





# NATIONAL GENDER CAMPAIGN 2.0

NAYI CHETNA - PAHAL BADLAV KI Sahenge Nahi, Kahenge, Chuppi Todenge

AN ASSESSMENT REPORT May, 2024





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#### FOREWORD

The Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) is premised on the principle of empowering rural communities, socially and economically to alleviate poverty. Central to this endeavour is the establishment of resilient institutions led by women in rural areas, equipping them with the means to access economic opportunities and surmount challenges that hinder dignified living.

The DAY-NRLM, in 2022, initiated the "Nayi Chetna-Pahal Badlav ki, a nation-wide community-led campaign, against gender discrimination and Gender-Based Violence (GBV). This strategic effort symbolizes our dedication to combat gender inequalities, aimed at empowering economically disadvantaged and marginalized women to identify and unite against Gender-Based Violence.

Building on the success of the first year of *Nayi Chetna* campaign, in 2023, *Nayi Chetna* 2.0 "Sahenge Nahi Kahenge-Chuppi Todenge" embarked on a deeper exploration of the multifaceted nature of GBV. By amplifying awareness, promoting reporting mechanisms, and strengthening safe redress avenues, this campaign strives for systemic change and accountability at all levels. Involving a diverse array of stakeholders, it embodies an approach, challenging social and gender norms, empowering individuals, and fostering collective action towards a future where every individual can live with dignity.

This report presents a thorough assessment of *Nayi Chetna* 2.0 across states, underscoring the diligent efforts of various states and Line Ministries to effectively reach the grassroots communities. With a resounding 1,10,08,234 participants in the pledge events besides other campaign activities against Gender-Based Violence, informs its significance and acceptability to address GBV.

I extend my heartfelt congratulations to DAY-NRLM and IWWAGE for the publication of this comprehensive report. The strategies and collaborative initiatives outlined herein will undoubtedly guide the states in engaging with diverse stakeholders during this annual national gender 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.

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July 25, 2024

#### MESSAGE

The DAY NRLM is a flagship scheme of the Ministry of Rural Development, Government of India, that departs from economic understanding of poverty to recognizing poverty as multidimensional, and acknowledging women's intersectional vulnerabilities based on gender, caste, class and ethnicity.

The DAY-NRLM in 2022 initiated the "*Nayi Chetna-Pahal Badlav ki*" a month-long, community-based nationwide campaign, against gender discrimination and Gender-Based Violence (GBV). At its essence, the campaign aims towards fostering collective action to address GBV. Thus, envisions, a future where every individual can live with dignity, free from the shackles of GBV.

*The "Nayi Chetna 2.0, "Sahenge Nahi Kahenge- Chuppi Todenge*," amplified awareness, promoted reporting mechanisms, and strengthened safe redress avenues. This campaign strived for systemic change and accountability at all levels.

This report provides rich insights on *Nayi Chetna 2.0*, implemented across States and Union Territories. The successful engagement of the grassroot communities during the campaign was attributable to the committed efforts of various States and Line Ministries, at national and local level. A key finding emphasizes the active participation of individuals from various cross-sections of society, highlighting the campaign's widespread reach with 6,12,64, 980 participants.

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 increased efforts and enhanced awareness, our motive is to raise awareness, sensitize and engage various segments of the population in the States and union territories in the coming years.

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#### Message

The Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) stands steadfast in its commitment to eradicating poverty through holistic economic and social empowerment. Fundamental to this obligation is the establishment of robust and resilient foundations led by empowered women in rural areas, preparing them with the resources to access economic prospects.

In alignment with its overarching vision, the DAY-NRLM initiated the "Nayi Chetna-Pahal Badlav ki" campaign, a month-long, community-driven nationwide endeavour against gender discrimination and Gender-Based Violence (GBV). In its inaugural year 2022, launched on the International Day for the Elimination of Violence against Women saw a unified effort from stakeholders across diverse sectors and communities. Capitalizing on this initial momentum, "Nayi Chetna- 2.0 "Sahenge Nahi Kahenge, Chuppi Todenge", the campaign's second iteration in 2023, delves deeper into the nuanced complexities of GBV.

