



2023

AN ASSESSMENT OF THE NATIONAL GENDER CAMPAIGN FOR DAY-NRLM A REPORT

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MESSAGE

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) stands resolute in its mission to alleviate poverty through economic and social empowerment. The cornerstone of our mission is the creation of robust institutions led by impoverished women in rural areas, providing them the means to seize economic opportunities and overcome challenges that hinder a dignified life.

In line with this vision, DAY-NRLM launched the 'Nayi Chetna-Pahal Badlav Ki' campaign, a month-long, community-based nationwide initiative against gender discrimination and gender-based violence (GBV). This campaign, initiated from 25th November to 23rd December, 2022, represents a strategic effort to combat gender inequality and bolster the capacity of women from economically disadvantaged and marginalized communities. Our objective was to equip them with the ability to identify various forms of gender-based violence, acknowledge its existence, raise their voices against it, and stand united with those facing such adversity.

This report presents a meticulous assessment of the 'Nayi Chetna-Pahal Badlav Ki' campaign across 10 states. It underscores the diligent efforts made by various states and line ministries, both at the national and state levels, to effectively reach grassroots communities during this national campaign. One of the key findings reveals that a remarkable number of people, representing diverse sections of society, actively participated in over 5,85,897 activities conducted nationwide during the campaign, emphasizing the extensive reach and influence of the initiative.

I extend my heartfelt congratulations to the team of DAY-NRLM for the publication of this insightful report. I firmly believe that the strategies and collaborative initiatives shared herein will assist states in engaging with diverse stakeholders during this annual national campaign. Through intensified efforts and heightened awareness, we aim to sensitize and involve various segments of the population in the States and Union Territories in the years to come.

(GIRIRAJ SINGH)

साध्वी निरंजन ज्योति
SADHVI NIRANJAN JYOTI



Dear Friends,



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

उपभोक्ता मामले,
खाद्य और सार्वजनिक वितरण एवं
ग्रामीण विकास राज्य मंत्री
भारत सरकार

MINISTER OF STATE FOR
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION &
RURAL DEVELOPMENT
GOVERNMENT OF INDIA

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) embodies an unyielding dedication to poverty eradication through comprehensive economic and social empowerment. Central to this dedication is the establishment of resilient institutions led by impoverished women in rural areas, empowering them to seize economic opportunities and confront challenges impeding a dignified life.

DAY-NRLM's proactive initiative, the 'Nayi Chetna-Pahal Badlav Ki' campaign, echoes our commitment to the cause. Launched as a month-long, community-based nationwide campaign against gender discrimination and gender-based violence (GBV) from 25 November to 23 December 2022, it was strategically aimed at combatting gender inequality. It sought to augment the capacity of women from economically disadvantaged and marginalized communities, enabling them to identify various forms of gender-based violence and take a stand against it. The campaign's impact was profound, with key findings revealing that over 3,51,76,492 people participated in the campaign, underscoring the nationwide resonance of this crucial initiative.

This report offers a meticulous assessment of the 'Nayi Chetna-Pahal Badlav Ki' campaign across 10 states, emphasizing the combined efforts of various states and various ministries at both national and state levels to effectively reach grassroots communities during this campaign. The findings presented in this report are a testament to the campaign's success in engaging diverse cross-sections of society, including the active participation of both men and women, young and old, across rural India.

My warmest congratulations to DAY-NRLM for the publication of this insightful report. I firmly believe that the strategies and collaborative initiatives shared herein will provide valuable insights to states, empowering them to engage with diverse stakeholders during this annual national campaign. Through collective efforts and enhanced awareness, we are poised to sensitize and involve various segments of the population in the States and Union Territories in the years ahead.

Best wishes,

[Sadhvi Niranjana Jyoti]

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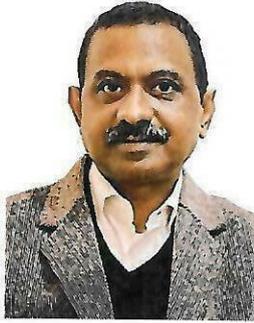
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November 23, 2023

FOREWORD

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) remains steadfast in its mission to eradicate poverty by fostering economic and social empowerment. At the core of this mission lies the creation of robust institutions led by impoverished women in rural areas, providing them the means to seize economic opportunities and overcome challenges that obstruct a dignified life.

In this vein, DAY-NRLM initiated the 'Nayi Chetna-Pahal Badlav Ki' campaign, a month-long, community-based nationwide initiative against gender discrimination and gender-based violence (GBV). From 25 November to 23 December 2022, this campaign symbolized a strategic endeavor to combat gender inequality. Its aim was to empower women from economically disadvantaged and marginalized communities to identify various forms of gender-based violence and unite against it. The report unveiled a key finding: a resounding 69,95,181 people participated in pledge events against Gender-Based Violence during the campaign, reflecting the tremendous impact and reach of this vital campaign.

This report meticulously assesses the 'Nayi Chetna-Pahal Badlav Ki' campaign across 10 states, highlighting the collective efforts of various states and line ministries at both national and state levels to effectively reach grassroots communities during this national campaign. The campaign's impact is evident in the widespread participation and engagement of communities, reinforcing the need for sustained efforts to combat gender-based violence.

My heartfelt congratulations to DAY-NRLM and IWWAGE for the publication of this comprehensive report. The strategies and collaborative initiatives outlined in this report will undoubtedly guide states in engaging with diverse stakeholders during this annual national campaign. Through collective determination and heightened awareness, we aim to sensitize and involve various segments of the population in the States and Union Territories in the years to come.

23/11/23
[Shailesh Kumar Singh]

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Dear Stakeholders,

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) stands resolute in its commitment to eradicate poverty through economic and social empowerment. Fundamental to this commitment is the establishment of resilient institutions led by impoverished women in rural areas, enabling them to seize economic opportunities and overcome challenges that hinder a dignified life.

In alignment with this vision, DAY-NRLM launched the 'Nayi Chetna-Pahal Badlav Ki' campaign, a month-long, community-based nationwide initiative against gender discrimination and gender-based violence (GBV), from 25 November to 23 December 2022. This campaign was a strategic endeavor to combat gender inequality and enhance the capacity of women from economically disadvantaged and marginalized communities. It aimed to equip them with the ability to identify various forms of gender-based violence, acknowledge its existence, raise their voices against it, and stand united with those enduring such adversity.

This report presents a thorough assessment of the 'Nayi Chetna-Pahal Badlav Ki' campaign across 10 States. It underscores the concerted efforts made by various States and Ministries at both national and State levels to effectively reach grassroots communities during this national campaign. A key finding emphasizes the active participation of both young and adult individuals, men and women, representing various cross-sections of society, mainly from rural India, in the numerous activities undertaken during the campaign period.

I extend my heartfelt congratulations to DAY-NRLM and IWWAGE for the publication of this insightful report. I firmly believe that the strategies and collaborative initiatives shared herein will empower States to engage with diverse stakeholders during this annual national campaign. Through intensified efforts and heightened awareness, we aspire to sensitize and involve various segments of the population in the States and Union Territories in the years to come.

Best regards,


[Charanjit Singh]

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Esteemed Readers,

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) has been unwavering in its dedication to eradicating poverty through comprehensive economic and social empowerment. Central to this dedication is the establishment of robust institutions led by impoverished women in rural areas, providing them the means to seize economic opportunities and confront challenges that hinder a dignified life.

DAY-NRLM's proactive initiative, the 'Nayi Chetna-Pahal Badlav Ki' campaign, echoes our commitment to the cause. Launched as a month-long, community-based nationwide campaign against gender discrimination and gender-based violence (GBV) from 25 November to 23 December 2022, it was strategically aimed at combatting gender inequality. It sought to augment the capacity of women from economically disadvantaged and marginalised communities, enabling them to identify various forms of gender-based violence and take a stand against it. A noteworthy finding is that over 44,617 Rangoli events were conducted at the grassroots level during the campaign, illustrating the creativity and engagement involved in spreading the message.

This report meticulously assesses the 'Nayi Chetna-Pahal Badlav Ki' campaign across 10 states. It emphasizes the collective efforts of various states and line ministries at both the national and state levels to effectively reach grassroots communities during this national campaign. The findings presented in this report are a testament to the campaign's success in engaging diverse cross-sections of society, showcasing the need for continued initiatives to combat gender-based violence.

My warmest congratulations to DAY-NRLM for the publication of this comprehensive report. The strategies and collaborative initiatives outlined in this report will undoubtedly guide states in engaging with diverse stakeholders during this annual national campaign. Through collective determination and heightened awareness, we aim to sensitize and involve various segments of the population in the States and Union Territories in the years to come.

Warm regards,


[Smriti Sharan]

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List of Acronyms

CLFs	Cluster Level Federations
CRP	Community Resource Person
DAY-NRLM	Deen Dayal Antayodaya Yojana-National Rural Livelihood Mission
FGDs	Focus Group Discussions
GBV	Gender Based Violence
GP	Gram Panchayat
GPLP	Gram Panchayat Level Federation
GRCs	Gender Resource Centers
ICC	Internal Complaint Committee
ICDS	Integrated Child Development Scheme
IDIs	In-depth Interviews
MIS	Management Information Systems
NFHS	National Family Health Survey
NMMU	National Mission Management Unit
NRLM	National Rural Livelihood Mission
NULM	National Urban Livelihood Missions
PRI	Panchayati Raj Institutions
SAC	Social Action Committee
SHGs	Self Help Groups
SRLM	State Rural Livelihood Mission
ULB	Urban Local Body
UT	Union Territory
VO	Village Organization
WCD	Women and Child Development

FACT SHEET –National Gender Campaign 2022

Indicators	Achievement (in number)
MIS Dashboard-National	
Number of states participated in the National Gender Campaign 2022	32
Number of activities conducted in National Gender Campaign 2022	5,85,897
Number or participants participated in National Gender Campaign 2022	3,51,76,492
Number of line ministries/departments participated in the National Gender Campaign 2022	14
Activities conducted by the line ministries/departments during the campaign	2,151
Pledge events on Gender Based Violence during the campaign	1,00,042
Participation during pledge events	69,95,181
CLF level	
Rallies conducted	1,59,808
Participation in rallies	25,38,583
Meetings organized on GBV during the Gender Campaign	91,937
Rangoli events conducted	44,617
SHG level	
Activities conducted during campaign	2,96,099
Participants attended activities during campaign	1,49,90,477
Quantitative Online Survey among SHG members-National	
Indicator	Women (in %)
Aware of activities undertaken during campaign	73
Respondents DISAGREE with- ‘Better to be a man than a woman’	68
Respondents DISAGREE with- ‘Boys should get more opportunities’	70
Self-decision on usage of own money	60
Knowledge on type of course of action, if GBV incidence happens	
Share with SHG/VO/CLF peers	45
Report to police/competent authorities	32
Keep it to self/ignore	12
Issue of GBV <u>not relevant</u> for my community-DISAGREE	61

Source: MIS Dashboard and Online Survey among SHG members, as on February 13,2023

EXECUTIVE SUMMARY

BACKGROUND AND APPROACH

The **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)** through its gender interventions has been making strategized efforts in addressing issues of gender equality. **Gender-based violence (GBV)** and more specifically, violence against women and girls continue to be one of the biggest deterrents to achieving self-growth, well-being and a life of dignity. DAY-NRLM recognizes this social evil as a major hindrance towards achieving individual and social development. It therefore, aims to take necessary actions for eliminating GBV. With an aim to build capacities of the marginalized communities and women, in particular to identify and acknowledge the different forms of violence that they experience, as well as, respond to it by speaking up, sharing with others, and seeking support for acting on the injustice inflicted, a month-long campaign from **25 November to 23 December, 2022** was launched. The campaign titled, **“Nayi Chetna-Pahal Badlav Ki”** with the theme of **‘Elimination of Gender-Based Violence’** was launched by the Honorable Union Minister for Rural Development, Shri Giriraj Singh, to mark the International Day for Elimination of Violence against women and girls, which is commemorated on 25 November every year. This campaign was the initiation of an annual campaign on gender with each year focusing on specific themes responding to issues of gender equity. The theme for the current year, which is also Year 1 of the campaign, was **Equity and Ending Gender-based Violence**.

This report is based on an **assessment**¹ conducted to assess the campaign on the three broader areas- **reach, relevance and effectiveness** of the National Gender Campaign 2022. The assessment helped to understand the enabling and constraining factors, which affected the National Gender Campaign as well as the lessons learnt for enhancing the success of the campaign in the future rounds.

The **findings of the two rounds of the qualitative rapid assessment is supplemented with the quantitative data available on Management Information System (MIS) portal**, related to the campaign activities by the stakeholders at the different administrative levels i.e. state, district, block, CLF and VO as well as the line ministries/departments. Findings of the **online national survey among SHG members**, which had more than 20,000 SHG members participating, representing nearly 5,000 CLFs, across 24 states, also comprise the assessment report.

¹ The assessment by CMS India (www.cmsindia.org) on behalf of Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE) is undertaken for the Deendayal Antyodaya Yojana- National Rural Livelihood Mission (DAY-NRLM).

Key Findings

Preparation and Implementation strategy for the campaign:

- At national and state levels, the assessment findings reveal that **well-synchronized preparatory steps** taken to conceptualize and implement the campaign on GBV. Active participation of the NRLM-NMMU team along with the coordination and support from SRLMs and the programme teams at districts, blocks up to community levels, across the country was well chalked out with **week-wise themes and activities planned** for the entire campaign period.
- **Convergence with Line Ministries and Departments at both national and state levels** led to participation of **14 Line Ministries/departments**. These included Information and Broadcasting, Education, Women & Child Development, Health and Family Welfare, Panchayati Raj, Tribal Affairs, Social Justice and Empowerment, Urban Affairs and Housing, National Legal Service Authority and National Commission for Women among others, in various activities throughout the campaign period.
- As part of the campaign visibility and to create a buzz about the campaign among the public across the country, a **comprehensive Media Plan** for the entire month of the campaign was drawn with the Ministry of Information and Broadcasting. The official handles of the **social media platforms used** to spread messages on preventing gender-based violence, talk shows, and other programmes, articles, poems, etc. were organized/published regularly, during the campaign.
- In the states, to maximize the reach of the campaign, right from the state headquarters up to the community level in villages as well as in urban locations, **engagement with various stakeholders** took place.
- Findings also highlight the initiatives taken during the campaign to build in **locally relevant themes and activities** for making the **community connect** more with the issue of gender-based violence.
- In line with the thematic areas of the campaign, participation of various stakeholders and particularly of women and men at the community level was encouraged and ensured in various activities conducted to **create awareness, speak up, seek support and show solidarity** against any incidences of GBV happening in their surroundings.

Reach of the campaign:

- Convergence of different institutions and participation of stakeholders at different levels, right from the state level to the community level, found during the assessment.
- **Reach of the campaign to the last mile** and stakeholders happened with the participation of the government officials, SRLM programme officials, elected people's representatives and general public, both women and men, adult and youth, during different phases of the campaign. In a few states, transgender too participated in the campaign, expanding the reach of the campaign.
 - However, in few states like **Gujrat, Haryana and Himachal Pradesh**, the campaign started lately **due to election**. The campaign started after the election duration was over and continued till January, 2023.
 - Online survey findings among SHG members showed that nearly **three-fourth of them were aware about the campaign** and its activities conducted in their community.
- Various activities conducted at different levels, right from the states up to SHG/village levels. As per MIS data, **nearly six (06) lakh activities** conducted during the campaign across the country and **more than 3.5 crore (35 million) people** participated in these activities. Most of the activities and participation related to the campaign held at SHG/VO level, to ensure participation of marginalized and vulnerable population, in particular.
- At village and community levels, due to high participation, some activities such as, **rallies, pledge taking events, and rangoli making events repeated in all the four weeks of the campaign**.
 - More than **25 lakh people (2.5 million)** participated in rallies and more than **63 lakhs (6.3 million) people** participated in pledge events.
- **Fourteen (14) Line Ministries/departments conducted around 4,000+ activities**, which mainly included participation in launch activities, outreach programme at community level, in schools, among frontline workers, among others.
- **Around 165 GRCs opened during the campaign** across the country to provide a strong redressal platform for women and give an opportunity for the community members to discuss and speak up against GBV and related issues.

