ON
OMIDYAR NETWORK INDIA

N/CORE

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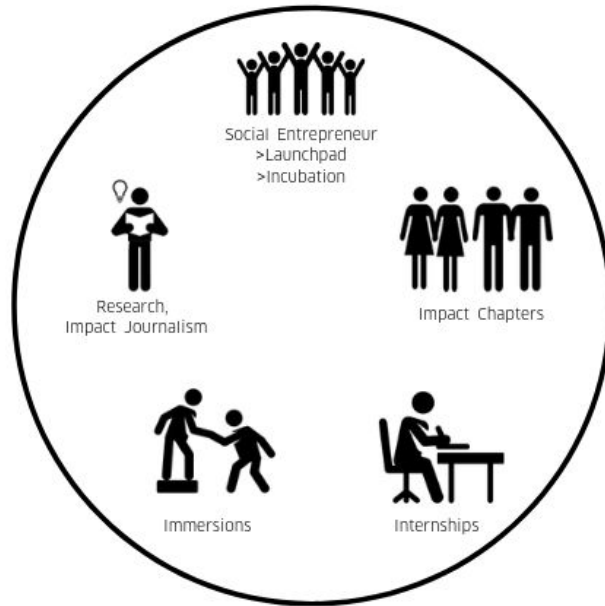ZEEBOLLYWOOD

EVENTS BY
KYOORIUS

Client	N/Core
Client Brand Statement	Spark social entrepreneurship and nudge top talent to solve for India's biggest developmental challenges.
Project Cause	Gender inequality in land & property ownership

Key description of the client and the project	
N/Core is a catalyst for the nonprofit sector, nudging capable and committed problem solvers to work on some of the toughest problems faced by India's poor. Our goal is to jumpstart 150+ nonprofits and 1000 nonprofit leaders in 5 years. We strive to raise awareness and sensitize problem solvers to look at underserved problem areas that have a strong linkage to poverty. Land, property and housing inclusivity is one of the under-served areas that N/Core focuses on. Ownership of land is a significant and critical determinant of economic well-being, social status and empowerment of an individual or community. The right to land is about much more than the pride of ownership or a property title that acts as a commodity to be sold; and it is rather a life-sustaining resource to be shared, protected and utilized. This project consists in developing a social campaign to highlight and sensitize people to address the problem of economic, social and political subordination of women's rights in property. We intend to form a collective of potential problem solvers in the land, property and housing inclusivity area.	
What problem are we solving?	Women's lack of access to land not only hampers their economic prospects, but also has a profound negative effect on their families and therefore, impacts communities at large. To put it in perspective, women represent about half of the global population, produce the majority of the world's food supply, and perform 60% - 80% of the agricultural work in emerging economies, yet women own less than 20% of land worldwide and a staggeringly low estimate of 9 -13% in India.
Who is the consumer we are problem-solving for?	Women and families in vulnerable/economically disadvantaged communities. (Women, communities and the country, in general)
Who is the campaign relevant for/ target audience?	Primary Audience: social entrepreneurs/problem solvers or potential problem solvers in the age group of 25 - 40 years; either already working in the development sector or people who are keen to make the shift from other sectors. Secondary Audience: policy makers, scholars and executive government agencies.
What's the consumer	Hinderance (to most women in the economically disadvantaged communities) is

