

Breakthrough partnership

At C&A Foundation we believe that ending gender-based violence and promoting women's leadership is essential to make fashion a force for good. Women make up 80% of the workforce in the apparel industry and are disproportionately affected by the issues.

In partnership with Breakthrough, a human rights organisation, we take a holistic approach to address gender-based violence (GBV) in the apparel industry in India. Since 2017, we are creating awareness and inspiring garment workers to combat gender based violence (GBV) and discrimination against women within their workplace, in their communities and during their commute to work. As Sohini Bhattacharya, the CEO of Breakthrough puts it, "We are connecting women with each other and facilitating the development of their social capital so that they feel empowered to stand up and speak out against gender-based violence that they experience".

This initiative encompasses strategies that, together, help to create awareness on GBV that women experience, including the root causes and impacts of GBV, and demonstrate to women and men how they can create their own support systems by sharing their challenges and strengths with one another.



Here is how Breakthrough is promoting change:

01.

Constant dialogue

02.

Engage with factory owners