Relevance of the campaign:

- During the campaign, people of the community, both men and women **acknowledged** the prevalence of gender insensitivity and social norms in the community, which leads to the gender inequality and GBV incidences.

- In the online survey, **majority of SHG members (61%) agreed that the campaign against GBV is relevant for their community.**
- All stakeholders, right from SRLMs' programme officials and functionaries to the community members, both women and men, observed that the campaign is **very much relevant** and as it focuses on GBV and inter-linked issues, which is prevailing in the society. This was considered a timely stepping stone to sensitize the community to be aware of different types of GBV, and work towards eliminating GBV from their families and community, in general.
- Further, the **campaign has initiated discussions on** various relevant and related-issues, like gender equality; social evils like dowry, alcoholism, witch hunting, child marriage, female foeticide; importance of girls & women attaining higher education. In fact, during the **campaign period instances of action taken at the community level against incidences of GBV or related issues reported across several states.** This shows that people are **speaking up**, which is one of the core elements of the campaign.
 - Online survey findings too showed that **nearly 60% of the surveyed SHG members disagreed** with 'beating of wife by their husbands' under any circumstances.

Effectiveness of the campaign: Effectiveness of the campaign was captured through the action taken or intend to act, due to the awareness and sensitization, among the different sections of the community.

- **The campaign was effective** as the community members were able to **recall the messages spread during the campaign**, in the post-campaign assessment round, as well. The campaign's key messages such as 'Men and women have equal rights'; 'Daughter and daughter- in-law are equal'; 'Stop being silent and speak up against violence', and many more were recalled by the participants, both women and girls as well as men and boys, during the discussions held as part of the assessment.
- Encouragingly, **participation of men, both adult and young, in the activities conducted during the campaign**, observed and reported by different stakeholders. Men acknowledging the prevalence of GBV and inter-linked issues in their society emerged across the states.
- Almost all the participants, be it men or women, strongly felt that the community needed to take action against any incidences of GBV as well as work towards reducing gender-based discrimination, which leads to GBV. This highlights that people of the community, are **showing solidarity** against the GBV happening in the community. Further, the campaign triggered **discussion among family and neighbors** and beyond.

School students discussed GBV related issues among their peers. Similarly, teachers reportedly shared messages among fellow teachers in some states.

Enabling factors for the Campaign

- Political will along with active participation of senior government officials at the state level.
- Community support and participation of the general public, both young and adults, men and women, representing different cross sections of the society, mainly from rural India, participated with enthusiasm in various activities undertaken during the campaign period. Support from male members of the community and their engagement in different activities during the campaign was noticeable and encouraging.
- Convergence and collaboration with different line ministries and departments provided the much-needed visibility and momentum to various activities undertaken during the campaign. Use of social media handles by the line ministries to highlight the campaign activities was also observed.

Challenging factors for the Campaign

- More time required for pre-launch preparation to contextualize messages and promotional materials to highlight locally relevant issues; orient team members on campaign activities and MIS.
- Identification of follow-up activities post campaign was found missing. This poses challenge to create enabling and facilitating environment for the community members, particularly women to share incidences of GBV and speak up against it.

Insights for future campaign on GBV

To strategize the campaign activities for future rounds, the recommendations are broadly categorized under Preventive activities and Responding measures against GBV. More specifically it should include

- A. Preventive activities** include measures taken to avoid occurrence of GBV incidences.
- **Regular follow up awareness activities** to sustain awareness on different types of GBV and inter-linked issues at all levels, right from state to community as well as educating about the laws/ acts in place and appropriate enforcement agencies to approach for support.

- **Involving all sections of the community** (transgender, specially-abled) and **age groups**, particularly adolescents and youth, to actively participate in activities to highlight types of GBV and related issues.
- **Organize regular sessions on GBV in schools, colleges, particularly** at village/block levels, by engaging CSOs/CBOs, as partner agencies.
- **Sensitizing peoples' elected representatives and influencers** in the community such as PRI/ULB members, teachers, frontline health workers, religious and faith leaders to keep a watch over incidences of GBV in their communities and to be a **point of first contact** for the community members to approach for support.
- **Convergence with line ministries/departments** on creating awareness activities GBV on a long-term basis.
- **Gender resource centres facilitate the sensitization** of the community on gender related issues including GBV. Opening of GRCs will provide an opportunity for the community members to discuss among other issues, GBV, most often considered a social taboo and women, in particular, hesitate to discuss in public space.

B. Responding measures focuses on creating a support system for redressing incidences of GBV

- **Establishing a multi-sectoral support system to fight against GBV** by regular engagement with line ministries/departments.
- **Show solidarity with the survivors of GBV and provide a platform** to raise voice against GBV and its perpetrators.
- **Connect SHG members with line ministries/departments** to approach for remedial actions, when they come across incidences of GBV in their communities.
- **Provide a dynamic MIS dashboard** to keep a database of activities conducted against GBV as well as maintain updated status of the reported incidences of GBV and action taken report.
- **Role of a designated bureaucrat** to monitor cases registered, do follow-ups, track the progress.



CHAPTER I INTRODUCTION AND METHODOLOGY

1.1 OVERVIEW OF NATIONAL GENDER CAMPAIGN

The **Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)** through its gender interventions has been making strategized efforts in addressing issues of gender equality. Integrating gender into institutional mechanisms and strengthening capacities of the community in identifying and addressing gender inequality through its community institutions, are some of the main efforts of these interventions. During these engagements, the testimonies from the field reflect that one predominant area of concern remains to be **gender-based violence (GBV)**. Violence against women and girls continue to be one of the biggest deterrents to achieving self-growth, well-being and a life of dignity.

DAY-NRLM recognizes this social evil as a major hindrance towards achieving individual and social development and hence aims to take necessary actions for eliminating GBV. Hence the need to take necessary actions to eliminate GBV, faced in various forms by women, men and Gender Diverse Persons².

GBV is a global pandemic. As per WHO, around 1 in 3 women worldwide have experienced one or the other form of violence in their lifetime. In India, the National Crime Records Bureau (NCRB) data,

2021, suggests a significant rise of 15.3 % of crimes against women from 56.5% in 2020 to 64.5% in 2021. According to the 2021 annual report of the National Crime Records Bureau (NCRB), 31,677 rape cases were registered across the country, an average of 86 cases daily, a rise from 2020 with 28,046 cases, while in 2019, 32,033 cases were registered. As per the National Family Health Survey (NFHS-5), 2019-21, nearly 30 % women in the age group of 15-49 have experienced GBV at least once in their lifetime as high as 77 per cent women never sought any help from anyone about the violence inflicted on them.

As part of its ongoing effort of mobilizing and addressing issues of marginalized communities and women DAY-NRLM emphasizes on the need for creating institutional mechanisms of responding to issues of violence along with integration of gender in all vertical for larger perspective shift. With an aim to build capacities of the marginalized communities and women, in



Logo of National Gender Campaign

² Gupta, Urvi, *Gender Based Violence and Discrimination in India - Women and Transgenders (September 14, 2021)*. Available at SSRN: <https://ssrn.com/abstract=3923340> or <http://dx.doi.org/10.2139/ssrn.3923340>
A Report by CMS, March 2023

particular to identify and acknowledge the different forms of violence that they experience, as well as, respond to it by speaking up, sharing with others, and seeking support for acting on the injustice inflicted, a month-long campaign from 25 November to 23 December 2022 was launched. The campaign titled, “**Nayi Chetna-Pahal Badlav Ki**” with the theme of ‘**Elimination of Gender-Based Violence**’ was launched by the Honorable Union Minister for Rural Development, Shri Giriraj Singh, to mark the International Day for Elimination of Violence against women and girls, which is commemorated on 25th November every year. This campaign was the initiation of an annual campaign on gender with each year focusing on specific themes responding to issues of gender equity. This endeavor was further expected to create an opportunity for women’s collectives, states and service

providers to join hands to counter GBV across the country.



Inaugural of National Gender Campaign

1.2 OBJECTIVES OF THE ASSESSMENT

This assessment³ aimed to track **the progress** of gender campaign indicators across states in India on three broader areas- reach, relevance and effectiveness of the National Gender Campaign as well as the lessons learnt for enhancing the success of the campaign in the future rounds. More specifically, the **key objectives of the assessment** include:

To understand the reach, relevance and effectiveness of the National Gender Campaign on GBV

To identify the enabling and constraining factors affecting the National Gender Campaign

To examine and analyze the opportunities and lessons learnt for increasing the campaign’s success in future rounds

³ The assessment by CMS India (www.cmsindia.org) on behalf of Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE) is undertaken for the Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM).

1.3 ASSESSMENT APPROACH

The **qualitative assessment** is based on two rounds (during and post campaign) of rapid assessment conducted using a **mix of virtual and in-person interviews and group discussions** with **service providers and community members**.

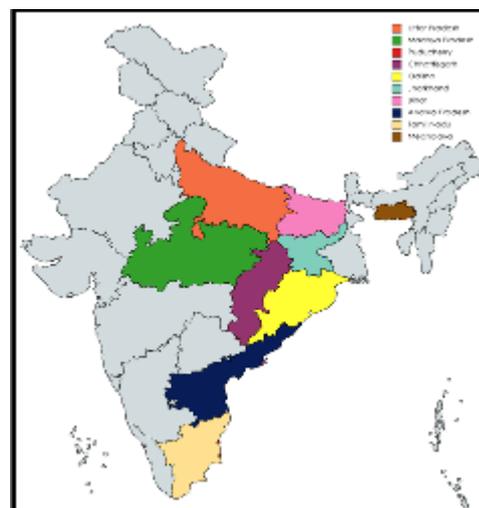
The primary data collection in both the rounds was conducted in 10 States/UT, namely **Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Meghalaya, Odisha, Tamil Nadu, Uttar Pradesh and the UT of Puducherry**. Within each study state and UT, two districts were selected and in each district, two villages were selected for the assessment. Purposive selection of the states, district, blocks and villages were done in consultation with the NMMU team based on the active participation in the campaign period. (*Location details in Annex*).

Further, the **findings of the qualitative rapid assessment** (related to the activities undertaken during the campaign by the stakeholders at the different administrative levels i.e. state, district, block, CLF and VO as well as the line ministries/departments) **is supplemented with the quantitative data available on Management Information System (MIS) portal**.

At national level on MIS, for quantitative data, an **online form was uploaded** for the survey among SHG members, and was conducted by the nodal person at CLF level. Across 24 states, 4,700+ CLFs conducted the survey among SHG members with voluntary consent and participation of more than 20,000 SHG members. **The report presents**

the findings of the quantitative online survey along with the qualitative assessment conducted in 10 states.

Figure 1: Study States for Qualitative Assessment



Training of assessment team: Prior to initiation of data collection, interactive training sessions for the study team were conducted using virtual mode of training in the third week of December 2022. Detailed orientation was given during training on the research protocol, discussion guidelines, developed in English and local languages, as well as, the ethical dos and don'ts. The data collection for the two rounds of the assessment across the ten states was carried out in the last week of December 2022 and first week of January 2023.

1.4 LIMITATIONS

The findings based on the two rapid assessment rounds and purposive selection of the ten study states and locations may not be generalized for the country, as gender campaign activities may vary in other states. Participation of CLF and women SHG members in the online survey varied from state to state. Due to huge difference in terms of sample achieved, state wise comparison not done.



CHAPTER II GENDER CAMPAIGN PREPARATIONS

The present chapter highlights various steps taken prior to the launch of the National Gender Campaign on GBV. It brings out the efforts put behind the preparation during pre-launch of the campaign as well as the coordination with the state agencies and the line ministries and departments for ensuring the activities are undertaken as planned under the National Gender Campaign.

The information provided by the national agency, NMMU-NRLM as well as collected during the interaction with the state level officials, are collated to understand the process and planning, which took place at different levels, during the preparatory phase for the National Gender Campaign.

2.1 PREPARATION AT NMMU

During the preparatory phase, based on the four key components of the campaign specifically, acknowledge, speak up, seek support and solidarity, the range of activities were finalized. The key activities included, consultative and capacity building workshops, awareness creating meetings, pledge events, rallies, audio-video shows, promotional messages on mass and social media platforms along with other activities were planned for each of the four weeks of the campaign and simultaneously conducted at different levels-national, state, district, block up to community level.

These components were not sequential steps but are indicative of multiple simultaneously occurring actions and

processes, and practical steps that need to be taken to move forward towards the DAY-NRLM's goal for annual campaigns over the next five years to enhance women's agency to achieve gender equality. These also informed the communication strategy, key messaging and actions to nudge systemic change and changes in behavior across various levels. Broadly, in coming years of the campaign, actions and interventions will be adapted under these components each year in line with the theme for that year. The theme for the current year, which is also Year 1 of the campaign, was **Equity and Ending Gender-based Violence**.

Figure 2: Core Components of the Campaign



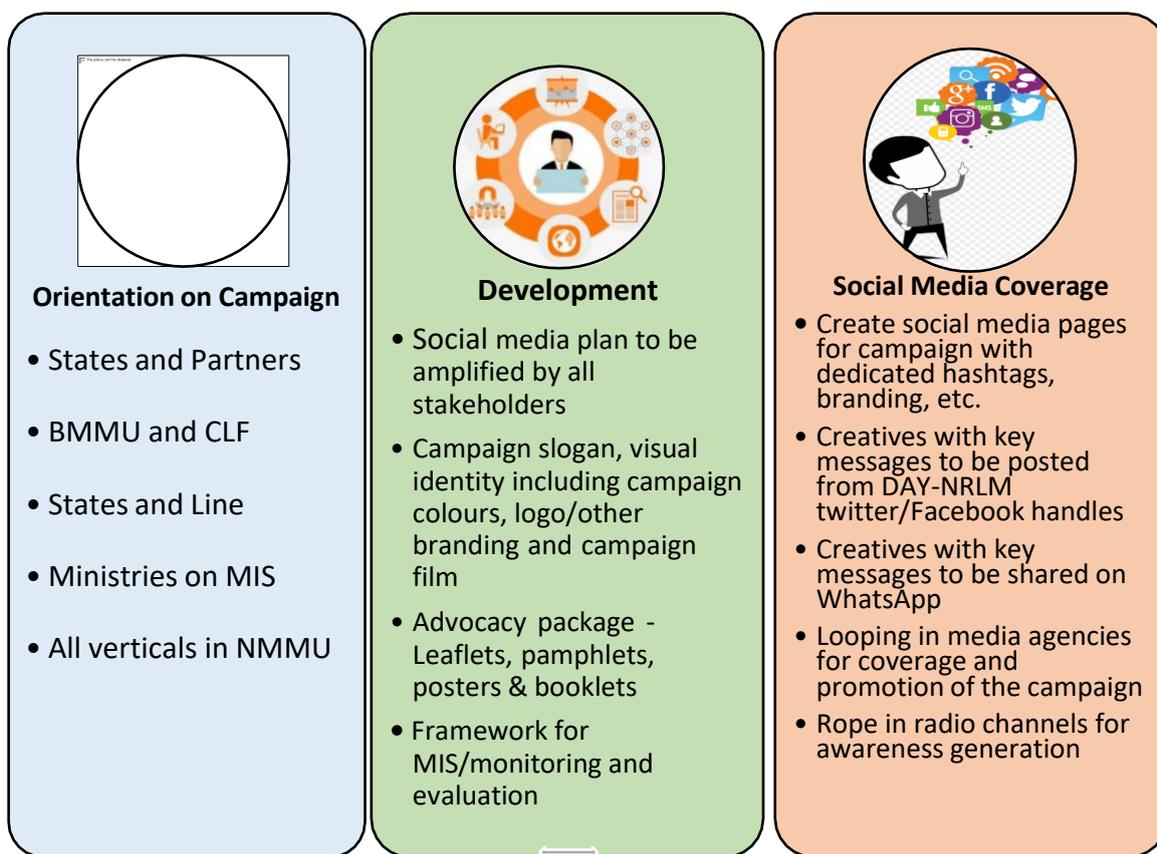
NRLM, as a first step towards acting on issues of violence, aimed to facilitate the efforts to **identify and acknowledge** the different forms of violence that women and the marginalized experience. The next step towards responding to gender-based violence was to **raise voice, share and seek support for acting on the injustice inflicted**.