insight?	because of socio-economic norms and/or due to lack of knowledge of their entitlements. Target audience insight: Current perception of gender inequality status misses the nexus between the problem and ripple effect it has on health, income, food security and poverty eradication. Most people want to help save lives, reduce gender inequality, prevent domestic violence and eradicate poverty but unfortunately don't speak up to change perceptions. Uncomfortable mindsets/perceptions go hidden or underground but they are not eradicated. We believe the only way to advocate for the complete elimination of the problem is to educate people about it and inspire them to be problem solvers.
What facts and emotional reasons will make people convert?	Research suggests that: 1. a woman's income can increase by about 4 times when she has a right to own and inherit property; 2. economic stability (imparted by land ownership) reduces domestic violence and abuse, physical and psychological vulnerability, the impact of HIV/other deadly diseases; 3. secure land rights for female farmers increase agricultural productivity and food security; 4. women who own land are more likely to take out loans to build businesses; 5. secure land rights yield about 11% increase in women moving from subsistence farming to selling crops from their land. (Campaign emotional message could be on the lines of: when you think of an economically & socially disadvantaged woman, think of her children and the ripple effect)
What channels will be used to communicate the message?	Digital media (social media platforms, website)
Preliminary Project Deliverable	Submit a **1-page proposal** mentioning: (a) the campaign idea in 1-line; (b) the rationale behind the campaign; (c) how the campaign will be built; (d) the budget of your campaign. (Please bear in mind that a smaller budget carries greater chances of selection and execution). **New Deadline: September 15, 2019** Shortlisted participants will work to create prototype/ storyboard prior to the hackathon at Kyoorius Designyatra.
What should be the tone of the messaging?	Tone: Appeal to audiences emotions/feelings, drive the sense of urgency, compassion towards disadvantaged women, contrarian thinking to question mindsets/ cultures and stereotypes.

	Campaign tone must show ugly truths to pique intellectual curiosity and motivate the audience to take action.
What action do we want people to take after viewing the campaign?	1. Join the Impact Circle. (This will function as a problem-solvers collective). 2. Pledge (on social media) to be a problem-solver/ catalyst for change. Details- **Join the Impact Circle:** let's connect, collaborate and contribute. ● *How to join?* Sign up on our campaign website. ● *Who will the circle comprise of?* Potential and fellow social entrepreneurs, impact journalists, researchers, lawyers and any person looking to volunteer and meaningfully spend their time working for the cause. ● *Why join the Impact Circle*? The Impact Circle works as a platform where people motivated to solve for the cause can share their ambitious ideas, experiences, learn and teach skills, seek advice and group expertise/knowledge. Whether you're solving for your home, your locality, your sect/ tribe, as a member of the Impact Circle you will be connected and guided. ● *What are some of the activities that you may partake in, as a member of the Impact Circle?* a) if you want to be a social entrepreneur, apply with an idea and obtain pre-incubation launchpad support. b) if you are interested in research, apply to our Research Innovation Grant. c) if you want to volunteer and/or understand the problem better, partake in internship and immersion programs. d) if you want to report stories, apply to our Impact Journalism Grant. e) if you want to leverage your local network, be part of impact chapters (a subset of the Impact Circle based on work-stream/ geography/ institute etc.)
What are the goals of the project? How will we measure success?	1. Discover, connect and engage a new breed/ generation of problem solvers. 2. Educate the potential problem solvers by demystifying problems in the sector. Campaign success to be tracked through: 1. Sign ups to join the Impact Circle. 2. Social media engagements (# of posts with hashtags, # of pledges)
What mandatory information must be included in the marketing?	To be used: 1. Hashtags and taglines/ catchy phrases 2. Campaign website link. 3. N/Core and Omidyar Network India logos.
Campaign, design and creativity inspiration	Close Open Defecation, CALM, Trash Isles, Rape Tax, The Tampon Book

Join the Impact Circle

Social Entrepreneur
>Launchpad
>Incubation

Research,
Impact Journalism

Impact Chapters

Immersions

Internships

Getting you started with suggested additional reads:

(the articles are hyperlinked)

Reading material to understand the focus on women and land:

[Strengthen Land Rights In India Fact Sheet](#)

[State of Land Report India](#)

[Gender gap in land ownership](#)

[Report on Realising Women's Rights to Land and other Productive Resources](#)

[Women's land rights as a pathway to poverty reduction](#)

A few initiatives, programs and solutions currently being used to address the problem:

[Fact Sheet by Landesa](#)

[Land in her name](#)

[Landesa Girls Project in India](#) , [Be bold for change: Girls in West Bengal rally for Gender Equity](#)

[Women's Land Rights in India and the Sustainable Development Goals (SDGs)](#)

[Odisha is breaking the patriarchy, one deed at a time](#)

Reporter Stories:

[The land is mine. I will get it back](#)

[Women farmers suffer due to unequal land rights](#)

[No country for women: The dark side of palm oil production in Mizoram](#)

Few organisations working to solve the problem:

[Landesa](#)

[Working Group for Women and Land Ownership](#)

[Jan Sahas](#)