By intensifying awareness, promoting reporting mechanisms, and fortifying safe avenues for redress, "*Nayi Chetna 2.0*" aimed to cultivate an environment conducive to effectively combating GBV. Enlisting a broad spectrum of staksholders, including SRLMs, Line Ministries, community institutions, and Civil Society Organizations, "*Nayi Chetna 2.0-Sahenge Nahi Kahenge, Chuppi Toddenge*" endeavours for systemic transformation and accountability across all echelons.

This report evaluates the reach, relevance and effectiveness of the "*Nayi Chetna 2.0*" campaign across states. It accentuates the shared efforts of various States and Line Ministries at the National and State levels during the national campaign effectively extending its outreach to the grassroots communities. The findings presented in this report are a testament to the campaign's success in engaging a diverse cross-section of society, underscoring the need for sustained initiatives to combat gender-based violence through the myriad activities undertaken during the campaign period. More than 9,06,000 campaign activities were conducted across Nation. Activities such as Rangoli-making, Wall writing, Nukkad Natak, Rallies etc. were organized at the community level institutions during the campaign, illustrating the creativity and engagement involved in spreading its message.

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 deepening efforts and creating a sensitive responsiveness among the community we aim to inform and involve various stakeholders in both states and union territories in the upcoming years.











#### Message

The DAY-NRLM programme of MoRD is dedicated to eradicate poverty through comprehensive economic and social empowerment of rural women. The "*Nayi Chetna-Pahal Badlav ki*", a month-long nationwide campaign was launched to create awareness and community participation against Gender Based Violence. Building upon the success achieved in the first year, the "*Nayi Chetna-2.0 "Sahenge Nahi Kahenge, Chuppi Todenge*" campaign, the second iteration of the initiative, delves deeper into the complexities of GBV. Thus, increasing awareness, promoting reporting mechanisms, and strengthening avenues for redress,

This report methodically evaluates the reach, relevance and effectiveness of the Nayi Chetna 2.0 campaign across states. The report stresses the intensive efforts of various states and Line Ministries at national and state levels to reach grassroots communities effectively. The findings underscore the campaign's success in engaging a diverse cross-section of society and emphasize the need for sustained initiatives to combat gender-based violence. The campaign saw reporting of around 32,000 GBV cases in the Gender Resource Centers (GRCs), showcasing the community support to combat GBV.

I extend my heartfelt congratulations to DAY-NRLM for the publication of this insightful report. I firmly believe that the strategies and collaborative initiatives outlined will empower states to engage effectively with diverse stakeholders on addressing GBV.

We greatly value our partnership with the DAY-NRLM and continue to support in their endeavours.

Radha Chellappa Executive Director, IWWAGE

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The Institute for What Works to Advance Gender Equality (IWWAGE) extends sincere its gratitude to all stakeholders and partners who have contributed in conducting the Nayi Chetna-2.0 "*Sahenge Nahi Kahenge, Chuppi Todenge*" Campaign assessment followed by a detailed report. The dedication, expertise, and collaborative efforts have been invaluable in completing this exercise.

We express our deepest appreciation to the team members of the National Mission Management Unit (NMMU) under the Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM) whose tireless work has been crucial to the success of Nayi Chetna 2.0.

We would also like to acknowledge the contribution of LEAD at Krea University for conducting a mixed-method approach and contributing towards finalising the assessment of National Gender Campaign, focusing on the campaign's reach, relevance, and effectiveness. Additionally, we extend our gratitude to Serverdial Techserv Private Limited for their support in building, managing and maintaining the MIS data collection through the online portal.

We also appreciate the valuable suggestions from Preethi Rao, Director Partnership and Outreach, LEAD at Krea University, which were instrumental in finalising the report.

Special thanks to all the State Governments, Line Ministries, CSO partners (TRIF, PRADAN, C3 India, PCI and Chaitanya Wise) at the state level and community institutions for their unwavering support and collaboration. The shared efforts have played a pivotal role in reaching grassroots communities and driving systemic change.