Aiming towards these two components, the campaign framework was developed to rely on the collective support available through the institutions bound by the ethos of the solidarity.

During the initial stage of the planning of the campaign, the NMMU team held rounds of meetings with all the states as well as various line ministries/ departments. The purpose of these meetings was to inform about the campaign and proposed activities;

engagement of different stakeholders; and orientation on reporting system in place. In addition to letter and concept note was sent to all the Line Ministries, NCW, NITI Aayog, and NLSA on the campaign and arrived at a shared agreement on commitments. Further, states were informed to identify the Gender Resource Centers (GRCs) and support required for GRC formation. The steps taken by National Mission Management Unit (NMMU) are broadly categorized in three steps as shown below

Figure 3: Preparation at NMMU Level



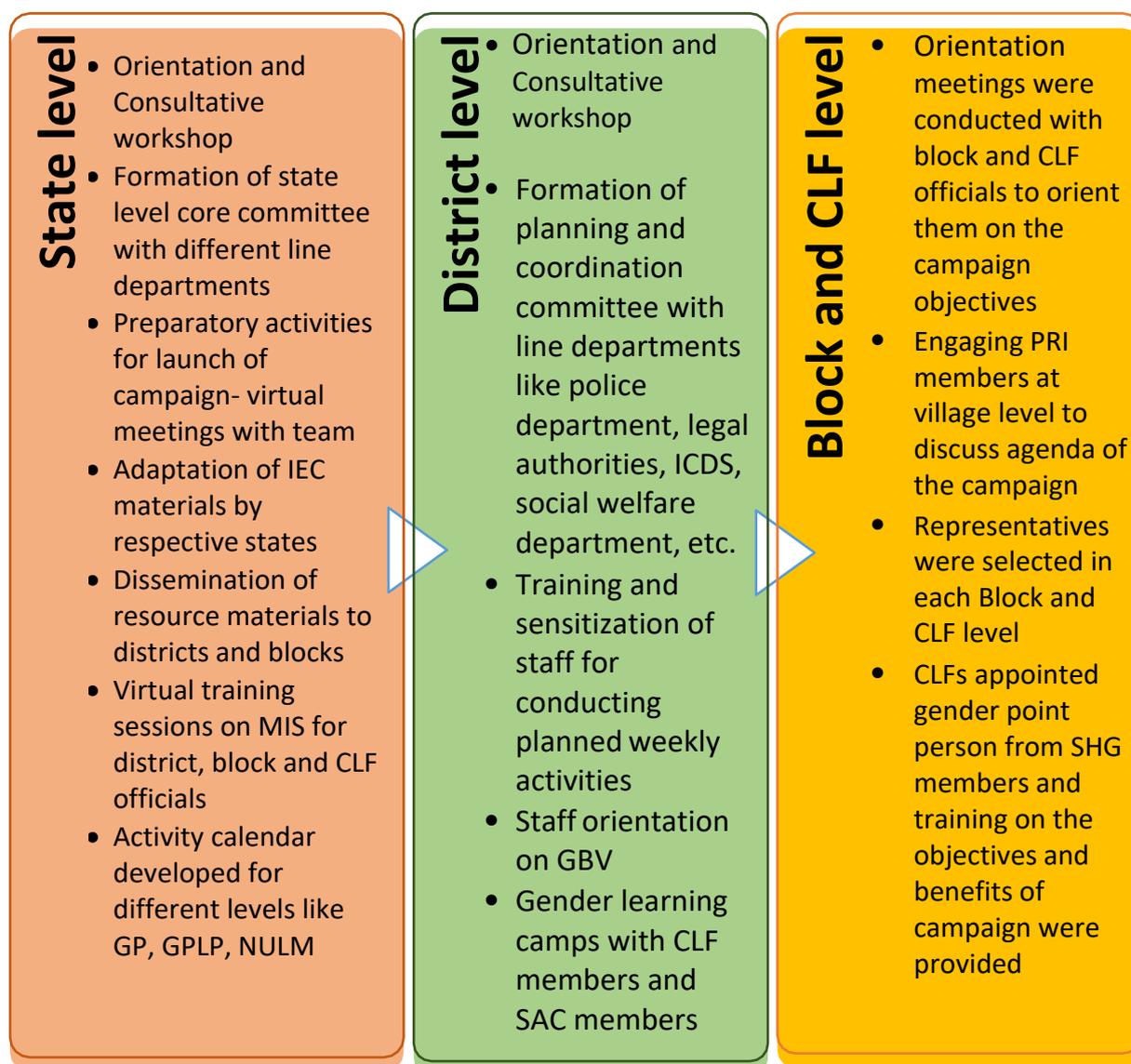
2.2 PREPARATION AT SRLMs LEVEL

In addition, the above listed key preparatory activities at NMMU level, advisories and letters were sent to the states and all the Line Ministries on the campaign to apprise and arrive at a shared agreement on commitments, during the campaign and related activities. Action plans and followups were held with the line ministries and

departments, to make the campaign successful.

As observed by the assessment team during one of such meetings, participation and enthusiasm among the officials representing the different Line Ministries was immense and valuable inputs were provided to promote, support and join the National Gender Campaign, as proposed.

Figure 4: Preparation at SRLMs level- Overall



Source: Qualitative assessment data from 10 states of India

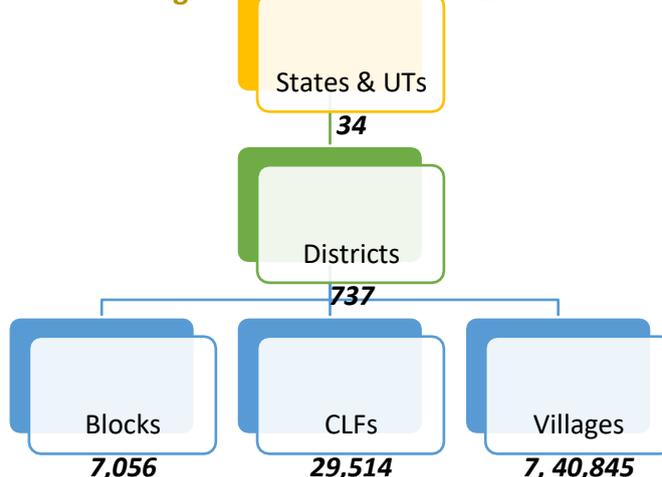


CHAPTER III IMPLEMENTATION STRATEGY OF THE CAMPAIGN

The National Gender Campaign was envisioned as a ‘Jan Andolan’ (people’s movement) with an aim to involve most of the States and Union territories to participate in the campaign. To ensure the

reach of the campaign to the remotest locations and among the marginalized and vulnerable population, an implementation strategy was drawn for the success of the campaign.

Figure 5: Outreach of NRLM



Source: <https://nrlm.gov.in/dashboard>

At the national level, along with the Ministry of Rural Development, **14 Line**

Ministries

namely, Ministry of Information and Broadcasting, Ministry of Education, Ministry of Women Child Development, Ministry of Health and Family Welfare, Ministry of Home Affairs, National Legal Service Authority, Ministry of Panchayati Raj, Ministry of Tribal Affairs, Ministry of Road Transport and Highways, Ministry of Social Justice and Empowerment, Ministry of Tribal Affairs, Ministry of Urban Affairs and Housing, National Urban Livelihoods Mission, and National Commission for Women converged

to participate in the National Gender Campaign.

To create the awareness and buzz about the campaign among the public, across the country, the Ministry of Information and Broadcasting played a major role in spreading the awareness of the campaign. They provided a comprehensive Media Plan for the entire month of the campaign, including use of the official handles of their social media platforms to spread messages on preventing gender-based violence. During the entire period of the campaign, talk shows, articles, poems, etc. were published or organized regularly with the help of various print and media houses. Conversations with SHG leaders and

Community Institutions of DAY-NRLM in Community / Regional/ National Radio and streaming of films on Gender-based violence and Women empowerment happened on the public broadcaster, the TV channel, *Doordarshan*. Different implementation strategies were planned at national as well as at different levels in the states are mentioned below:

3.1 CONVERGENCE STRATEGY

- The campaign was implemented by all the states in collaboration with CSO partners, and actively executed by all levels including the State, District, and Block engaging the Community Institutions along with the extended community. A set of interventions were planned for implementation at different administrative levels. Various activities were planned as a part of the implementation strategy for these Line Ministries. These included orientation of staffs and officials, rolling out of the campaign activities for different levels, issuance of guidelines to all the officials to participate in launch events and activities.
- In all the study states, as emerged from the discussions with the various stakeholders at the state, district, block and CLF levels, the first and foremost step taken was orientation and sensitization of the SRLM district level officials through virtual mode.
- As a next step, SRLMs on their part engaged various line departments such as, social welfare, health, women and

child development, Panchayati Raj institutions (PRI), police, legal service, tribal and youth affairs, education, by issuing order and guidelines to participate in the gender campaign and launch event through webcast. CSOs and CBOs were also engaged extensively and included in the core committees formed for the campaign activities.

- During the core committee formation, the agenda and theme of the gender campaign was discussed and in consultation with the line department's week wise calendar was developed for District, Block, CLF, VO and SHG level with different activities listed for the entire four weeks of the campaign. During discussion with officials, it emerged that a similar approach at different levels in the preparatory phase, was followed by and large, across the states.

3.2 OUTREACH STRATEGY

- SRLMs selected week wise themes and planned to roll out the activities of the campaign. This was in addition to the themes shared by NRLM. Weekly themes included priority issues, which were



Walkathon organized in Puducherry at State level

locally relevant as well, such as, child marriage, female foeticide, alcoholism, witch hunting, among others. SRLMs included these issues while deciding activities for each week of the campaign.

- During the discussions with the nodal persons in the states, it emerged that different themes to be highlighted during the National Gender campaign, were identified. To connect and make it relevant for the state population, locally relevant issues were included along with the issues identified and shared by NRLM-NMMU. For instance, in the states, like Andhra Pradesh (AP), Tamil Nadu (TN), for the first week, Gender Discrimination was the main theme and schools and public places were targeted, while in the second week the theme selected was 'against child marriage'. Similarly, in the third week, laws to protect girls from sexual crimes was the key theme and in the fourth week, domestic violence was the main theme on which various activities were planned.
- Similarly, for instance in Jharkhand, the state planned the activities to highlight the state-specific issues such as violence against women, harassment, child marriage, female foeticide, witch-hunting, to highlight during the campaign. Awareness towards these issues, which are interlinked with GBV, and practiced more in the state, were

raised through various activities planned for the campaign.

- Engagement of mass media (TV, radio etc.) maximized the reach of the campaign. In addition to this, other allied platforms such as folk songs and dramas were harnessed simultaneously to build up the tempo of the campaign.
- Distribution of appropriate Information, Education and Communication (IEC) and Behavioral Change Communication (BCC) materials up to the Panchayat level, among others.

3.3 PARTICIPATION STRATEGY

3.3.1 Participation strategy at state level

More specific activities which comprised the implementation strategy of the states were:



State level Pledge event in Puducherry

- **Consultative workshops on GBV; POSH and Internal Compliant Committee (ICC) awareness meetings** by engaging multiple stakeholders including line departments and development partners, took place right from the beginning of the campaign. This helped to sensitize

and bring together different stakeholders with a common understanding on the issues, and share it with their respective teams at further down the levels.

- **Pledge against GBV** by involving different line departments like police department, health, WCD, education etc. were conducted at the state capitals, in particular.

Among the study states, as reported in **Puducherry, signature campaign** involving all the line ministries and departments were conducted on the day of launch of the campaign.

3.3.2 Participation strategy at district level

- **Meetings to generate awareness on ICC and POSH** were held in the early period of the campaign, at the district headquarters.



District level Pledge on GBV in Bihar

- **Consultative workshops on addressing GBV** by engaging multiple stakeholders including line departments and development partners, were reported

by the state and district level SRLM officials. These consultative workshops helped to jointly identify issues linked with GBV like **alcoholism, drug abuse, witch hunting, dowry, human trafficking, female foeticide, child marriage etc.** and the efforts needed to sensitize community as well as actions needed to address the incidences of GBV brought to the notice of enforcement agencies.

Along with this, other activities conducted in the districts included:



District level Rally on GBV in AP

- Rallies were held involving the block and CLF officials.
- VO & CLF meetings were conducted to inform about the campaign and its objectives as well as the proposed activities during the campaign period.
- In states like MP, officials specifically mentioned organizing rallies held at the district level, by inviting some SHG as well as PRI and CLF members.

- Similarly, in Uttar Pradesh (UP), officials informed about conducting meetings and rallies by involving male and female staff of the blocks as well as CLF officials.

3.3.3 Participation strategy at block level

Across the study states, officials informed about intensive activities conducted at the block level. More specifically, the key activities included-



Rangoli making event organized at block level in Odisha

- Rallies were taken out by involving blocks officials.
- Miking of slogans and public gatherings conducted to sensitize the participants on GBV issues
- Created awareness on POSH and ICC (in all states)
- Candle March were conducted at evening time and slogans against GBV raised during the march.

In states, like UP and MP, debate competition on topics like *Why men are good? Why women are good? Why should women be responsible for household chores*

and men be a bread earner of the family? among CLF and SHG members were also reported by the study participants, to engage community members and highlight the issues related to GBV and other related issues.

3.3.4 Participation strategy at CLF level

For sensitizing the marginalized community, mostly from socio-economically/vulnerable section of the population, several activities during the campaign period were planned and implemented. These included:

- Pledge held against gender based violence.
- Rallies raising GBV related issues, as per the week wise themes identified by SRLMs, were taken out, more than once during the campaign period.



Rangoli making and poster display in Puducherry

- CLF level meetings were organized to highlight the need to address gender-based violence.

In state like UP, to bring the community women at ease while interacting with the police personnel, an initiative was taken

during the campaign, wherein **tying of rakhis to police personnel by Gender CRP at CLF level** was organized.

3.3.5 Participation strategy at community level

Similarly, at community level, several activities were organized during the campaign, in the study states. The key ones included-



Rangoli in Tamil Nadu

- Miking of slogans on need to speak up against GBV. Miking of slogans on need to speak up against GBV. Few unique slogans that emerged out of the discussions with the community like *“Sab ko he siksha ka adhikar”* (Everyone have right to education) *“Mahila hai gam nahi hum purushon se kam nahi, (don’t feel discouraged because you are a woman, as women are not inferior to men)* *“Ladka ladki ek saman”* (boys and girls are equal).
- Pledge taking against GBV by the community members
- Rallies/ *Prabhat* pheris were taken out to spread the message against GBV.

- Wall paintings highlighting messages on GBV
- *Rangoli* making, screening of movies and organizing night walks by involving not only SHG members but general community members, both female and male, were also reported across the states.
- Gender forum meetings with line departments and women were organized during the campaign at the community level in all the states.
- Posters, pamphlets and banners were circulated and pasted across the places in the community where maximum gathering of people was seen like anganwadi centres, community health centres.

3.4 STRATEGY TO ENGAGE PEOPLE FROM ALL GENDER SECTION

At CLF level, Gender Cluster Resource Person (GCRP), Community Gender Health Activist Cadre (CGHA), such as in Meghalaya, were appointed as the resource person to conduct various activities, spreading information, popularizing and for ground preparedness for the campaign.

While at SHG levels, group meetings were conducted by the GCRPs to create awareness of the campaign, before the formal launch of the activities under the campaign.

