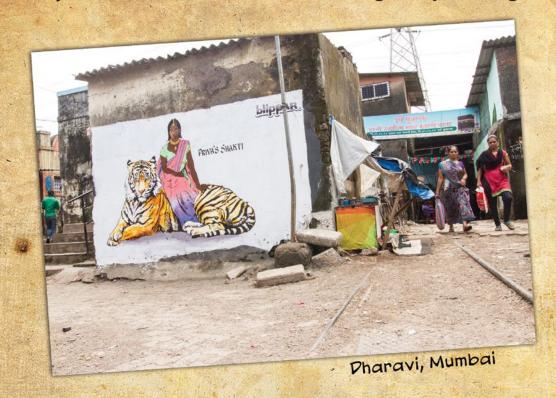


As Priya travels across India, her message is spreading.



#standwithpriya



Priya is a "Gender Equality Champion" — UN WOMEN

RAM DEVINENI, Producer and Co-Writer DAN GOLDMAN, Artist PAROMITA VOHRA, Co-Writer

SHUBHRA PRAKASH, Co-Producer & Hindi Translator
KARINE BENDER, Portuguese Translator
NATALIA CONTRERAS DE LA LLAVE, Spanish Translator
MILA FAHREN, Italian Translator
MARGARITA KOROL & DAVID ROJAS, Co-Producers
RUCHIRA GUPTA, Advisor
ROHIT PRAKASH, APP Designer
MANIK JHINGON with COMMUNICATIONS SOLUTIONS, Printer

www.priyashakti.com

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Co-produced worldwide with Mahendra Singh Foundation, www.mahendrasinghfoundation.org

Co-produced with Natalia Ponce de Leon Foundation in Colombia, www.fundacionnataliaponcedeleon.org

Apne Aap Women Worldwide is the nonprofit engagement partner, www.apneaap.org

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Council on the Arts



Every single page of PRIYA'S MIRROR also contains bonus augmented-reality content viewable with





Download the free APP at blippar.com and scan the comic book's pages to view animation, real-life stories, films, and other interactive elements that take you beyond the story.







Post a selfie with Priya using #standwithpriya and join the movement to fight gender-based violence around the world!

Priya's Shakti is the first Indian comic book of its kind – not only confronting teenagers with the sensitive issue of sexual violence, but also engaging young people through its innovative use of augmented reality technology. – REUTERS

A new superhero has arisen in India in the wake of the brutal gang rape on a Delhi bus two years ago:
Priya, a mortal woman who is raped herself, but who fights back against sexual violence with the
help of the goddess Parvati - and a tiger. — THE GUARDIAN

A path-breaking superhero who fights for women's rights and equality. — INDIA EXPRESS

A woman vanquishes her fears and dismisses the ridicule, speaking out as a survivor and becoming an inspiration to thousands of women in India who have faced the same ordeal — a modern-day female superhero. — VICE NEWS

WEvolve believes that it's time to speak up, act and share more stories that inspire us to end gender violence. Young men and women have the opportunity to change social norms. Today's digital and social media gives young people a reach and a power that is unmatched in modern history. WEvolve provides the tools and language to empower young people to open their minds, become leaders of a new era, engage their peers and elders, and to think and act differently. #WEvolve

Gender violence persists in many forms and has huge human, economic and social consequences. The World Health Organization estimates that over 1 billion women worldwide, have or will experience either intimate partner violence or non-partner sexual violence in their lifetime. Violence against men, which is both under-researched and under-reported, is also an important gender based violence issue

While efforts to tackle gender violence vary, WEvolve focuses on the causes of gender violence and looks to understand and address the social norms and deeply engrained cultural values at the root of it. This includes understanding the motivations of the perpetrators and exploring family and decision-making, privacy, youth sexuality, male and female honor, the unacceptability of divorce, and expectations of child obedience.

www.wevolveglobal.org