We are also grateful to other civil society organizations and all stakeholders who have actively participated in the campaign activities.

Lastly, we extend our heartfelt appreciation to the individuals and communities who have shared their experiences and insights, contributing to a deeper understanding of the issues surrounding gender discrimination and GBV.

Thank you once again to all those who have contributed to this report. Your dedication and collaboration are invaluable as we continue our journey towards a future where every individual can live with dignity and without fear of gender-based violence.

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## About IWWAGE

Institute for What Works to Advance Gender Equality (IWWAGE) aims to build on existing research and generate new evidence to inform and facilitate women's economic empowerment agenda. IWWAGE is an initiative of LEAD, an actionoriented research centre of IFMR Society (a not-for-profit society registered under the Societies Act). LEAD has strategic oversight and brand support from Krea University (sponsored by IFMR Society) to enable synergies between academia and the research centre.

## About LEAD at Krea University

LEAD at Krea University is an action-oriented research centre that leverages the power of research, innovation, and co-creation to solve complex and pressing challenges in development. Since 2005, the centre has been at the forefront of development research and programming in India and has managed a portfolio of over 265 projects in collaboration with over 300 academics, governments, NGOs, and private sector organisations from across the globe.

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AIR	- All India Radio
BMMU	- Block Mission Management Unit
СВО	- Community Based Organisation
CLF	- Cluster Level Federation
CSO	- Civil Society Organisation
DAY-NRLM	- Deendayal Antyodaya Yojana - National Rural Livelihoods Mission
DLSA	- District Legal Services Authority
DMMU	- District Mission Management Unit
FGD	- Focussed Group Discussion
GBV	- Gender Based Violence
G-CRP	- Gender Community Resource Person
GPLF	- Gram Panchayat Level Federation
GPP	- Gender Point Person
GRC	- Gender Resource Center
IBCB	- Institution Building and Capacity Building
IDI	- In-Depth Interview
IEC	- Information, Education, Communication
IWWAGE	- Institute for What Works to Advance Gender Equality
KII	- Key Informant Interviews
MIS	- Management Information Systems
MoRD	- Ministry of Rural Development
NCRB	- National Crime Records Bureau
NMMU	- National Mission Management Unit
NRP	- National Resource Person
POCSO	- Protection of Children from Sexual Offences
POSH	- Prevention of Sexual Harassment
PRI	- Panchayati Raj Institution
SAC	- Social Action Committee
SHG	– Self Help Group
SISD	- Social Inclusion and Social Development
SMMU	- State Mission Management Unit
SRLM	- State Rural Livelihood Mission
VO	- Village Organisation

Indicators			Achievement (in number)
Number of activities National Gender Ca		$\longrightarrow$	9,06,103
Number of participa the National Gender		 1 	6,12,64,980
Number of line mini that reported in the Gender Campaign 2	MIS of National		4
Pledge events on ge during the campaig	ender-based violence	∂ →	1,72,598
Participation during	pledge events	 	1,10,08,234

Indicators	Achievement (in number)
	17 700
Rallies conducted	13,382
Participation in rallies	8,24,862
Meetings organised on GBV during	
the campaign	18,353
Number of participants that attended	
the meetings on GBV	9,79,414
Rangoli events conducted	9,111
Participation in rangoli events	5,07,320
	Rallies conducted Participation in rallies Meetings organised on GBV during the campaign Number of participants that attended the meetings on GBV Rangoli events conducted

vel	Indicators	Achievement (in number)
SHG leve	Activities conducted during the campaign	→ <mark>3,19,738</mark>
<b>^</b>	Participants attended activities during campaign	→ <mark>1,85,07,143</mark>

	National (Indicators)	Women (in %)
Key Findings: Quantitative Online Survey of SHG members	Respondents DISAGREE with statement - 'Better to be a man than a woman'	→ <mark>69%</mark>
ntitativ mbers	Respondents DISAGREE with statement - 'Boys should get more opportunities'	→ <mark>71%</mark>
Quai 5 mei	Self-decision on usage of own money	→ <mark>53%</mark>
Key Findings: Quantitati Survey of SHG members	Actions considered by women encountering instances of GBV	
y Fin rvey	Reach out to GRC peers (Include SAC)	<b>──→ 53%</b>
Sul	Reach out to SHG/VO/CLF peers	→ <mark>56%</mark>
	Report to police/competent authorities	——→ <mark>53%</mark>
	Keep it to self/ignore	<u> </u>
	Issue of GBV not relevant for my community - DISAGREE	——→ <mark>62%</mark>

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), has spearheaded gender-focused initiatives aimed at addressing inequalities and promoting gender equality since 2016.