The discussions with officials at various level also highlighted that apart from engaging the community members, in general, some

specific groups, influencers and communities were also targeted during the campaign. In the study states, some specifically mentioned stakeholders, which were targeted by the programme team for their participation during the campaign included,

- **Jharkhand, Odisha and MP:** Schedule tribes (ST) and Schedule caste (SC) communities specially Particularly Vulnerable Tribal Groups (PVTGs) IN Jharkhand were involved because of low literacy rate and high rates of child marriage among these communities.
- **Chhattisgarh:** Rajiv Gandhi Yuva Mitra volunteers, for their connection among youth.
- **Tamil Nadu and AP:** Specially-abled people were involved in different activities of the campaign.
- **Meghalaya:** Religious leaders were involved during the Candle March and awareness meetings.
- **UP and Puducherry:** Engagement of transgender community members at VO level meetings.
- **Puducherry:** Coincidentally, some months before the start of the campaign, a Situational Analysis was done to identify population who are at risk of GBV. This survey highlighted that the incidences of GBV is high among 'single women' and 'passengers using public transport'. Hence these populations had been

target especially during the campaign.

3.5 MONITORING STRATEGY

- At state level preparation of monitoring strategy was carried with the help of the district and block monitoring units.
- Orientation of CLF officials were conducted on using MIS for entering data related to the activities during the campaign.
- Meetings were held at all levels and the Nodal Officials assigned to look after the progress of the campaign.

3.6 UNIQUE ACTIVITIES IMPLEMENTED DURING CAMPAIGN

Noticeably, in the study states, one or the other **unique activities**, highlighting the issues revolving around GBV, were included in the implementation strategy planned for the campaign. These were:

- *Nukkad Sabha* in Chhattisgarh
- *Mehendi* application in Bihar
- Games with school children, both boys and girls, in Bihar.
- Bow-song (folk music) organized by involving well known artists in TN.
- Essay competition on topics like **child marriage, safe and unsafe touch, girl education women empowerment** among school children on GBV in UP.
- School visits to sensitize students on safe and unsafe touch (*good touch and bad touch*) in MP, AP, Jharkhand, Puducherry and TN.

- Awareness activities on POCSO Act⁴ in Meghalaya.
- *Nukkad natak*/Street plays on topics like domestic violence, dowry in states like Odisha, MP, and Meghalaya.

Overall, the implementation strategies planned at national as well as at different

levels in the study states, highlights the **involvement of different stakeholders** as well as **initiatives to build in locally relevant themes and activities** for making the **community connect** more with the issue of gender-based violence and participate in various activities to create awareness and raise voice against any incidences of GBV happening in their surroundings.

⁴ The Protection of Children from Sexual Offences Act, 2012



CHAPTER IV FINDINGS OF THE ASSESSMENT

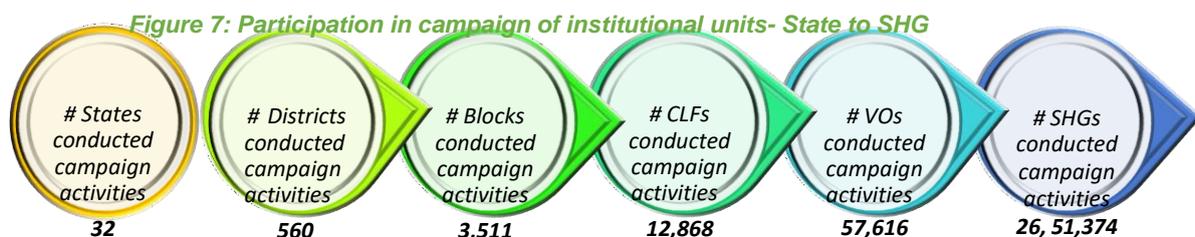
Based on the two rounds of the rapid assessment, online survey among SHG members and MIS dashboard, this chapter presents the findings on the key assessment criteria, Reach, Relevance and Effectiveness of the National Gender Campaign. Further the chapter analyzes the enabling and constraining factors, which affected the campaign's activities. Being the inaugural year of the campaign, the assessment identified the strengths and available opportunities for the campaign to build upon in future. Alongside, as lessons learnt, the weaknesses and likely threats to the campaign are also discussed to understand and take corrective measures, as and when required, for the future interventions of the National Gender Campaign.

and general public, both women and men, and transgender in a few places, participated in different phases of the campaign. With the approach of 'Jan Andolan' (people's movement), the campaign intended to take a first step in eliminating violence against women and girls. The campaign has seen a high participation of people countrywide with maximum activities, conducted at the community level, led by SHG members. As emerged from reporting on MIS, participation was high across the states and right up to SHG levels. However, a few states like **Gujrat, Haryana and Himachal Pradesh** due to administrative reasons such as Assembly elections participated lately in the campaign.

4.1 REACH OF THE CAMPAIGN

The National Gender Campaign provided a platform for convergence of different institutions and stakeholders at different levels, right from the state level to the community level under the NRLM outreach area. Government officials, programme officials, elected people's representatives

3.5 Crore people participated in nearly 6 lakh activities during Campaign



Source: MIS Dashboard

Various activities were conducted at different levels, right from the states up to SHG/Village Organization (VO) levels. As reported on MIS, **nearly 6 lakh activities**

were conducted during the campaign across the country and **more than 3.5 crore people** participated in these activities.

Figure 8: Peoples Participation at various levels (in %)
(N=3,51,76,492)

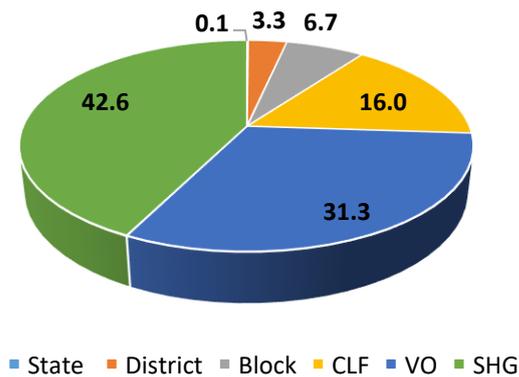
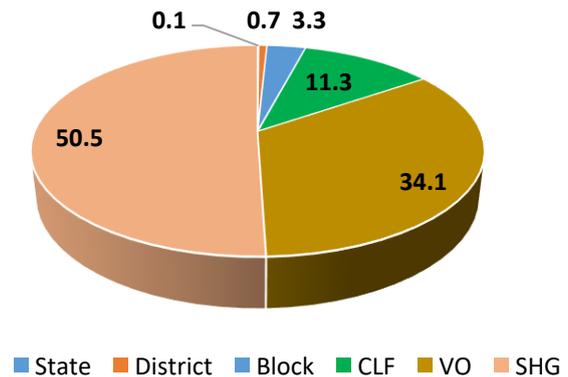


Figure 9: Activities Conducted at various levels (in %)
(N=5,85,897)



Source: MIS Dashboard

4.1.1 Officials' participation in campaign activities

Majority of the SRLMs' state and district level officials in the study states participated in various events like workshops on GBV, meetings, rallies, pledge events, candle march etc. Along with the participation of SRLM officials, **active participation of line departments** such as Integrated Child Development Scheme (ICDS), social welfare, WCD, MoHFW, education, police department, panchayat raj institutions etc.

in various activities conducted by SRLMs were also reported during the discussions with the state nodal officials.

4.1.2 Convergence with the line departments

The convergence with different line ministries and departments in the campaign was limited to some states. In all **14 Line Ministries/departments and authorities**, such as, Ministry of Education, Ministry of Women Child Development, Ministry of Health and Family Welfare, Ministry of Panchayati Raj, Ministry of Tribal Affairs, National Legal Service Authority among

We have conducted workshop and pledge on GBV with various line departments like police, legal authorities, ICDS, social welfare departments, etc....

-IDI, SRLM official, AP

others had conducted and participated in around **4,000+ activities**. However, these activities were conducted in some states only. Overall, some of the key activities conducted by the line departments were:

- **Participation in launch and closing events**
- Participation in consultative workshop
- **Outreach programmes with schools and FLWs**
- Orientation of staff and Programme Implementing Agencies (PIA) on GBV issues
- **Conducted pledge events**
- Posh and ICC training to staff

“ *The Social welfare department conducted drama in some villages to create awareness on GBV*

-IDI, SRLM official, TN ”

“ *Education department and Women and Child Development department, organized some public gatherings to create awareness on GBV among young boys and girls.*

-IDI, SRLM official, TN ”

Some key activities conducted in the study states by one or the other line departments and institutions at different levels were:

Participation of line departments’ in activities during the gender campaign

States	Department	Activities
All study states (10 nos.)	Panchayati Raj, WCD, legal authorities	Participation of PRI members and Anganwadi worker in various community level sensitization activities like rallies, community interface, pledge events among others.
Tamil Nadu	WCD and Social welfare	Dramas and skits on social issues connecting with GBV such as, domestic violence and dowry,
	Education	Public gatherings to create awareness on GBV among young boys and girls.
Jharkhand, AP, MP and Odisha	Education	Rallies pledge events against GBV; essay and debate competition on and games at the state level schools, with participation of both girls and boys
MP, AP, Jharkhand, Puducherry and TN	Education	School visits to sensitize students on safe and unsafe touch (<i>good touch and bad touch</i>)
Odisha, MP, and Meghalaya	WCD and DALSA	<i>Nukkad natak</i> /Street plays on topics like domestic violence, dowry
Meghalaya	WCD	Awareness activities on POCSO Act in Meghalaya

Source: Qualitative assessment data from 10 states of India

This helped in scaling the campaign as well as to reach the larger audience. Panchayati Raj Institutions (PRI) representatives also played an important role in the campaign. PRI members participated in the village meetings and encouraged community people to participate in the events organized during the campaign.

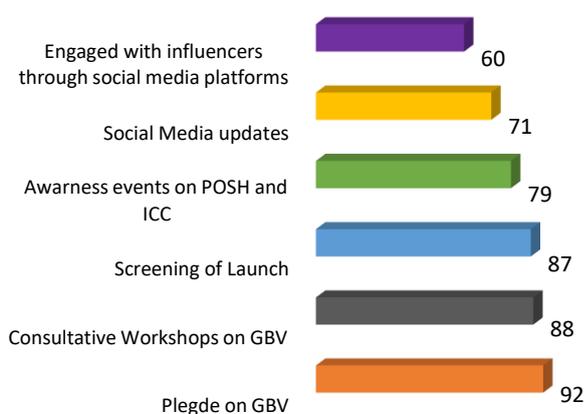
4.1.3 Activities at the district and block levels

Apart from the state level activities, various activities conducted by the district and block levels officials such as pledge events, rallies, and *rangoli* competition involving officials,

line ministries, CLF and SHG members **improved the reach and visibility of the campaign.**

From the MIS dashboard, on an average all the activities for the campaign were conducted as per the planning across the district and blocks but frequency varied from state to state. Most common activities were pledge events, awareness on POSH and ICC events and screening of launch of the campaign. On an average around one of all these activities were conducted across the districts and blocks participated in the campaign.

Figure 10: Districts conducting various events in % (N=423)



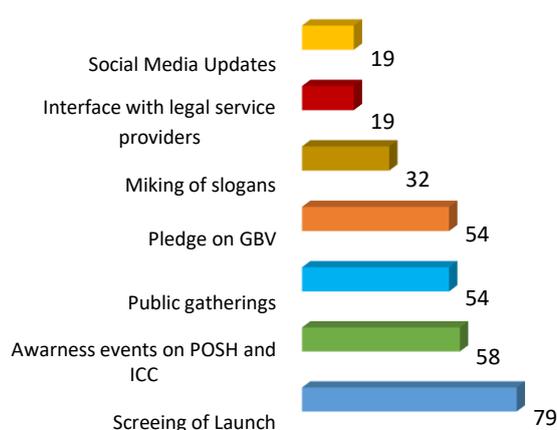
N= no of districts/blocks participated

4.1.4 Additional activities at the block and CLF levels

Encouragingly, going beyond the suggested activities, some additional activities were conducted at the block and CLF levels, such as-

- Debate competition among CLF and SHG members organized in states like UP and MP.

Figure 11: Blocks conducting various events in % (N=2,586)



Source: MIS Dashboard

- At CLF level, the Gender CRPs spread awareness through various ways like events in schools on topics like safe and unsafe touch (community referred to it as good touch and bad touch), sharing of videos on GBV through WhatsApp.

- In Tamil Nadu, Bow-Song which is a form of musical story telling method was organized where well known artists came and explained about the objective of the campaign and the helpline available for women to get help.
- Conducted rallies and meetings with police, legal aids and FLWs in the blocks.
- FLWs organized rallies, rangoli competition in anganwadi, home visits and circulated/pasted



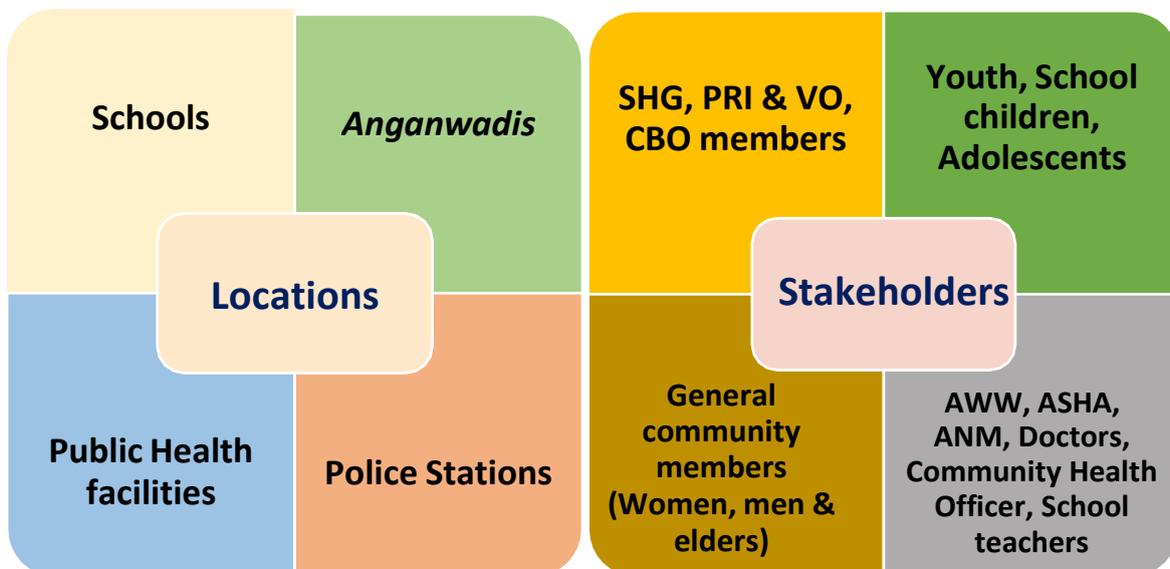
Rangoli in Odisha

pamphlets/posters around the villages.

- Interaction with line departments like, Police, ICDS, DALSA; and PRI representatives during gender forum and community interface meetings were held and in these meetings topics discussions on various schemes related to woman and girl's children; helpline/toll free numbers to call; enforcement agencies/institutions to approach and rights and laws in place were discussed.



Pledge Event in Odisha



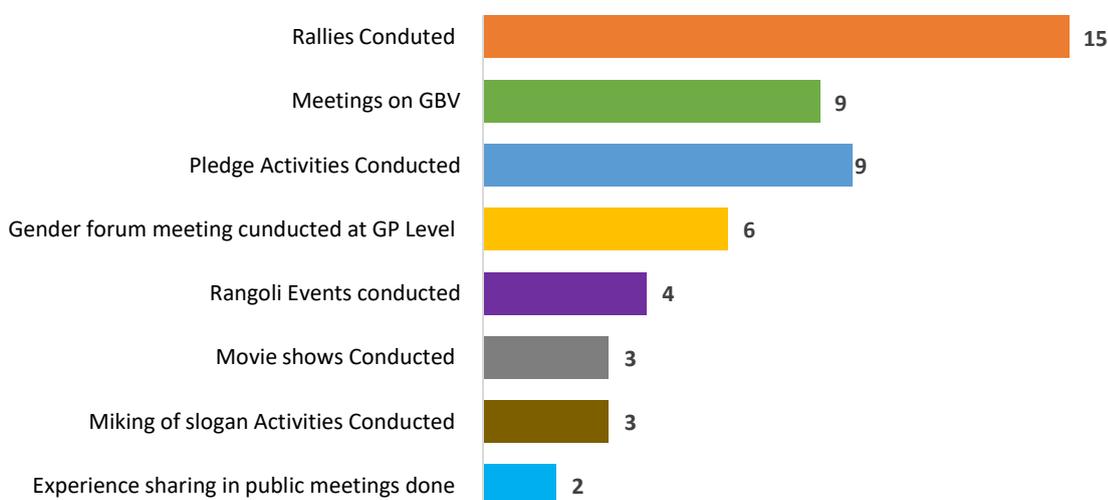
Overall, the findings also brought out the reach of the campaign covering almost all the sections of the community. Not only **the campaign reached different sections of the**

From the MIS dashboard it was observed that on an average all the activities for the campaign were conducted as per the planning but frequency may vary. The highest was the **rallies conducted** and **lowest was the experience sharing in public meetings**. Moreover, some activities, particularly at community/CLF levels, such as rallies, pledge taking events, and *rangoli* making events, were repeated in each week during the campaign period in most of the states for reasons like:

rural population but saw active participation of the key stakeholders at the community as well as at the official's/functionaries level.

