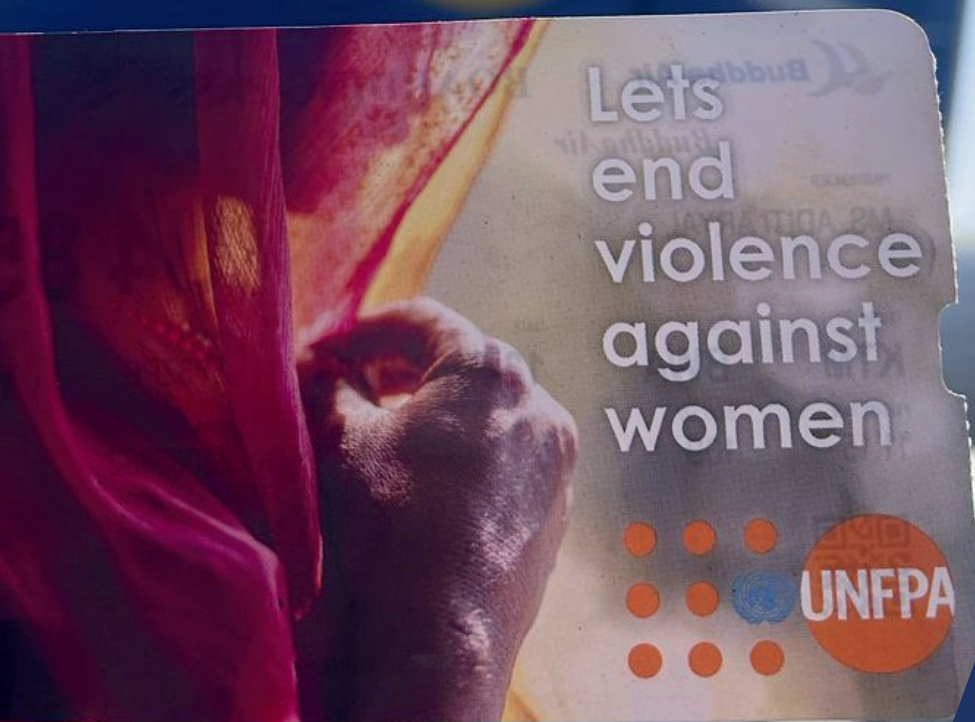


FLYING FOR CHANGE!

Buddha Air
and UNFPA
Unite Against
Gender-
Based
Violence



लैंगिक हिंसा
अन्त्य गरौं



Lets
end
violence
against
women



A Message on Every Journey

Through this unique visibility campaign, GBV hotline numbers and support information were printed on the brochure and was handed out in the seats together with Buddha Air boarding pass-offering discreet, lifesaving guidance to those in need.



Advocacy That Travels Far

Travelers were not just reaching destinations they were also receiving essential information about rights, protection, and support services. By reaching people on the move, the campaign ensured that awareness traveled as far as our skies.

A Partnership for Impact

This collaboration showcases the power of private sector engagement in advancing gender equality and empowering communities. Together, Buddha Air and UNFPA demonstrate that small actions like a boarding pass can spark big change.



Together, We Are Taking Off for a Safer Future

This collaboration showcases the power of private sector engagement in advancing gender equality and empowering communities. Together, Buddha Air and UNFPA demonstrate that small actions like a boarding pass can spark big change.

A single message can change a life.

What is gender-based violence?

Gender-based violence is defined as violence directed at a person because of their gender or sexual identity, or violence that disproportionately affects a particular gender.

Violence can take different forms:



Physical violence

Inflicting physical injury



Emotional and psychological violence

Causing psychological stress



Sexual violence

Forced sexual relations, sexual abuse or rape



Economic violence

Controlling financial resources, preventing income generation, or enforcing economic dependency



Harmful practices

Harmful traditional practices like child marriage, gender-biased sex selection, chhaupadi, caste-based discrimination



