

Swayong Vision

Swayong aims to dismantle social injustices through one story at a time. We want to create safe, inclusive, and constructive spaces for conversation and growth. Our content will encourage people to interact meaningfully with sensitive topics, breaking down inhibitions about 'shameful' issues.

Why Swayong has been created

Telling stories is one of the most powerful means that leaders have to influence, teach, and inspire. Storytelling forges connections among people, and between people and ideas. When it comes to our values, our communities, and our institutions, we understand intuitively that the stories we hold in common are an integral part of the ties that bind us. This understanding also holds true in the development world, where real stories, shared by diverse groups of survivors, help solidify empathy in a way that factual statements encapsulated in bullet points or numbers fail to. Swayong stories strive to create a sense of connection. They build familiarity and trust, and allow outsiders to enter the story, making them more open to learning. With this understanding and aim in mind Swayong was created in June 2020 and is continuing its fight against social injustice.

Swayong Core Values

Power of Collective: We build and catalyze movements that collectively make us stronger. We strive to ensure that women and gender diverse groups have the systemic support to achieve equality.

Amplified Voices: Highlighting stories of women and other under-represented people are essential to compelling sustainable change. They must be part of the discourse and have active roles in making decisions and designing solutions.

Meaningful Change: We seek to evoke real and significant changes to transform regressive social norms, mindsets, and stereotypes with tenacity, empathy, and action.

Empowering Individuals: We support our people by providing them with the information, solidarity, and power they need to help them raise their voices.

Activities of Swayong

- Choose social injustice issues to address, highlight, and dismantle
- Collect first-hand accounts and real-life stories from real people
- Create engaging content for circulation on social media
- Produce informative bite-size content pieces on pressing social issues
- Generate contents in both Bangla and English to reach a wider audience



Swayong Portfolio

1) Storytelling: Swayong has completed 19 digital campaigns, curating 136 real-life [stories](#).

2) Video storytelling documentary: Swayong has produced four video documentaries in a storytelling style on four distinct social justice issues: i) Plights of female frontline health warriors, ii) Experience of independent women and transgender persons in their everyday life, iii) Unpaid care work by women, iv) Women leadership and experience from gender equality movement in Bangladesh across generations.

3) Angur Fol Tok: Swayong facilitates thoughtful and fun live discussions and talk shows with experts on different issues to address social injustice titled as “Angur Fol Tok”. To date, Swayong has organized 9 sessions both online and offline.

4) Collaborations: Swayong believes on collaborative efforts to address social injustice in the world. “SDG 17- Partnership for Goals” is at the heart of Swayong’s work and has collaborated with 15 organizations across the country for different campaigns, programs, and events.

5) Thought leadership: Swayong features prominent writers, speakers and thought leaders to create accessible public discourse and has published 7 blog posts on its [website](#).

6) Advocacy through protest: Swayong co-organized and participated in the street protest “Rage Against Rape” under the banner of the feminist coalition “Feminist Across Generations” to demand for justice and lasting policy action to eliminate gender-based violence in Bangladesh.

7) Awards: Swayong became the runner-up (idea level) at the Digital Khichuri Challenge 2020 organized by the UNDP supported by ICT Division and Startup Bangladesh. Swayong was also nominated for the Joy Bangla Youth Award 2022 and was among the top 5 contestants in the “Culture and Communication” category.

8) Features: Swayong’s work, and leadership have been featured in multiple national level media outlets. Swayong was showcased in 16 national media reports and articles to date.

9) Capacity Building: Swayong organizes capacity building workshops for its volunteer activists by inviting prominent professionals and activists around the world.



Swayong Team

Swayong works through [9 teams](#) which are led by Team Coordinators who are guided by the CEO's office. Each team consists of several volunteers. Swayong activities are implemented by a pool of 53 volunteer activists who are called Swayong Warriors. These teams are:

- ✓ Program management
- ✓ Editorial and content development (Bangla)
- ✓ Editorial and content development (English)
- ✓ Translation (English to Bangla)
- ✓ Translation (Bangla to English)
- ✓ Graphic Design and Illustration
- ✓ Marketing and Partnerships
- ✓ Public Relations
- ✓ Human Resources

Contact Us

Website: www.swayong.org
Email: ask@swayong.org
Phone: +8801301268021
LinkedIn: <https://www.linkedin.com/company/storyofself>
Facebook: [স্বয়ং - Swayong | Facebook](#)