- **High participation rate** of not only women but men as well, in these activities was highlighted through discussions with the community and officials as well as online survey.
- More than **63 lakh people** participated in pledge events and more than **25 lakh people** participated in rallies.
- **Engaging more and more people** in mass events like *rangoli* making, rallies, and pledge events.

Figure 12: Average no. of activities per CLF (N=10,478)



Source: MIS Dashboard

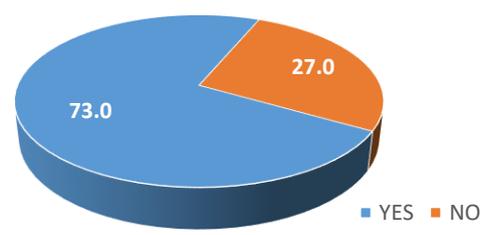
Different stakeholders and community groups were targeted to engage people from different sections and age groups. However, participation of transgender community was reported only in a few states.

Further, the online national assessment carried out among SHG members, captured respondents' awareness and practices related to social norms and decision-making as well as on the awareness about campaign interventions.

Majority of SHGs /VOs/CLFs in the country had undertaken the activities to create awareness about gender based violence and importance of women empowerment to reduce GBV, during the last one month i.e. the campaign period. **Nearly three-fourth** of the surveyed SHG members were aware about the National Gender Campaign.

Types of activities conducted during campaign: More specifically, on being enquired about the types of activities conducted during the campaign period, the

Figure13: SHG members awareness about activities in last one month (campaign period) in % (N=20,178)



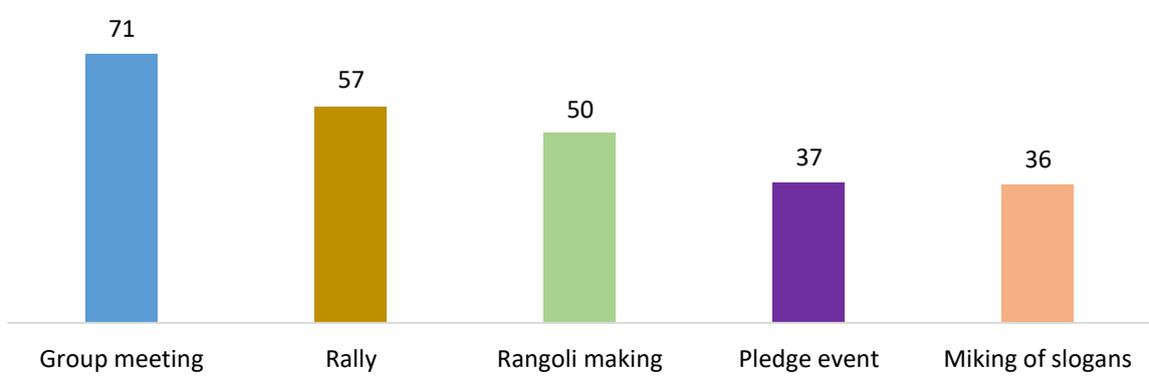
Source: Online Survey among SHG members

activities mentioned by majority of SHG members were 'group meetings (71%); rallies (57%) and rangoli making (50%).

One out of every three SHG members, who participated in the online survey, also recalled 'pledge event' and 'miking of slogans against GBV', as one of the activities during the campaign period.

Recall of key activities undertaken during the campaign by a majority of respondents, reflects the **high visibility and reach of the National Gender Campaign** across the country, among the marginalized communities, in particular. People of the community are also **acknowledging** about the about the gender issues present in the community.

Figure 14: Types of activities held during Campaign in % (N=14,729)



Source: Online Survey among SHG members

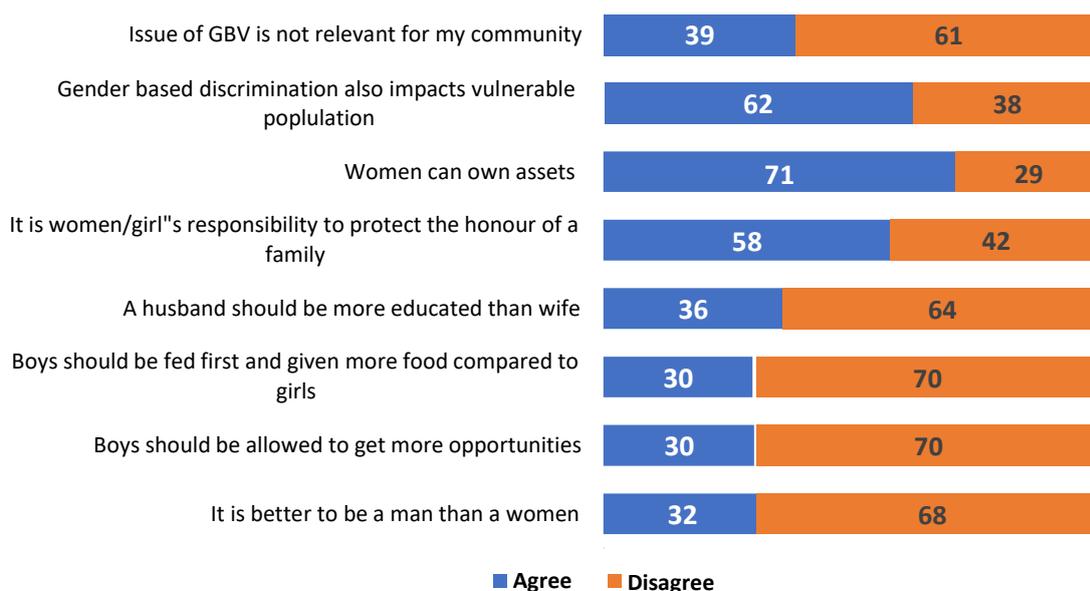
4.2 RELEVANCE OF THE CAMPAIGN

The second assessment component, relevance of the campaign looked into perception about gender norms, awareness and identification of different GBV issues during the campaign. It also reflected upon acknowledgement about GBV, preparedness to speak up and raise voice as well as **seeking support**. For the success of an intervention, its relevance among the key stakeholders, in particular, is important to be assessed

4.2.1 Perception about gender norms in the community

The online assessment on '**perception about gender norms**' showed that majority of SHG members (61%) found the campaign against GBV to be relevant for their communities. Encouragingly, more than **two-third of SHG members 'disagree that they are inferior to men'** and in other words believe that both women and men are equal. A similar percentage (71%) of the respondents strongly felt that '**women should have their own assets in their name**'.

Figure 15: Perception of SHGs on Gender Norms in % (N=20,178)



Source: Online Survey among SHG members

Around two-thirds of SHG members (64%) **disagree** that husbands should be more educated than wives. The survey clearly brings out high awareness among SHG members that women and men should be treated equal on various socio-economic indicators, be it attaining education or

ownership of assets. In other words, majority of SHG members feel that there should not be any discrimination based on the gender of a person.

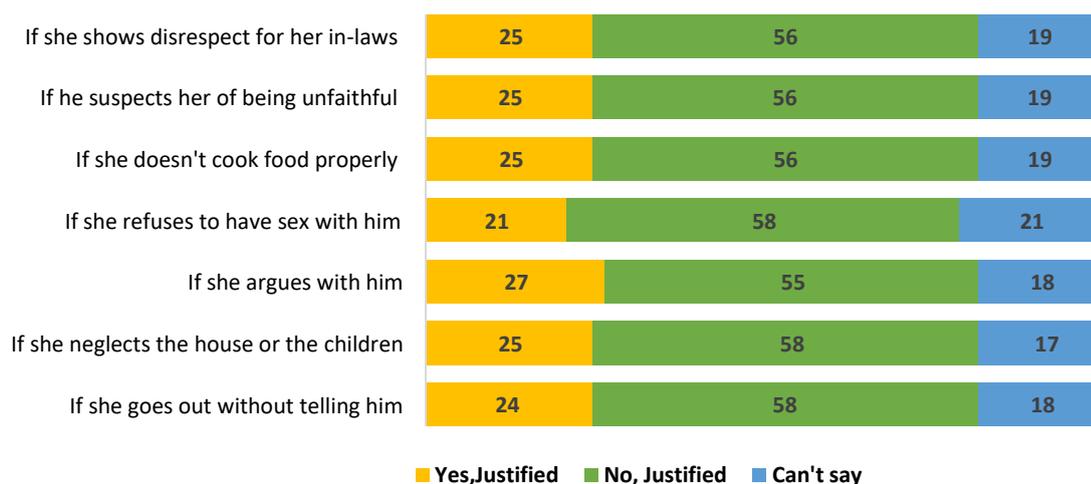
However, nearly 60 percent SHG members agreed with the statement that 'it's

women's responsibility to protect the honour of their families'. The dominance of patriarchal mindset and prevailing social norms from the last several decades have adversely influenced the thinking of women, in particular. This clearly provides a lead for the future campaign interventions to dispel the mindset that women are solely responsible for safeguarding families' honour or of their community.

Another matter of concern which emerged from the survey among SHG members was 'acceptance of wife beating' on different

family issues. One in every four SHG members surveyed felt that there is nothing wrong, if a husband beats his wife, in case she goes out without telling him or neglects taking care of their children or doesn't cook food properly, among other similar issues. To add to it, around 20 percent of respondents were indecisive to say whether such an act of the husband is acceptable or not. This clearly brings out the need/relevance of the campaign against GBV at the community level.

Figure 16: Opinion on husband/ partner hitting or beating in different situations in % (N=20,178)



Source: Online Survey among SHG members

4.2.2 Mobility, Social network and Leadership

In the online survey among SHG members, various perception about mobility of women and daughter, social network and leadership was assessed.

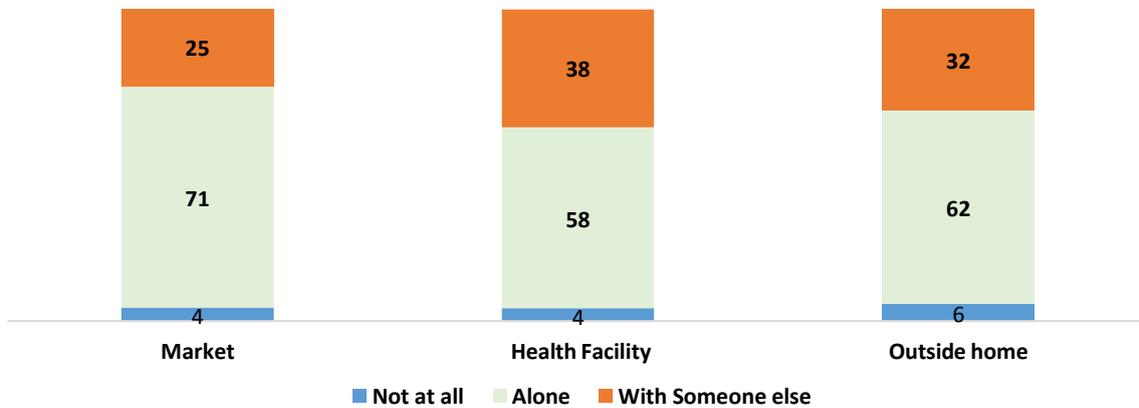
More than half of the respondent agreed that women are allowed to go anywhere be it market, health facility or in general outside

home. In the discussions with the community members it was highlighted that women are coming out and actively taking part in the campaign and husbands are also supporting wives. This clearly provides a lead for the future campaign interventions. However, around one third of the SHG members agreed that they are allowed to go to outside of their house only with particularly someone else and hence not

allowed to go alone. This shows that traditional gender roles still continue to create problems in the progress of women's

careers and therefore there is need for such campaigns.

Figure 17: Perception of SHGs on mobility of women in % (N=20,178)

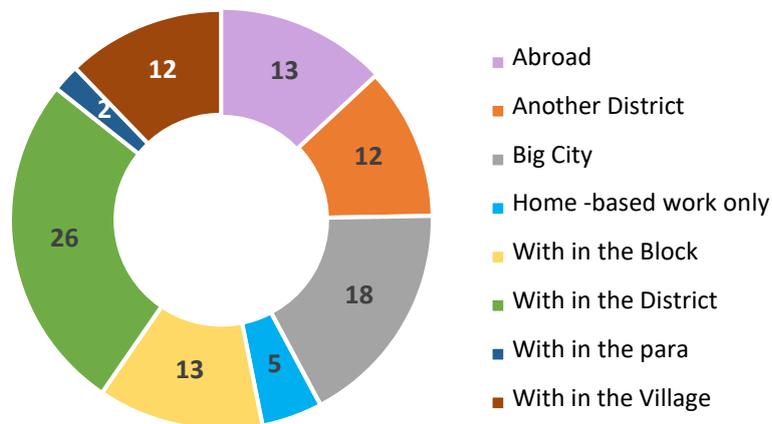


Source: Online Survey among SHG members

More than 80 percent opined that they would allow their daughters to go out of their villages for job/livelihood options. However, the choice of preferred location of work varied from within a district (39%) to another district/city (29%) or outside

country/abroad (13%). This reflects the change in mindset and to treat both daughters and sons equal as well as to have confidence on daughters that they are equally capable to succeed in their preferred professional life, at a place of their choice.

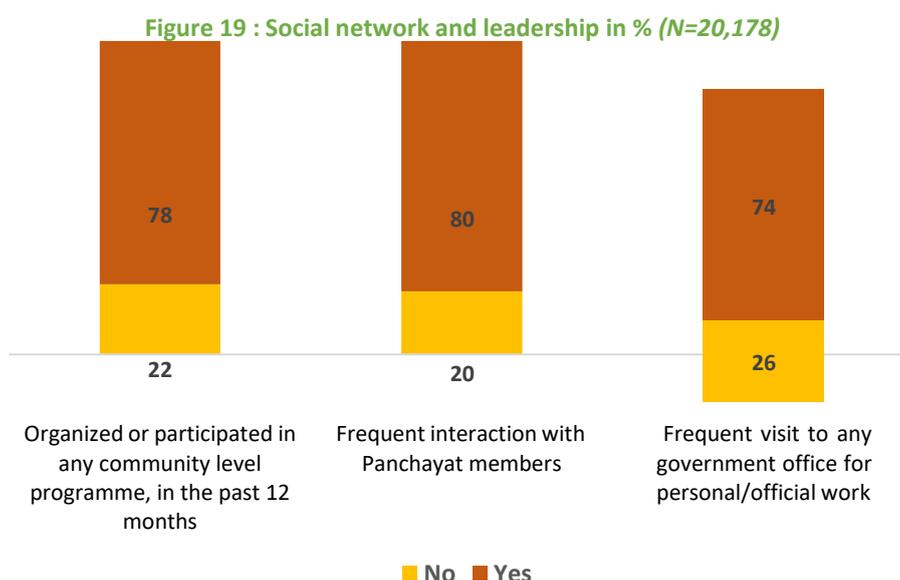
Figure 18: Perception about mobility of daughters to different places for job/livelihood opportunities in % (N=20,178)



Source: Online Survey among SHG members

More than three fourth of the respondents highlighted that they had **organized and participated in community level programmes** as well as interacted with PRI members and also visits to government office for personal/ official work frequently. This shows that SHG members are aware of the community institutions and different governments' offices. But around one fourth

of them are still unaware. This campaign can help women to get more familiar with different government offices and authorities. Women can also get information about enforcement agencies/institutions to approach; committees and groups available at village **panchayat/block levels for women and children.**



Source: Online Survey among SHG members

4.2.3 Identification and Awareness of GBV

During the rapid assessment, post-campaign round, all stakeholders, particularly the community members were enquired about the importance and relevance of the National Gender Campaign. **All stakeholders, right from SRLMs' programme officials and functionaries to the community members, both women and men, observed that the campaign is very**

much relevant, as it focuses on GBV and related issues.

