

PCI-Media Impact needs to raise funds to support social movements that improve the rights of underserved women in India using Media Impact's innovative social change methodology. Media Impact will collaborate with local women, NGOs and service providers to create a multifaceted media campaign that empowers India's voiceless to take an active role in improving women's health and well-being. Violations of women's rights in India have been carried out for decades through female feticide, including dowry deaths, and sex determination tests with up to 10 million female fetuses aborted in the last two decades. Support Media Impact's effort to give a voice to millions of marginalized women in India by visiting the GlobalGiving webpage, "Be a Catalyst for Change: Women's Rights in India," and helping us raise the \$10,000 needed to create lasting social change in India.