In this context, '*Nayi Chetna - Pahal Badlaav Ki*' is a national gender campaign, launched by the Ministry of Rural Development (MoRD) in 2022, to raise awareness on Gender-Based Violence (GBV) across life stages of women and girls and promotes reporting to enhance collaboration among stakeholders to enable safe redress. The campaign was launched on November 25, 2022 with the underlying theme of Equity and Ending Gender-Based Violence (GBV).

Building on the awareness generation and mobilisation activities undertaken in the inaugural year, the second edition of the campaign was launched on November 25, 2023, with the aim of deepening stakeholder awareness of different forms of violence and forging convergence to strengthen access to safe redress mechanisms. The campaign engaged a broad spectrum of participants, including State Rural Livelihood Missions (SRLMs), DAY-NRLM community institutions (such as Self-Help Groups (SHGs), Village Organisations (VOs), Cluster Level Federations (CLFs), Panchayati Raj Institutions, and relevant fourteen Line Ministries.

To assess the impact of *Nayi Chetna 2.0*, the Institute for What Works to Advance Gender Equality (IWWAGE) partnered with LEAD at Krea University to conduct a comprehensive qualitative and quantitative assessment focusing on the campaign's reach, relevance, and effectiveness. The assessment aimed to gauge awareness levels about different forms of violence and reporting processes, examine reporting mechanisms and safe redress options, and assess the role of institutional support in promoting and facilitating reporting of GBV.

A mixed-methods approach was adopted for the assessment, combining qualitative and quantitative data collection and analysis. A dedicated online platform was established to facilitate data collection, including a quantitative tool to assess SHG members' perceptions regarding campaign activities. Quantitative assessment witnessed participation from almost the entire country. Qualitative assessments included In-depth Interviews (IDIs), Key Informant Interviews (KIIs), and Focus Group Discussions (FGDs) conducted across ten states: Andhra Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Meghalaya, Odisha, and Tamil Nadu. The study selected two districts from each state, interviews were conducted at the block and village levels

Findings from the assessment of the National Gender Campaign highlight several key insights that underscore the campaign's unique strengths and the scope for informing future iterations and expansion. The collective power of women SHG networks emerged as a central driving force behind the campaign's success. Moving forward, there is a clear need to proactively engage men and adolescents by tailoring campaign activities specifically designed to resonate with their priorities and concerns. Additionally, the active involvement of Panchayati Raj Institution (PRI) functionaries in spearheading special Gram Sabhas emerged as a critical strategy for generating awareness and initiating dialogues on gender discrimination at the grassroots level.

Furthermore, while reporting mechanisms exist and stakeholders are becoming aware of them, fostering stronger convergence across departments and ministries is imperative to encourage reporting of GBV effectively. Stakeholders emphasised the need for adequate budget allocations specifically earmarked for funding and implementing the Campaign. Additionally, enabling access to training materials in local languages and harnessing the power of media platforms emerged as key recommendations to ensure broader outreach and engagement of the campaign.