“

The campaign has helped us to speak about issues (GBV related) we are facing. Moreover, earlier we did not know where to go or whom to share such incidences. Through this campaign, we have become confident and comfortable to go out and inform about any such incidences to the concerned officials, to take action...

-Female FGD, Palamu District, Jharkhand

GBV at the community level is one of the key concerns, mentioned by SRLM programme officials & functionaries as well as by the community members. During discussions, the participants also admitted that **most of the stakeholders are not aware about different forms of GBV**. This campaign initiated the discussions on the issues related to GBV and made both public and functionaries become aware about different forms of GBV.

The campaign provided a platform for creating awareness about different types of GBV; community, particularly women's rights to raise voice against it; helpline/toll free numbers to call; enforcement agencies/institutions to approach; information about committees and groups available at village **panchayat/block levels for women and children**. **Importantly, the campaign has motivated women and girls, as emerged during discussions with the community members as well as some functionaries at the villages, to raise voice against GBV. These highlighted that the two core themes of the campaign speak up and seek support.**

All issues discussed and raised in this campaign are happening all around us but we do not know how to control or where to go and register complaints, what are the legal bodies available to handle these issues. Now we know about these aspects thanks to this campaign.

-Female FGD, Permbalur, TN

Women don't treat verbal and physical abuse or violence as serious issues. Campaign has created awareness on it and how to handle such incidences.

-IDI, Block official, Bihar-

Further, the **campaign has initiated discussions at the community level on various relevant and related-issues to GBV, such as**

- To practice gender equality
- Raise voice against social evils like dowry, alcoholism, witch hunting, child marriage, female foeticide
- Importance of girls (& women) attaining higher education, among others.

The practice of child marriage and not giving importance to girls' education continue to prevail in our community for several decades. In past, many officials from various departments came and tried to sensitize our community on these issues but no one took it seriously. With this campaign, which focused on these issues and it's linkage with the issue of GBV, it is expected that if any family takes any such decision (of child marriage or dropping out girls of school/college), it is expected that the messages or points highlighted during the campaign will cross their mind and they may decide not to go ahead with such ill-practices.....

-----Male FGD, Permbalur District, TN

During the rapid qualitative assessment in 10 states, the discussions with different stakeholders clearly brought out that both women and men not only actively participated in the campaign but also ‘acted’ upon some cases of GBV, which came to the notice of the community members. In fact, the **communities responded well to the campaign and cases of GBV were identified and solved within the community, during the campaign period.**

The **campaign helped to build confidence among women to raise voice against GBV as well as to protect their rights.** Cases of child marriages were resolved and parents promised not to get their daughters married

before attaining adulthood, which is a notable change for a country where at least 1.5 million girls are forced into underage marriage (UNICEF 2016). Some such similar ‘action taken’ and reported by programme functionaries and/or community members from the study states under the Campaign to address GBV, are presented (see box). The online assessment among SHG members also showed that the respondents were aware and willing to reach out or discuss with their peers (45%) and family members (37%). Around one-third respondents were also aware that one should register the complaint with the police/ appropriate authorities about any incidence of GBV in the community coming to their notice.

Figure 20: Knowledge on course of action taken for GBV incidences in % (N=20,178)



Source: Online Survey among SHG members

Rescue from cyberbullying

In a village in Hazaribagh district of **Jharkhand**, Pushpa Devi (name changed), a 30-year old married woman, lives in a village along with her husband, who is an auto driver, and two children. She is also an active member of a SHG formed in her village. For the last one month, prior to the campaign, she was getting calls from an unknown number and the person used indecent words and send some vulgar videos, as well.

Pushpa was hesitant and confused about whom to share with receiving these calls, as her husband may get angry with her and community may put the blame on her only, she feared.

While she was indecisive about how to tackle it, the National Gender Campaign got launched and different activities under it began in her village too. During one of such events, *rangoli making*, Pushpa received a video again from the same unknown number. She felt disturbed and started crying then and there. On noticing her crying, other SHG members enquired about the reason. She gathered all her courage and disclosed about getting the calls and videos from an unknown number. The fellow SHG members then informed her husband and to Pushpa's relief, he also came to her support.

Puspha along with her husband was encouraged to take the help from police and a complaint was filed. The police officials investigated and traced the person through mobile phone's unique Identification number (IMEI number). The investigation revealed that the accused person was a youth of 19-20 years and belonged to her village only. The police took him on remand and made him delete all the videos from the internet.

However, considering his young age, community members of the village in consultation with Pushpa and her husband, requested the police officials to let him go but with a warning of a stern legal action, if he repeats such a similar offence with any one, in future.

Preventing Child Marriage

Rama Devi, a SHG community mobilizer, in a village in Nalanda district of **Bihar**, participated actively in different activities during the National Gender Campaign. During one of the meetings on GBV and related issues organized with the community women, some women participants shared that one of the PRI ward members in their village was looking for a groom to get his 15-year old daughter married.

On hearing this and being aware of child marriage a legal offence and also one of the factors for GBV in the society, she decided not to remain quite. She contacted and informed, at the earliest possible, to Gender CRP and Sarpanch of her village. Along with the *Samta Sakhi* (Gender CRP) and the village *Sarpanch*, they approached the ward member, the father of the girl.

On meeting the ward member, they explained the purpose of their visit, shared the pros and cons of a child marriage, and convinced him to not get his daughter married before she attains the legal age. Informing about the National Gender Campaign, they motivated him to join the campaign activities, and know more about GBV and factors contributing to such violence in the society. Finally, after a lot of convincing efforts, the parents agreed that they would get their daughter married only after she completes 18 years.

Act against dowry demand

In Jagatshingpur, **Odisha**, a case of dowry was reported by a few women of the community during one of the SHG meetings held at the time of the campaign. A newly wed woman within a few days of marriage, faced physical torture from her husband and his family for dowry. Though the woman informed about the harassment to her parents but to her agony they did not take any affirmative action against the groom and his family.

During one of the SHG meetings, a woman-member, who is also a neighbor of the concerned woman, shared it with fellow SHG members. The SHG members, in turn reported about it to *Samta Sakhi* (gender CRP). The gender CRP met the woman and her family and suggested them to file a complaint against the man and his family. With the help of police and Sakhi Kendra, the case was resolved, by arranging a meet between the families of the bride and the groom. Groom's family were also made aware about the likely legal action under dowry harassment law, if formal police complaint is registered.

Stand against Alcoholism

In a village of Mandla district of **Madhya Pradesh**, alcoholism is one of the major reasons of domestic violence. Asha, an *Anganwadi* worker, had been observing for long that in her village, a group of men were running illegal business of selling country liquor. As a result, more and more men of her village were getting addicted to alcohol and wasting money on it. Due to meagre earning, the families of these men were facing a lot of monetary problem and confrontation between husband and wife on the issue and was leading to more incidences of domestic violence in the family.

Asha, as she shared, though concerned was not getting the courage to speak out against the illegal business of country liquor in her village because of the influence and fear of the men involved in selling and consuming the country liquor.

The National Gender Campaign came as a good opportunity for her! During the campaign, the pledge event was organized against GBV and related factors. The event took place at the Anganwadi center, itself. When key message against alcoholism was read out in front of all the participants, which included SHG members, other community members as well as Sarpanch and other PRI members, Asha took the advantage of the situation and spoke against the illicit country liquor business happening in their village. This action had a favorable reaction, as it was mentioned in a public forum. The Sarpanch took action against it and now the illegal sale of country liquor has stopped in the village, all due to the courage shown by Asha, the Anganwadi worker.

SRLM Officials too felt the strong need of such campaign. They believed that this is the first step towards addressing GBV because almost every household encounters some sort of violence like verbal abuse or physical abuse but women don't treat these violence as a serious offence. This campaign has created a platform to make people aware of GBV and how to handle it.

During the discussions with the nodal officials in states like Tamil Nadu and Andhra Pradesh, they highlighted that boys are also

sexually harassed by men and it has come to their notice during the campaign.

“

Earlier people of the villages were unaware of GBV ...during the campaign, women, in particular were informed about various forms of GBV...many women that many of the incidences, they used to ignore or not take serious notice of, comes under GBV. This campaign has also helped women to understand their rights, as well.

---IDI, State Program Manager, Chhattisgarh

This campaign has brought to forefront several issues like domestic violence, education of girls, male-female discrimination. In addition to the issues related to GBV, the SRLMs are also making it a part of their action plan to set up more gender resource centres (GRCs) for addressing and solving GBV to achieve their larger vision of a gender equality programme.

Overall, discussions with the programme officials and functionaries as well as the community members, the relevance of the campaign is clear as the **key effects of the campaign are expected to be multi-pronged across stakeholders.**

One, the campaign **created awareness and sensitized the community members,**

“ Now through this campaign we have created awareness about various departments available to help the community when there is a problem (GBV)...we could feel that people are coming out when they face some violence at home or outside to seek help from us.

-IDI, District Program Manager, Karaikal, Puducherry

particularly women against GBV; Two, **self-confidence among women to raise their voice against GBV** as well as interact with concerned departments/officials to **register their complaint against GBV** as well as support officials, if some action is taken against the accused.

Three, **sensitize programme officials at different levels on GBV**, right from state/district to CLF/VO levels.

The State nodal official of Jharkhand shared, “Women of the community are coming out and registering cases and complaints against GBV. She highlighted a case where a religious leader raped a minor girl and the people of the community did not file the complaint against the person who committed the crime because of his influence in the community. But during the campaign this issue was highlighted and case was registered against the person”.

4.3 EFFECTIVENESS OF THE CAMPAIGN

The third assessment component, effectiveness of the campaign was looked into to reflect upon the action taken due to the awareness and sensitization among the different sections such as men, women, youth, school children, elderly and others of

the community. Due to the short time-gap between the end of campaign activities and post-campaign rapid assessment round, ‘intend to act’, if shared by the study participants, based on the information received from the campaign against GBV, was also considered as an attribute to the effectiveness of the campaign.

The campaign has affected not only the women and girls but also the men and young boys, to take notice of issues related to GBV, and take part in various activities conducted to sensitize the community on GBV. This highlights that men and young boys are **showing solidarity** against the GBV happening in the community.

The campaign, along with creating awareness about GBV has been able to provide a platform to reduce hesitation among some survivors as well as women and adolescent girls, who were aware of any GBV incidences in their communities across the study states to come forward to report incidences of GBV, emerged in the group discussions held during the assessment rounds.

4.3.1 Messages retained and intend to act

Almost all the participants, be it men or women, strongly felt that the community needed to take action against any incidences of GBV as well as work towards reducing gender-based discrimination, which leads to GBV. This shows that people are **acknowledging** the facts that GBV is prevalent in their community which inclines with one of the core components of the campaign. The campaign's key messages were recalled by the participants both

women and girls as well as men and boys also, during group discussion. Some of the key messages recalled and intend to practice were:

- ❖ No discrimination should be practiced between boys and girls
- ❖ Men and women have equal rights
- ❖ Daughter and daughter-in-law are equal

*Naya savera, naya kam ye nara
.....beti aur bahu ko ek saman mana
gya hai.....”*

-Female FGD, Chhattisgarh

- ❖ Stop silence and speak against violence
- ❖ Men and women should come together to solve their problems
- ❖ Women should demand their rights
- ❖ Eliminate dowry system
- ❖ A girl should get married after completing education

*“ Dahej pratha bandh karo....ek ladki
padh jayegi toh saath pidhi padh
jayegi....*

-Male FGD, Jharkhand

- ❖ Husband and wife are equal and respect each other
- ❖ Stop female foeticide
- ❖ Raise voice against violence and practice self-defense

4.3.2 Role of women in decision-making

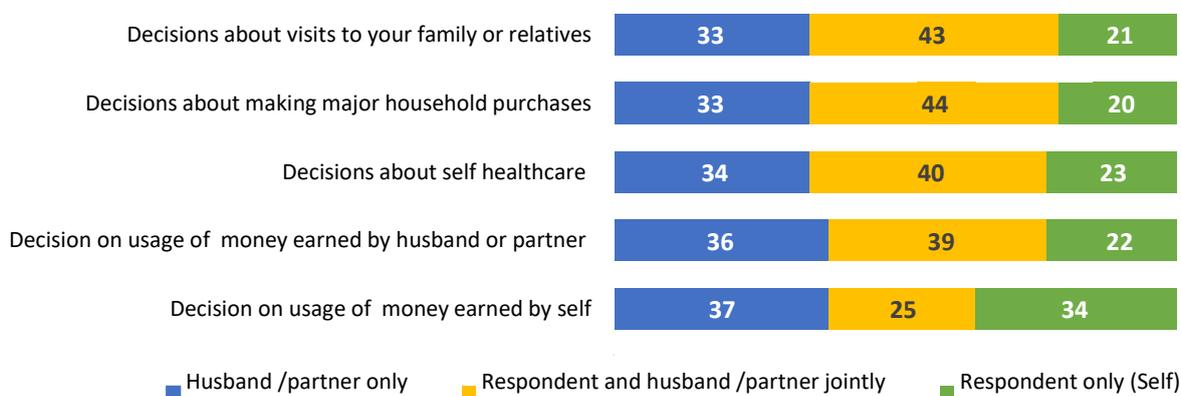
The effectiveness of the campaign was also assessed from the opinion of SHG members on the role of women in decision making on issues concerning her or on her day to day activities.

As emerged from the online assessment survey among SHG members, **60 per cent or more respondents feel that a woman should have a say in decision making** on

issues related to her life such as spending money earned by her or her husband/partner or purchasing household assets. A woman should also decide about her healthcare or needs, was felt by around 63 percent of respondents.

Noticeably, around one-third or more SHG members felt that on issues concerning a woman, her **‘husband/partner alone’ should decide.**

Figure 21: Women Empowerment and Decision Making in % (N=20,178)



Source: Online Survey among SHG members

4.3.3 Encouraged discussion among family and neighbours

The campaign has created a space for discussion on GBV issues faced by the women of rural community and triggered discussions at community platforms on issues related to GBV which in line with one of the core themes of the campaign that is **speak up.**

During discussion with the community members, during the campaign, discussion

“ We informed family members and neighbours who could not attend the National Gender Campaign and discussed about the various issues raised on GBV in campaign and posted through WhatsApp messages also...”

-FGD, Female, Guntur, AP

on issues related to GBV was reported among family, neighbours and peer groups.

- ❖ Among family members, relatives, neighbors (all states)
- ❖ Discussion among peer group by school students (Puducherry, Jharkhand, MP)

- ❖ Teachers sharing message among fellow teachers in WhatsApp groups (Tamil Nadu, Odisha)
- ❖ Men discussing with co-workers/friends (Puducherry, Tamil Nadu, Jharkhand, UP)

4.3.4 Gender resource centers (GRC) and its importance

DAY NRLM invests heavily on nurturing women's institutions to strengthen women's voice, choice and agency. Gender Resource Centre is established at the block level to emerge as strong redressal platform for women, and establish negotiation with the governance spaces for mainstreaming gender within the architecture of development planning.

However, the unprecedented health crisis emerging due to COVID-19 pandemic the development pace has been limited in outpouring results. The campaign has a large footfall in the selected states and echoed the systemic importance of GRC for women to assure a safe place for sharing experiences based on human rights violation.

Around 165 GRCs were inaugurated as part of the campaign in 13 states of the country. Specifically, in the ten study states, a total of 63 GRCs were inaugurated to support women affected by violence, in private and public spaces, within the family, community and at the workplace.

