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**NINETY PERCENT OF HIV POSITIVE WOMEN ARE THROWN OUT OF THE HOUSE AFTER THEIR HUSBANDS DIE OF AIDS.**

**IS THIS JUSTICE?**

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**TWO MILLION HIV POSITIVE WOMEN ARE WAITING FOR YOUR ANSWER.**



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**नब्बे प्रतिशत HIV संक्रमित महिलाएं AIDS से पति के मरने के बाद अपने घरों से निकाली जाती हैं.**

**ये कैसा इंसाफ़ है?**

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बीस लाख HIV संक्रमित औरतों को इंज्जार है आपके जवाब का.



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**ಪತಿಯು ಏಯ್ಸ್ ನಿಂದಾಗಿ ಮರಣ ಹೊಂದಿದ ಬಳಿಕ, ಎಚ್.ಐ.ವಿ. ಸಾಂಕ್ರಮಿಕ ಹೊಂದಿರುವ ಮಹಿಳೆಯರಲ್ಲಿ ಶೇಕಡಾ ತೊಂಬತ್ತರಷ್ಟು ಮಂದಿಯನ್ನು ಮನೆಯಿಂದ ಹೊರಹಾಕಲಾಗುತ್ತದೆ.**

**ಇದು ಯಾವ ನ್ಯಾಯ?**

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ಎಚ್.ಐ.ವಿ. ಸಾಂಕ್ರಮಿಕ ಹೊಂದಿರುವ ಇವತ್ತು ಲಕ್ಷ ಮಹಿಳೆಯರು ನಿಮ್ಮ ಉತ್ತರಕ್ಕಾಗಿ ಕಾಯುತ್ತಿದ್ದಾರೆ.

# BREAKTHROUGH

building human rights culture

Breakthrough is an international human rights organization that uses education, media and popular culture to transform public attitudes and promote values of equality, justice and dignity.

Our goal is to cultivate a more open and democratic civil society invested in sustaining core human rights values.

## Breakthrough challenges you to think.

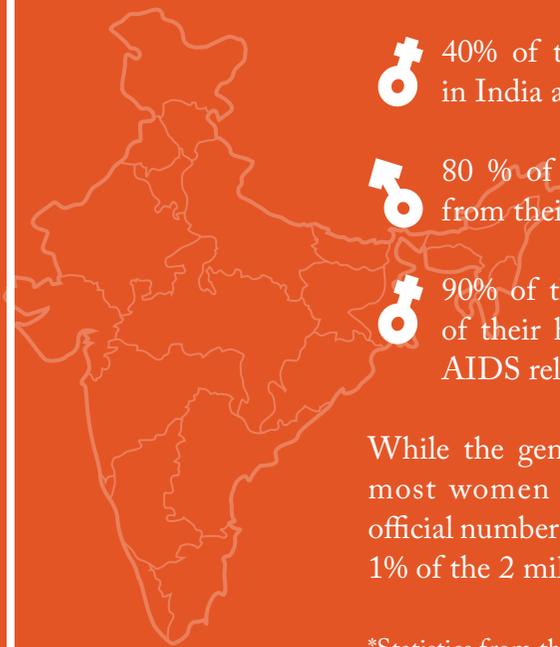
Where do human rights begin? How does their absence affect your life and the lives of millions of everyday?

## Breakthrough challenges the world at large.

With operations in India and the United States—the world's two largest democracies—Breakthrough encourages public dialogue about pressing social issues like racial justice, immigrant rights, women's rights, HIV/AIDS, sexuality, and religious tolerance.

## Breakthrough challenges you to live human rights.

## Feminization of the HIV/AIDS epidemic in India



40% of the 5.2 million HIV positive people in India are women

80 % of them have contracted this infection from their husbands or primary partners

90% of these positive women are thrown out of their homes after their husbands die from AIDS related causes

While the general public continues to believe that most women with HIV/AIDS are sex workers, official numbers indicate that they constitute less than 1% of the 2 million positive women.

\*Statistics from the United Nations Development Programme

OUTSIDE BOOKLET

## IS THIS JUSTICE?

*Is this Justice? (Yeh Kaisa Insaf Hai?)* is a multimedia education campaign that challenges the unfair treatment of HIV positive women in India by their families. Created by ad guru, Piyush Pandey of Ogilvy & Mather, *Is this Justice?* promotes women's human rights by asking why positive women should face stigma and discrimination.

*Is This Justice?* is reaching millions across India through key television, radio, and print partners including: Doordarshan, STAR Network, Sony Entertainment Television, ETV, Dainik Jagran, Lokmat, Prajavani, Udyavani, Radio Mirchi, and All India Radio. The campaign is also being disseminated through billboards,

movie theaters, and the internet in four languages: Hindi, Kannada, Marathi & English.

Women who are infected face more than health concerns, and are often either shunned by their families and communities or are forced to live on the periphery of society after the death of their husbands. The consequences of becoming infected are severe for women—who often face homelessness, increased violence, loss of employment and family, and lack of access to treatment and care. *Is This Justice?* asks society to treat women living with HIV/AIDS with fairness and compassion.

The campaign was developed with input from the Networks of Positive Women in Karnataka, Maharashtra and Uttar Pradesh.