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“At times we were dumbfounded to hear the profound stories the youth had to tell us,” says Dr Agrawal.

Needless to say, the exercise had been an eye opener for many working on the campaign where the young generation spoke about the urgent need to create change and build a more inclusive society.

“We want to connect the dots as fast as possible, but cautiously, as this is a very vital matter,” says Stephen Dzedzic, an Australian volunteer with Oxfam India.

Another Australian volunteer, Gautam Raju, who is the architect of the campaign, says that it is absolutely vital to engage young people in public debates, rather than just treating them as passive bystanders.

“25 years is the average age of Indians but it’s 60 for politicians!” he points out.

They hoped to not only energise young people, but also help them to set the political agenda and shape a comprehensive policy framework. They started the campaign by asking young people to call in to their phone line and talk about gender inequality.

The campaign also tried to provoke discussions with young people about the way women are treated. Public discussions and workshops were held at IIT Delhi and other educational hubs and universities.

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and also been strong, with youth gender dialogues started @ and touch in many, a

web portal, reaching out to talk about the campaign and gender inequality.

The campaign used social media and celebrities such as actor Rahul Bose, Nandita Das and Kiran Bedi while also advertising on MERU cabs, billboards and bus shelters.

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