women Commission, Govt. of Nepal  
Location: Singha Durbar, Kathmandu | To influence government for better policies and programme targeting older women. | National Women Commission | A letter, demanding better programme and policies for older women was handed over to National Women Commission. |
| 4)  | Radio Talk  
Location: Swayambhu, Kathmandu | To raise issue of older women in relation to International Women’s Day. | General public of all ages | More than 20 thousand general public was informed on issues of older women. |
<p>| 5)  | Blog | To make aware general public on International Women’s Day (IWD) with a message of: Leave No Older Women Behind in Lifelong learning. | General public of all ages | More than 5000 general public was reached with the message. |</p>
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<tr>
<th>No.</th>
<th>Activity Details</th>
<th>Purpose</th>
<th>Target Audience</th>
<th>Outcome</th>
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<tr>
<td>6)</td>
<td>Article in national newspaper</td>
<td>To aware general public on issues of older women.</td>
<td>General public of all ages</td>
<td>50 thousand readers were reached with message of International Women’s Day 2019.</td>
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<td>7)</td>
<td>Monthly Discussion Forum on Ageing (MDFA) <strong>Location:</strong> Bhrikutimandap, Kathmandu</td>
<td>To share research based information on older people particularly older women.</td>
<td>Researchers, academicians and representatives of government and non-government organizations</td>
<td>Around 40 concerned people were made aware on research based information.</td>
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<td>8)</td>
<td>Mobile phone training <strong>Location:</strong> Bidhya Sagar English Secondary School (Gokarneshwor-5, Kathmandu)</td>
<td>To provide two days training which enable elderly to handle mobile phone and know basic function i.e. to make call, message and to save phone numbers.</td>
<td>Older women</td>
<td>Around 30 older women learned to make call, message and to save phone numbers.</td>
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<td>9)</td>
<td>Pamphlets distribution <strong>Location:</strong> Thulobharyang, Kathmandu</td>
<td>To make aware general public on IWD and situation of older women in Nepal</td>
<td>General public of all ages</td>
<td>1000 pamphlets were printed and distributed throughout the events to reach out to more number of people throughout IWD week.</td>
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<td>10)</td>
<td>Social Media Used</td>
<td>To reach out the concerned global community with our activity and message on IWD 2019</td>
<td>Global community</td>
<td>People reached with message through Facebook Page: &gt;6000 Retweet in twitter: &gt;50</td>
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1. **Formation of Campaign Team members**
   Main campaign team with following members was formed to plan, supervise and monitor the campaign activities.

   1) Mr. Krishna M. Gautam, Team leader
   2) Mr. Prakash Gautam, Team member
   3) Ms. Sanju T. Magar, Team member
   4) Mrs. Pabitra Adhikari, Team member
   5) Ms. Prapti Gautam, Team member
   6) Ms. Prasamsa Shrestha, Team member
   7) Ms. Sushila Shrestha, Team member

2. **Banners Designed and Printed**
   Three banners for different events and a pamphlet were designed and printed.
INTERNATIONAL WOMEN’S DAY, 2019
अन्तर्राष्ट्रीय महिला दिवस, २०७५

ज्येष्ठ महिला जनचेतना कार्यक्रम
Older Women Awareness Session
March 6, 2019

#Olderwomen  #BalanceforBetter  #IWD2019  #Facesofinequality

Banner for Awareness Session

INTERNATIONAL WOMEN’S DAY, 2019
अन्तर्राष्ट्रीय महिला दिवस, २०७५

ज्येष्ठ महिला जनचेतना कार्यक्रम
Older Women Awareness Session
March 5, 2019

#Olderwomen  #BalanceforBetter  #IWD2019  #Facesofinequality

Banner for Awareness Session
3. Pamphlet/Flyer designed and printed

Pamphlets highlighting the campaign theme of International Women’s Day (IWD), “Balance for Better” was designed, printed and distributed to the participants and general public around Kathmandu valley.
SUMMARY OF PROJECT ACTIVITIES

1) Awareness Session
   Two awareness programmes were organized:
   a) Ageing Nepal in collaboration with The School of Psychology- Tsop Nepal conducted an awareness session on the occasion of International Women's Day (March 6, 2019). Around 30 elderly were made aware about the mental health issues at old age.
b) Ageing Nepal with collaboration with Senior Citizen’s Welfare Association Nepal (SCWAN) conducted an awareness session for older persons on March 7, 2019. About 60 elderly were made aware on arthritis, its treatment and pain management.

2) Photo Stunt
Photo stunt was conducted with banner of "Leave No Older Women Behind" on March 4, 2019. The photos were widely shared through social media for mass awareness.
3) Petition
A petition was submitted to National Women’s Commission to promote older women issues on 7th March 2019.

4) Radio Talk
Chief Executive Officer of Ageing Nepal, Ms. Sanju T. Magar gave a talk on “Participation of older women in society” through a Sahayatri- a community radio of Okhaldunga district. https://www.youtube.com/watch?v=5WGEHvOrp50&feature=youtu.be
5) Blog
A blog on “Forgotten contribution of elderly women” by Ms. Prasamsa Shrestha, Nursing Officer of Ageing Nepal was published on March 8, 2019
https://english.khabarhub.com/2019/08/6624/?fbclid=IwAR1myPT7cyyPPlrHmykhn0pyBjpfFS0l-NZTDIJJSbYKZxLnF-NzJNTy8Kqc

6) Article on national newspaper
An article on "Issues of Elder Women" by Mrs. Pabitra Adhikari, Programme Director of Ageing Nepal, was published in vernacular National Daily on March 8, 2019.
https://www.khabarhub.com/2019/08/11021/?fbclid=IwAR1BfD7S4k0fn_8o3a-KXkHqcwEVERymQ7_DYZajiCGW6tP_4UqdCx3TJPQ

7) Monthly Discussion Forum (MDFA)

Mrs. Kamala Bhandari presenting in the forum
8) Mobile phone training

Ageing Nepal in collaboration with Jorpati Senior Citizens Society conducted “Free Mobile Phone Using Course for Older Women”. The two days training course provided basic skills of handing mobile phone to a group of older women of Jorpati, Kathmandu on 7th and 8th March 2019.
9) Pamphlets/flyers Distributed
Ageing Nepal team distributed about 500 pamphlets to the participants of each event and to the general public in different areas of Kathmandu.

Ms. Pabitra Adhikari, Programme Director of Ageing Nepal distributing pamphlets

10) Social Media Used
The campaign activities were shared through the following social media.
Facebook: https://www.facebook.com/proudtobeold/
Twitter: https://twitter.com/AgeingNepal