Already at panchayat level, SAC committees are present and managed by women, so that it is easy for women to connect with other women and understand the kind of problems they are facing. SAC in turn informs GRC regarding the meeting and they work together to solve many issues. The National Gender Campaign has improved the functioning of SAC members and built their capacity by providing gender training to work more closely with GRCs.

In states like Jharkhand, Madhya Pradesh, Odisha and Chhattisgarh, various projects were undertaken on pilot basis in a few blocks of these states to address GBV issues. For instance, 'Garima' Project to eradicate the practice of witch hunting in Jharkhand was earlier in selected blocks (pilot basis) but with the campaign, the state plans to expand the Gender Justice Centre (GJC) across the blocks in the state. With the campaign, in states like MP and Chhattisgarh, *Samata Sakhis* will be encouraged to conduct regular gender sessions to raise gender concerns amongst women in their respective areas. Further, as shared by the programme officials, the states are planning to incorporate activities

One Gender Resource Centre inaugurated on 23 November. GRC member and the village level SAC will work together to first solve the cases of villages at cluster level and if not resolved then they will go to legal and police authorities.

-IDI, Block Coordinator, CG

”

and regular training for district level functionaries as well as set up district level committees to take care of gender-based issues and violence on priority basis.

GRC should be prioritized in the program implementation for addressing GBV and

other rights and entitlements. Some of the areas include, training and capacity building along with dialogue with several line departments like police, law etc. Thus far, GRC holds a special significance for addressing gender-based violence.



CHAPTER V FUTURE INSIGHTS

5.1 INSIGHTS AND SWOT ANALYSIS

National Gender Campaign has helped to bring a strong focus on GBV and enabled a nation-wide Jan Andolan towards bringing in the gender related behaviour change at scale for positive impact on individual and social development. This campaign was conceptualized to engage the community and support behaviour change for GBV through a people's movement with the ownership of the efforts being vested in the community rather than only in government delivery mechanisms.

Towards the success of the campaign deliverables, various factors enabled the reach of the campaign to the last mile as well as to support the community-action after the campaign gets over.

5.1.1 Enabling factors for the campaign

□ Political will along with active participation of senior government officials

- Local political leaders like Sarpanch, Ward members (in all states), Member of Legislative Assembly (MLA, Odisha), District council members (UP, Jharkhand) and Rajya Sabha MP's district representative (in a block of district Lohardaga, Jharkhand) participated in launching of the campaign, meetings and rallies and inaugurated GRCs.

- Senior programme officials and heads of various departments at the state level participated during the launch of the campaign and also looked after the smooth functioning of the campaign.

□ Triggered women's collectives to initiate the process of raising voice on issues of GBV. This has given impetus to the SRLM's work on gender. The campaign has pushed institutions to respond with a strategy to these growing needs of the community.

□ Setting up of GRC has been a gradual response.³² States have taken steps to strengthen convergence efforts with Line Departments for better service provision and last mile linkages.

□ Shift in the social norms e.g. around two-thirds of SHG members (64%) disagree that husbands should be more educated than wives.

□ Community support and participation was encouraging

- General public, both young and adults, men and women, representing different cross sections of the society, mainly from rural India, participated with enthusiasm in various activities undertaken during the campaign period to sensitize and create a momentum to eradicate GBV from their society.

- Support from male members of the community and their engagement in different activities during the campaign was noticeable and encouraging. Both men and boys, as observed during the discussions, were in support of the theme of the campaign i.e. **to eliminate GBV from the society.**

□ **Convergence and collaboration with different line ministries and departments**

- 14 Line Ministries and Departments, at national and state levels were on board to escalate convergence efforts and provided the much-needed visibility and momentum to various activities undertaken during the campaign. Use of social media handles by the line ministries to highlight the campaign activities was also observed.

□ **Active participation of state, district blocks and CLFs**

- Across 32 states, 560 districts actively participated in the campaign
- While 44% of the CLFs actively conducted campaign activities and reached out nearly 45 % of the total outreach of NRLM households.

5.1.2 Challenging factors to the campaign

- **More time required for pre-launch preparation** to contextualize messages and promotional materials to highlight locally relevant issues; orient team members on campaign activities and MIS.

- During discussion with the SRLMs' programme officials, it was observed that being the first year of the campaign, to maximize the reach of the campaign on such a relevant issue for the community and women, in particular, more time for preparation was needed.

- Process delay to get approval for allocation of resources, both human and financial, for the campaign

- Limited awareness and need to sensitize programme cadres on GBV, as well

- **Campaign-mode i.e. short-duration activities** pose challenge to create enabling and facilitating environment for the community members, particularly women to share incidences of GBV and speak up against it. Clarity on follow-up activities was found missing.

- **Mobilization and availability of people was difficult** because of various factors like festivals, agricultural seasons in different states

5.1.3 Insights for future campaign on GBV

□ **For community participation**

- Community members be encouraged to **contextualize/localize messages on GBV and other inter-linked issues** such as higher education of girls, alcoholism and substance abuse, ill effects of playing cards. This will help to sustain the desirable outcomes of the campaign and shift **ownership of the campaign to the community.**

- **Sensitize students at both school and college levels on GBV.** This could be through organizing debates and discussions as well as sharing digital contents against GBV in schools and colleges. Students may be encouraged to show them to their parents and other family members as well.
- **Follow up activities at regular intervals in SHG meetings and gram sabhas** to refresh and give the desirable momentum to the community's commitment against GBV.

□ For policy makers

- **Sufficient preparation time** before the official launch of campaign activities by including an annual action plan.
- **Contextualize messages:** In consultation with SHG members, plan well-in-advance to contextualize messages as per their community related issues and concerns, for every round of campaign.
 - SRLMs should encourage **regular discussions on recall of messages** at community level forums
 - **Sensitization of PRI members** on GBV should be undertaken extensively. This may be done in convergence with the department of Panchayati Raj in the states.
- **More concerted efforts to open GRCs across blocks in all the states,**

for more focused activities on GBV, at regular intervals.

- **Encourage participation of all sections of the society** across states, such as religious/faith leaders, students at both school and college levels, LGBTQ individuals, Persons with Special Needs (*Divyaangjan*), as well as institutional participation through CSOs and CBOs.
- **Inclusion of suggestive issues from community in messages for next rounds of campaign:** addiction to alcohol and drugs, gambling, eve teasing, cyber bullying and cyber-crime.
- **Development a ready reckoner with a set of recommendations** to NRLM including states to refer when they do such a gender campaign in future.

5.1.4 Lessons Learnt

To maximize the reach of the campaign in the next round, along with factors, which supported or restricted the campaign's reach and visibility, the gaps as well as available opportunities were identified to improve the campaign outputs and outcomes. In this regard, the **SWOT analysis** was done to assess the strengths and weaknesses of the campaign from the qualitative discussions; utilize the opportunities while identify the threats to address it in the future rounds of the campaign at national and state levels.

Strengths

Engagement of SHGs helped to reach the last mile-community members in remotest locations

Convergence with line ministries and departments- around 14-line departments participated expanding the reach of the campaign

Community-led engagement and involvement of SHG members and marginalized community

Participation of men and boys along with women and girls as equal partners in the campaign

Use of mass media: print, electronic and social media channels and platforms for promoting the Campaign

MIS support to record campaign activities; back-end support system (NRLM/SRLM) in place

Timing of the campaign was appropriate and was also helpful in preparation in annual action plan

Weaknesses

Short preparatory time for states (may be due to first year of campaign) - *letter for permissions; adaptation of IEC materials; budgetary head for usage*, took time, which affected the desired acceleration to the campaign in its first week

Need of more sensitization of program officials on GBV related issues as well as PRI representatives to reach further down the channel (block/CLF/VO)

More training time required to get equipped with MIS data entry at CLF levels. Timely entry may have helped to ensure more uniformly conduct of activities

Opportunities

Connect religious, spiritual and opinion leaders at community levels

Involve religious institutions like the church and ashrams can be further involved as they play a positive role in the community

Engage higher educational institutions/colleges, as well

Promote more discussion in public forums to destigmatize sharing of GBV incidences by women and other gender

Sensitize school students, including children with special needs (CWSN) on GBV in course curriculum and through regular discussions/debates in government/state-board schools, in particular

Threats

Change in priorities or diversion of human/financial resources to issues like elections, festivals, agricultural seasons, natural calamities/pandemic

Timely and uniform monitoring & reporting across all locations of pan-India Campaign is challenging, to take mid-course corrective measures

Involvement of cadres in various routine activities and switch over to campaign activities, if not planned will hamper the campaign

Low follow-ups/delay in resolving GBV issues raised/identified during this round of campaign, may demotivate community participation in next rounds of the campaign



5.2 RECOMMENDATIONS FOR FUTURE ROUNDS

Based on the two rounds of rapid assessment, the following recommendations are made for consideration by NRLM and SRLMs, along with the respective ministry/departments, district administrations and the development partners. This will help to synchronize the efforts to maximize the reach and accelerate the effectiveness of the National Gender Campaign, in the coming years. There is a need for a renewed push for creation of the institutional mechanisms at the state, district, block and village levels to ensure convergent action required for the implementation of the campaign.

In line with the four components of the campaign, to strategize the campaign activities for future rounds, the recommendations are broadly categorized under **Preventive activities and Responding measures against GBV**.

Preventive activities include activities that will play key role to stop occurrence of GBV incidences at the first place in the community. Towards this along with creating awareness and sensitizing the cross section of the community on different forms of GBV, influencers and community level institutions and influencers should be actively engaged and sensitized to acknowledge, speak up and show solidarity against GBV. On the other hand, **responding**

measures against GBV include formation of strong redressal mechanism by establishing institutional support system for strong and prompt action against incidences of GBV, and set an example to act as a strong deterrent. More specifically the future rounds should include,

A: Preventive activities:

- **Regular follow up awareness activities** to sensitize on different types of GBV and inter-linked issues at all levels, right from the state to community level. Keeping the community informed about their rights and laws/ acts in place and appropriate enforcement agencies to approach for support.
- **Involving all sections of the community**, including gender-diverse groups, specially-abled, belonging to different age groups, particularly adolescents and youths to participate in activities against GBV and related issues.
- **Organize regular sessions on GBV in schools, colleges**, particularly at village/block levels by engaging CSOs/CBOs, as partner agencies.
- **Capacity building of elected representatives and influencers** like PRI (EWR)/ULB members, teachers, frontline health workers, religious/faith leaders to keep a watch over incidences of GBV in their

communities and to be a **point of first contact** for the community members to approach for support.

- **Convergence with line ministries/departments** on creating awareness at the community level on available support system of different ministries/departments for grievance redressal related to GBV on a long-term basis.

B: Responding measures

- **Establishing multi-sectoral support system to fight against GBV** by having regular engagement with line ministries/departments for prompt action and follow-ups on incidences of GBV brought to their notice.
- **Connect SHG members with line ministries/departments** to approach for remedial actions, in case of incidences of GBV in their communities.
- **Show solidarity with the survivors of GBV and provide enabling condition** for the survivors to raise voice against GBV and its perpetrators

- **Provide a dynamic MIS dashboard** to keep a database of activities conducted against GBV as well as maintain updated status of the reported incidences of GBV and action taken report.
- **Gender resource centres (GRCs) facilitate the sensitization** of the community on gender related issues, including GBV. Opening of GRCs and making it accessible to women, particularly from the marginalized and vulnerable sections of the society will provide an opportunity for the community members to approach and discuss GBV, as most often considered a social taboo and women, in particular, hesitate to discuss in public space.
- **Role of a designated bureaucrat** to monitor cases registered, do follow-ups, track the progress.

More specifically, the recommendations for action at the community, state (SRLM) and national (NRLM-NMMU) levels is listed below.

5.2.1 Recommendations for Community



Regular/frequent discussions on GBV in SHG meetings: These meetings will provide women a platform for discussing their issues rather than dealing silently. This in turn will also help to bring cohesiveness among the community to talk about gender-based issues.



Interactions with PRI member's /opinion leaders to discuss their respective issues on GBV because PRIs are the first point of contact. PRI/ULB representatives as the agents of change to support their communities to reduce GBV at family and community levels as well as take up the matter with enforcement agencies, for resolving it, as and when needed.



Organize regular activities against GBV on their own to sensitize all sections and age groups, to participate, share and resolve. This in turn will ensure to destigmatize the desired discussion on GBV and build communities that are more cohesive.

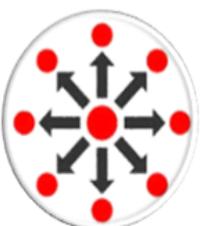


Information about institutional mechanism: Encourage the community and SHGs, in particular about the institutional mechanism and collaborate with them Gender Champions, GRCs, etc. to access support and use of helpline, use of one stop center etc. They also need to take up following actions to eliminate GBV from their communities.

5.2.2 Recommendations for State Level/SRLMs



Develop an integrated calendar including planning on gender training on GBV, role of GRCs and line departments and identification of a bureaucrat who may oversight the campaign



Connect/expand messages by linking messages on GBV with other relevant and inter-linked issues. State specific issues and messages should be identified and given priority in future campaigns, to make it more relevant for the communities to understand and relate with.

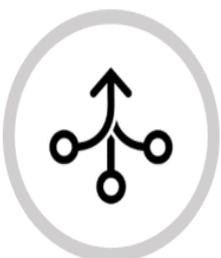


Identify appropriate communication vehicle and adapt IEC/SBCC materials, developed at national level with locally relevant and relatable messages using age-appropriate popular mediums/formats among different sections of the community such as social media for youth, folk media for senior age group. Depending upon the accessibility of the locations and community profile, the medium must be decided.



Campaign Ambassadors for advocacy

Popular public figures from different fields (such as, sports/films/folk/theatre/arts) and natives of the state/region should be identified. Involving such local influencers for the endorsement and promotion of the Campaign can bring in a positive and more sustained change in the community's perception. At community/village level too influencers, including local religious healers should be engaged to deliver information related to GBV during community meetings or other gatherings and ceremonies which will aid in motivating and mobilizing the community and increasing the acceptability of action against GBV and other gender-based issues.



Cohesive convergence

Line departments' activities should be planned and converge with SRLMs' activities so that more stakeholders are targeted to join the campaign in next round.

5.2.3 Recommendations for NRLM-NMMU



Preparedness of the campaign well in advance for smooth and timely implementation of campaign activities and reporting. State-wise discussion about the preparedness of the campaign and convening meeting with line departments as part of preparatory activities to strengthen service delivery to address domestic violence.

The mission acknowledges the need for better coordination amongst the centre, state, various departments, NGOs/CSOs and other groups to increase efficacy and reach of the campaign. For this cross-sectoral convergence, a blueprint of implementation strategy should be developed well in advance.



Continuum & momentum

Action Plan/Directives for pre and post campaign activities to be conducted at regular intervals throughout the year. This will help in sustaining the behavioral changes and impact made on the community through the campaign. Quarterly implementation and repetition of some key activities of the campaign will be helpful and respective states should be encouraged to draw their action plan accordingly.



Convergence of activities with line ministries/departments

With inclusion of the campaign in NRLM-NMMU's Annual Action Plan, consultation with the line ministries and departments should be taken well in advance before the next round of campaign. It is recommended to take up for convergence of activities on GBV. This will help in sharing the responsiveness and thus increase the scalability and reach of the campaign impact and outcomes.