Technology-facilitated violence

Cyberbullying, threatening messages, or abuse through digital platforms

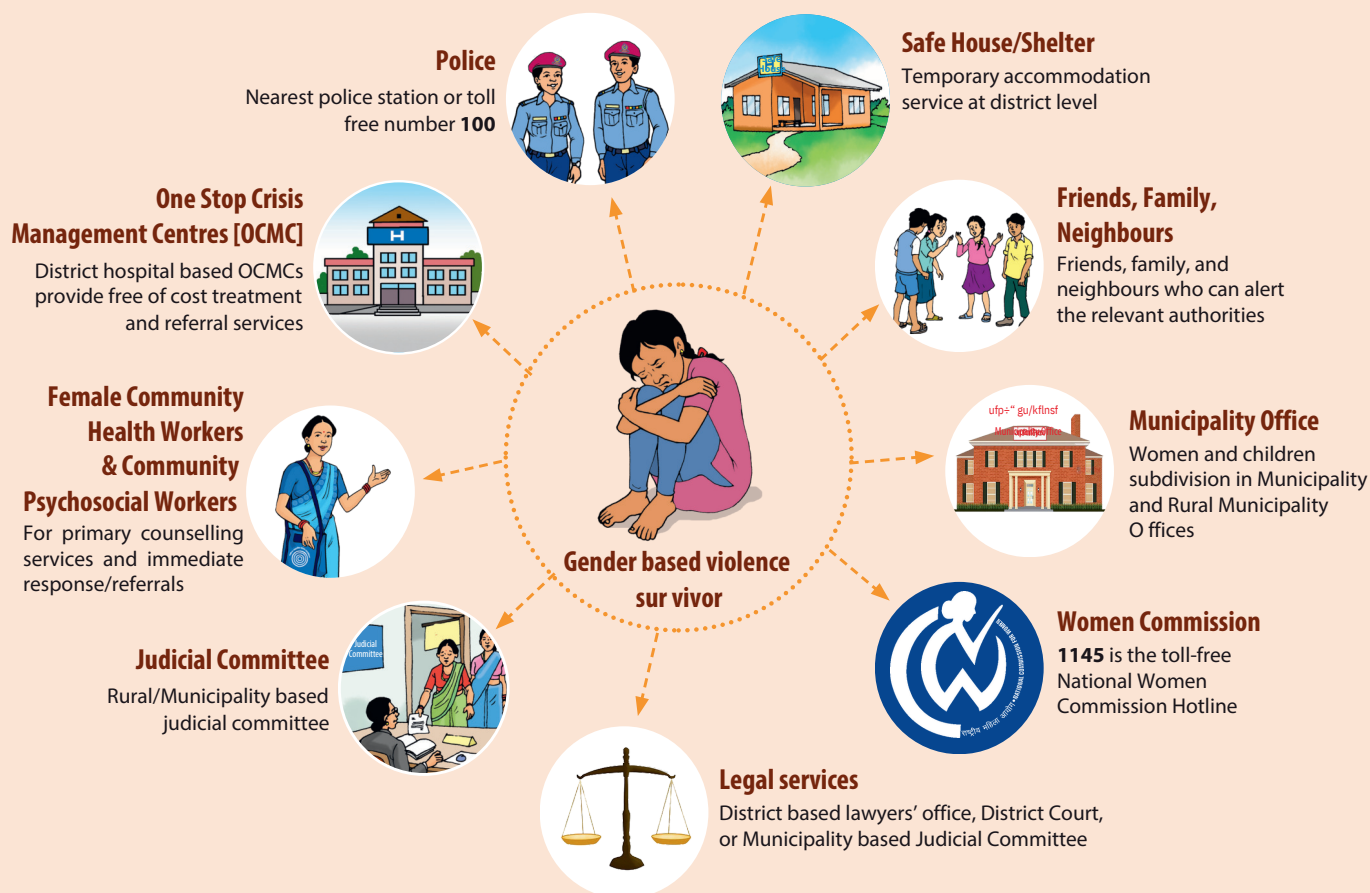
If you or someone you know is experiencing any form of violence, please reach out for help through the toll free National Women's Commission hotline at ☎ 1145, nearest police station or the tollfree hotline at ☎ 100.

Gender-based violence in Nepal

- 23% of women aged 15 to 49 have experienced physical violence and 8% have experienced sexual violence at some point.
- 27% of women have experienced physical, sexual or emotional violence from their current spouse/intimate partner.
- 17% of women who were married or in a relationship had experienced violence from their spouse/intimate partner at some point in the past 12 months. This includes 10% who experienced emotional violence, 12% who experienced physical violence and 4% who experienced sexual violence.
- About 72% of women who experienced physical or sexual violence did not seek help from any agency.

Source: Nepal Demographic and Health Survey 2022. The Context of Gender-Based Violence in Nepal

Referral points for GBV services



UNFPA is the United Nations agency on sexual and reproductive health, promoting gender equality and empowering women, girls and young people to assert their rights over their bodies and futures. UNFPA, in collaboration with the Government of Nepal and other partners — the Governments of Norway, Switzerland and the European Union — is working towards building a violence-free Nepal through programmes such as the **“Prevention and Response to Gender-Based Violence”** and the **“Empowered Women, Prosperous Nepal”** project.