# INTRODUCTION



#### **1.1 About the Campaign**

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) has been dedicated to promote gender equality and tackle inequalities through specific gender-focused initiatives since 2016. The program seeks to identify and remove the barriers to women's advancement, aiming to break the cycle of deprivation spanning generations. Such efforts are critical as Gender-Based Violence (GBV) remains a complex challenge, affecting women's and girls' self-development, well-being, and dignity. Despite legal reforms, reported crimes against women continue to rise, with larger numbers experiencing physical, sexual, or psychological abuse. The National Crime Records Bureau (NCRB) data shows a four per cent rise in reported crimes against women in 2022 compared to 2021. This translates to a staggering 4,45,256 incidents. [1] Moreover, 32 per cent of ever-married women (women who may ever have been married, including widowed, separated and divorced women) reported having experienced physical, sexual, or emotional violence by their husbands in their lifetime.[2]

The pervasiveness of GBV can be attributed to several factors, including deep-rooted gender and social inequities, an environment where violence against women is normalised.[3] Considering the scale and complexity of the issue, concerted policy and efforts are needed to address the issue.

In light of this backdrop, and reiterating their commitment to address GBV, DAY-NRLM initiated a month-long National Gender Campaign '*Nayi Chetna - Pahal Badlav Ki'* (Sahenge nahi, Kahenge) in 2022, to raise awareness among various stakeholders about GBV and related gender matters. Based on social and economic empowerment principles, the Campaign aims to foster community-level institutional responses to gender issues. The first Campaign was launched by the Ministry of Rural Development on November 25th, 2022 on the International Day for the Elimination of Violence against Women, and ran till December 23rd, 2022. Inaugurated by the Honourable Minister of Rural Development, Shri Giriraj Singh, along with Hon'ble Minister of State, Sadhvi Niranjan, Additional Secretary, and Joint Secretary from DAY-NRLM, the Campaign aimed to bolster united efforts to address GBV across various communities. In its inaugural year, the National Gender Campaign against GBV engaged approximately 3.5 crore (35 million) people nationwide, emphasising gender equality and addressing GBV through a 'Jan Andolan' or people's movement. This approach included collaboration with 32 State Rural Livelihood Missions, fourteen line ministries and departments, grassroots organisations, and communities, ensuring a wide reach, including those hard to reach groups.

Drawing on the learnings from the first year, *Nayi Chetna 2.0, Sahenge nahi, Kahenge, Chuppi Todenge* the second year of the Campaign, was **launched on 25<sup>th</sup> November, 2023**, by the Hon'ble Minister of State, Sadhvi Niranjan Jyoti, Hon'ble Minister of State, Shri Faggan Singh Kulaste, Additional Secretary, and Joint Secretary from DAY-NRLM with a focus on deepening awareness about various forms of violence experienced through different life stages and contexts, promoting the reporting of gender-based violence, and enhancing safe redress mechanisms through strengthened collaboration. It involved a wide array of stakeholders, including all State Rural Livelihood Missions (SRLMs), nine line ministries, community institutions of DAY-NRLM such as SHGs, Village Organizations (VO), Cluster Level Federations (CLF), Panchayati Raj Institution (PRI), community members across gender and age, and Civil Society Organisations (CSOs). This collective effort was aimed at fostering an environment where awareness, reporting, and safe redress of GBV are significantly improved.

To this end, the Institute for What Works to Advance Gender Equality (IWWAGE) engaged LEAD at Krea University to assess the Campaign's reach, relevance, and overall effectiveness using a mixed method approach. The assessment aimed to understand the current level of awareness about various forms of violence and the reporting processes among stakeholders. Additionally, it examined the existing reporting mechanisms, availability of safe redress options, and the role of institutional support in facilitating and encouraging the reporting of incidents of GBV.

#### **1.2 Campaign Approach and Framework**

The Campaign aimed to cultivate a widespread understanding and acknowledgment of genderbased disadvantages and discrimination such as early marriage and pregnancy, poor access to education and health, at different life stages. This approach seeks to empower institutions and stakeholders to support GBV survivors by ensuring access to their rights, services, and entitlements; challenging and changing norms that endorse discrimination; and promoting collective efforts to enhance the representation of girls, women, and gender-diverse individuals and hold all levels of stakeholders accountable for protecting their rights.