ANNEXURES

STUDY LOCATIONS

Study Locations for qualitative assessment of the National Gender Campaign			
States/UT	Districts	Blocks	Villages
Andhra Pradesh	Prakasham & Guntur	Tripuranthakam & Chebrole	Tripuranthakam & Chebrole
Bihar	Muzaffarpur & Nalanda	Meenapur & Rajgir	Milki & Nahub
Chhattisgarh	Gariyabanad & Dhamtari	Chhura & Kurud	Patseoni & Borjhara
Jharkhand	Palamu & Hazaribagh	Chainpur & Barhi	Saltuwa & Konra
Madhya Pradesh	Dindori & Mandla	Samnapur & Niwas	Angvar & Hatitara Rayyat
Meghalaya	West Garo Hills & East Khasi Hills	Dalu & Mawkynrew	Purakhasia & Umkhoi
Odisha	Deogarh & Jagatsinghpur	Tileibani & Tirtol	Barghat & Garam
Tamil Nadu	Salem & Permbalur	Ayodhipattinam & Alathur	Tripuranthakam & Nakkasalem
Uttar Pradesh	Hamirpur & Badaun	Kurara & Salarpur	Kutubpur & Ghatpuri
Puducherry	Puducherry & Karaikal	Ariyankuppam & Karaikal	Veerampatti & Thiruvenkatapuram

STUDY TOOLS

Assessment for National Gender Campaign for the Deendayal Antyodaya Yojana National Rural Livelihoods Mission (DAY-NRLM)

IDI SCHEDULE FOR SRLM PROGRAM OFFICIALS- STATE/DISTRICT/ BLOCK/CLF LEVELS

INFORMED ASSENT OF SRLM PROGRAM OFFICIALS- STATE/DISTRICT/ BLOCK/CLF LEVELS

Greetings! On behalf of **NRLM-Gender resource center/IWWAGE**, we from CMS, an independent research organization is carrying out a research study during **National Gender Campaign for the Deendayal Antyodaya Yojana National Rural Livelihoods Mission (DAY-NRLM)**. We are conducting the survey among **SRLM Program officials- State/District/Block/CLF levels involved in the National Gender Campaign** in many states of India. We request you to kindly participate in this interview. The interview will take around 25-30 minutes to complete. Participation in this research study is voluntary. You are not exposed to any risk by participating in this research. Discussion will be audio recorded. The results reported will be strictly anonymous; that is, no one involved in this study can identify you personally. Please note that you may withdraw your consent to participate in the study at any time. You do not have to assign any reason to withdraw from this research at any stage. No personal identifiers (such as name and mobile numbers) will be shared with anyone or anywhere in the report.

Name of the Respondent:

Designation of Respondent:

State:

District:

Block:

Mobile no.:

Q.NO	Questions
1.	<p>What were the activities planned and undertaken in your State/District/Block during the National Gender campaign?</p> <p>Did you innovatively plan anything beyond the gender campaign activities that catalyzed the interventions to address Gender based violence (GBV)? If yes, then what?</p>
2.	<p>Was the campaign focused on specific locations or communities, or was it inclusive of all? If yes, what were these?</p>
3.	<p>How were the target locations and population identified?</p> <p>Probe: a. Was the campaign targeted any specific group? If yes then why?</p> <p>b. Was the campaign being conducted across State/District/Block</p>
4.	<p>Who all participated in the campaign? [Probe: <i>Participation- women; men; youth; adolescent; school/college students</i>]</p>
5.	<p>a. How did the Line departments (MoHFW, MWCD, Ministry of Panchayati Raj, Ministry of Tribal Affairs etc.) participated in the National Gender Campaign?</p> <p>b. What were the activities planned and undertaken by the line departments during the National Gender campaign?</p>
6.	<p>How relevant was the National Gender Campaign for the targeted population?</p>
7.	<p>What all different SBCC/IEC materials were used and how you ensure that these materials reach to the target audience?</p>
8.	<p>Do you have a gender resource center (GRC)? How collectively the GRC and Social Action Committee (SAC) is working to address GBV?</p>
9.	<p>What are the enabling factors observed during the implementation of the campaign in your State/District/Block?</p>

10.	What are the challenges, if any, encountered during the implementation of the campaign in your State/District/Block?
11.	What are the some of the interventions/activities social action committee(s) (SAC) learnt from the Campaign to address gender based violence?
12.	According to you what are the unique components of the National Gender Campaign?
13.	In your opinion what are the strengths of the campaign?
14.	In your opinion what are the weaknesses of the campaign?
15.	What are the possible reasons that could slow down the campaign?
16.	In your opinion what are the 'new' lessons learnt and how do the results of the gender campaign be more sustainable?
17.	Can you provide insight about the annual action plan?
18.	What recommendations do you have for future rounds of campaign and your vision to address GBV for future?

**Assessment for National Gender Campaign for the Deendayal Antyodaya Yojana
National Rural Livelihoods Mission
(DAY-NRLM)**

FGD SCHEDULE FOR SHG MEMBERS, WOMEN AND MEN AT COMMUNITY LEVEL

INFORMED ASSENT OF SHG MEMBERS/ WOMEN AND MEN AT COMMUNITY LEVEL

Greetings! On behalf of **NRLM /IWWAGE**, we from CMS, an independent research organization is conducting group discussions with women and men at the community level during the National Gender Campaign of Deendayal Antyodaya Yojana National Rural Livelihoods Mission (DAY-NRLM). Group discussions are being organized in many states of India. Please participate in this discussion. The discussion will take approximately 40-45 minutes to complete. Participation in this conversation is voluntary. There is no risk to you by participating in this research. Audio recording of the discussion will be done. No one in this group discussion can identify you personally. Please note that you can withdraw your consent to participate in the study at any time and do not need to provide a reason for withdrawal. No personal identification, such as name and mobile number, will be shared with anyone or anywhere in the report.

Location detail: State: _____ District: _____

Village: _____

Number of participants: _____

Age range of participants: _____

Group Profile (SHG member/PRI member/FLWs/School Teacher/Youth):

Gender of participants: (Male/Female/Both)

Moderator Name: _____

Note taker Name: _____

Date of FGD: _____

Q. No	Questions
1.	<p>In last 1 month, what all activities focusing on gender based discrimination and against gender based violence were undertaken in your village/SHG or at community levels (Probe: <i>Group meeting, miking of slogans, Meeting with police and legal aids, Night walk with candles, Pledge against gender based violence, Felicitating gender champions etc.</i>)</p> <p>How you all came to know about this campaign?</p> <p>Which activities were repeated in your village/SHG or at community levels during the campaign and why? What was result of the repetition?</p>
2.	<p>What all IEC materials used/activities organized during the campaign? (Probe: <i>IEC material for the campaign used like posters, wall painting; films, rallies, Community Radio, Newspaper, blackboard etc.</i>)</p>
3.	<p>What all issues were raised/messages conveyed through these IEC activities?</p>
4.	<p>How relevant did you find the issues raised during the campaign for you/your community? To what extent could you relate with these messages?</p>
5.	<p>Any specific message(s), which you found very interesting/important?</p>
6.	<p>Is there a better way to share information on these issues with you/your community?</p>
7.	<p>What was your role and participation in the campaign?</p>
8.	<p>Can you recall and tell about the key messages conveyed during the campaign?</p>
9.	<p>How do you intend to act / use the information received during the campaign?</p>
10.	<p>Have you discussed the messages received during campaign?</p>

11.	According to you what are the unique components of the National Gender Campaign?
12.	In your opinion what are the strengths of the campaign?
13.	In your opinion what are the weaknesses of the campaign?
14.	What are the possible reasons that could slow down the campaign?
15.	<p>Do you think this campaign needs to be repeated? If yes then why?</p> <p>Any 'new' message/issue for future rounds of campaign, which may have not been included/covered in this round.</p> <p>.. And which messages/issues should be repeated in next rounds as well?</p>

Survey Schedule

DAY-NRLM's National Campaign Against Gender-based Discrimination Theme year-1: Gender-based Violence

A. IDENTIFICATION

1	State:	(self-populated)
2	District:	(Self-Populated)
3	Block	(if VO not linked with any CLF)
4	CLF:	(Self-Populated)
5	VO:	(pick from drop down list)
6	Date of Entry:	(calendar)

B. CONSENT:

I voluntarily agree to participate in this survey and will provide data and information to best of my knowledge and information.

Agree to participate

C. BACKGROUND

Q. No.	QUESTIONS/ FILTERS	CODING/ RESPONSE																		
1	What is your date of birth? How old were you at your last birthday?	Date of birth... <table border="1" style="margin-left: 20px;"> <tr> <td style="text-align: center;">D</td><td style="text-align: center;">D</td><td style="text-align: center;">M</td><td style="text-align: center;">M</td><td style="text-align: center;">Y</td><td style="text-align: center;">Y</td><td style="text-align: center;">Y</td><td style="text-align: center;">Y</td> </tr> <tr> <td style="width: 20px; height: 20px;"></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table> <table border="1" style="margin-left: 20px;"> <tr> <td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td> </tr> </table> Age (in years completed)...	D	D	M	M	Y	Y	Y	Y										
D	D	M	M	Y	Y	Y	Y													
2	Gender	Male..... 1 Female..... 2																		
3	Since how long are you member of SHG?	Number of years..... (Record "00" if less than one year) <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td> </tr> </table>																		

D. PERCEPTION ON GENDER NORMS

Q. No.	QUESTIONS/ FILTERS	CODING/ RESPONSE
4	<p>Now we will talk about your understanding around certain social aspects. Please listen to the statement and give your opinions on whether you 'Agree' or 'Disagree'.</p> <p>(Note to interviewer: Please read the statements one by one and record their views on whether they 'Agree' or 'Disagree' with it)</p>	
4.1	It is better to be a man than to be a woman.	Agree..... 1 Disagree..... 2
4.2	Boys should be allowed to get more opportunities and resources for education than girls.	Agree..... 1 Disagree..... 2
4.3	Boys should be fed first and given more food compared to girls.	Agree..... 1 Disagree..... 2
4.4	A husband should be more educated than his wife.	Agree..... 1 Disagree..... 2
4.5	It is a woman's/ girl's responsibility to protect the honor of the family	Agree..... 1 Disagree..... 2
4.6	Women can own assets in their name	Agree..... 1 Disagree..... 2
4.7	Issue of gender based violence is not relevant for my community	Agree..... 1 Disagree..... 2
4.8	Gender-based discrimination also impacts old, destitute, disabled/ <i>divyaang</i> (special needs) members, single women, SC/ ST members persons involved in hazardous occupations, survivors of human trafficking, witch hunting, HIV positive etc.	Agree..... 1 Disagree..... 2

E. WOMEN EMPOWERMENT, DECISION MAKING AND AGENCY

Q. No.	QUESTIONS/ FILTERS	CODING/ RESPONSE
5. Decision making		
5.1	Who decides how the money you earn will be used: mainly you, mainly your husband/ partner, or you and your husband/ partner jointly?	Respondent only..... 1 Husband/ partner only..... 2 Respondent and husband/ partner..... 3 jointly..... Other (<i>specify</i>)..... 4
5.2	Would you say that the money that you earn is more than what your husband/ partner earns, less than what he earns, or about the same?	More than husband/ partner.... 1 Less than husband/ partner..... 2 About the same 3 Husband/ partner has no earnings..... 4 Don't know 98
5.3	Who decides how your husband/ partner's earnings will be used: mainly you, mainly your husband/ partner, or you and your husband/ partner jointly?	Respondent only 1 Husband/ partner only 2 Respondent and husband/ partner jointly..... 3 Husband/ partner has no earnings..... 4 Other (<i>specify</i>)..... 5
5.4	Who usually makes decisions about health care for yourself: mainly you, mainly your husband/ partner, you and your husband/ partner jointly, or someone else?	Respondent only 1 Husband/ partner only 2 Respondent and husband/ partner jointly 3 Someone else 4 Other (<i>specify</i>)..... 5

5.5	Who usually makes decisions about making major household purchases: mainly you, mainly your husband/ partner, you and your husband/ partner jointly, or someone else?	Respondent only 1 Husband/ partner only 2 Respondent and husband/ partner jointly 3 Someone else 4 Other (<i>specify</i>)..... 5
5.6	Who usually makes decisions about visits to your family or relatives: mainly you, mainly your husband/ partner, you and your husband/ partner jointly, or someone else?	Respondent only 1 Husband/ partner only 2 Respondent and husband/ partner jointly 3 Someone else 4 Other (<i>specify</i>)..... 5
5.7	Do you have any money of your own that you alone can decide how to use?	Yes 1 No..... 0
6. Mobility		
6.1	Are you usually allowed to go to the Market alone, only with someone else, or not at all?	Alone..... 1 With someone only..... 2 Not at all..... 3
6.2	Are you usually allowed to go to the Health Facility alone, only with someone else, or not at all?	Alone..... 1 With someone only..... 2 Not at all..... 3
6.3	Are you usually allowed to go to the Outside alone, only with someone else, or not at all?	Alone..... 1 With someone only..... 2 Not at all..... 3

6.4	How far would you allow your daughter to travel to get a job?	Home-based work only 1 Within the para 2 Within the village 3 Within the block 4 Within the district 5 Another district 6 Big city 7 Abroad 8
7. Social network and leadership		
7.1	Have you organized or participated in any community level programme, in the past 12 months?	Yes 1 No..... 0
7.2	Do you frequently interact with Panchayat members?	Yes 1 No..... 0
7.3	Do you frequently visit any government office for personal/official work?	Yes 1 No..... 0
8.	In your opinion, is a husband/ partner justified in hitting or beating his wife in the following situations:	
8.1	If she goes out without telling him?	Yes 1 No..... 0 Can't say..... 98
8.2	If she neglects the house or the children?	Yes 1 No..... 0 Can't say..... 98

8.3	If she argues with him?	Yes	1
		No.....	0
		Can't say.....	98
8.4	If she refuses to have sex with him?	Yes	1
		No.....	0
		Can't say.....	98
8.5	If she doesn't cook food properly?	Yes	1
		No.....	0
		Can't say.....	98
8.6	If he suspects her of being unfaithful?	Yes	1
		No.....	0
		Can't say.....	98
8.7	If she shows disrespect for her in-laws?	Yes	1
		No.....	0
		Can't say.....	98

F. SOCIAL ACTION AND PARTICIPATION IN INTERVENTIONS

Q. No.	QUESTIONS/ FILTERS	CODING/ RESPONSE	
9.	If gender based violence takes place, what course of action one should take? <i>(Multiple response possible, record all mentioned)</i>	Action to be taken	Yes No
		Keep it to one self/ignore...	1 0
		Discuss with only female family members.....	1 0
		Discuss with only male family members.....	1 0
		Reach out to SHG/VO/CLF peers (including SAC).....	1 0
		Share with close friends....	1 0

		Complain on the helpline number..... 1 0 Complain at the police station/ appropriate authorities..... 1 0 Any other, specify 1 0																																											
10	During last one month, any activity was undertaken by SHGs/VOs/CLFs to create awareness about women empowerment and gender based violence?	Yes 1 No..... 0																																											
11	If YES, how many such meetings were conducted? (If NO for Q10, then SKIP this)	<input type="text"/> <input type="text"/> Number.....																																											
12	If YES, please select all activities, which were undertaken (If NO for Q10, then SKIP this) <i>(Multiple response possible, record all mentioned)</i>	<table border="1"> <thead> <tr> <th>Activity</th> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td>Group meeting.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Miking of slogans.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Rally.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Rangoli making.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Film/movie screening.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Wall writing.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Meeting with police and legal aids</td> <td>1</td> <td>0</td> </tr> <tr> <td>Night walk with candles..</td> <td>1</td> <td>0</td> </tr> <tr> <td>Pledge against gender based violence.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Felicitating gender champions.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>VO Aam Sabha.....</td> <td>1</td> <td>0</td> </tr> <tr> <td>Gender forum meeting...</td> <td>1</td> <td>0</td> </tr> <tr> <td>Any other, specify_____</td> <td>1</td> <td>0</td> </tr> </tbody> </table>	Activity	Yes	No	Group meeting.....	1	0	Miking of slogans.....	1	0	Rally.....	1	0	Rangoli making.....	1	0	Film/movie screening.....	1	0	Wall writing.....	1	0	Meeting with police and legal aids	1	0	Night walk with candles..	1	0	Pledge against gender based violence.....	1	0	Felicitating gender champions.....	1	0	VO Aam Sabha.....	1	0	Gender forum meeting...	1	0	Any other, specify_____	1	0	
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सत्यमेव जयते

ग्रामीण विकास मंत्रालय
भारत सरकार

**MINISTRY OF RURAL
DEVELOPMENT**
GOVERNMENT OF INDIA

