

Bell Bajao! — Breakthrough India's Nationwide Bystander Campaign Against Domestic Violence

Gender Equality · Good practice · India

Quality score: 63/100

Evidence strength: Moderate

Summary

Breakthrough's Bell Bajao! campaign mobilised bystanders across India to interrupt domestic violence; reaching over 130 million people, it was linked to a 49% rise in awareness of India's 2005 domestic-violence law and a 15% rise in service demand.

Key dimensions

Dimension	Score
Transferability / replicability	2/3
Impact on gender equality	1/1
Effectiveness	1/1
Efficiency	0/1
Evaluated outcomes	1/1
Sustainability	0/1
Achievement / evidence	1/1
Gender-mainstreaming embedding	1/1
Curator validation	0/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-06

[Breakthrough](#) — accessed 2026-09-06

[UN Women Asia-Pacific — Bell Bajao story](#) — accessed 2026-09-06

[Breakthrough/ICRW evaluation learning brief \(LSHTM STRIVE\)](#) — accessed 2026-09-06

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