**Show Solidarity** 

Figure 1: National Gender Campaign - Call for Action

The Campaign's primary goal was to enable stakeholders to identify instances of GBV, speak up, seek support, show solidarity, and act. The aim was to empower women and gender-diverse individuals by dismantling structural barriers that hinder their right to live with dignity, free from gender-based and intersectional identity, discrimination and violence. These elements are simultaneous actions and processes, providing concrete steps to combat violence. They shaped the Campaign's communication strategy, steering key messages and initiatives towards systemic and behavioural transformations across multiple levels. Each year, the call for action can be customised within these components to align with the annual theme.

# The broader objective of this study was to assess the reach, relevance and effectiveness of the campaign. The assessment study had the following specific objectives:



- **Campaign Implementation:** Evaluate the planning and implementation of activities across DAY-NRLM institutions and administrative levels to promote gender equality and address GBV, focusing on outreach to marginalised and vulnerable populations.
- Awareness and Training: Assess the effectiveness of awareness-raising efforts, Information, Education, and Communication (IEC) materials, and training programs on GBV and gender issues.
- **Engagement:** Involvement of community members and other relevant stakeholders in the campaign includes understanding their roles and levels of participation.
- Effectiveness: Determine perceptions on gender issues to examine community views on gender norms, equality, and discrimination. Assess the Campaign's ability in changing perceptions/attitudes towards gender equality and GBV, identifying both strengths and areas for improvement.
- **Relevance:** Assessing how relevant the Campaign was to the targeted population, examining its alignment with their needs, and whether it addressed the specific gender issues they face.
- **GBV Redressal and Action:** Analyse local GBV resolution mechanisms, community trust in these processes, and suggestions for enhancing GBV prevention and redressal.
- Forward-Looking Strategy: Seek recommendations for future Campaigns to more effectively and sustainably address gender-based violence and promote gender equality.

# STUDY DESIGN AND METHODOLOGY

To address the above objectives, the study employed a mixedmethods approach, involving qualitative and quantitative data collection and analysis methods.

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WOMEN'S ISSUE

#### 2.1 Quantitative Data Collection

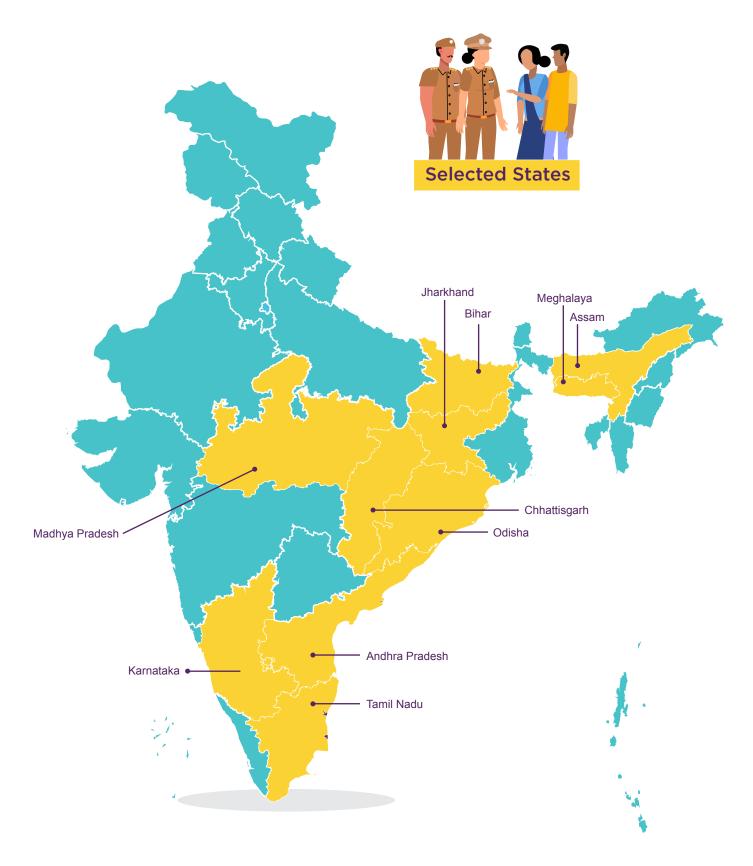
A dedicated online platform was established using seven quantitative tools to capture the coverage of the activities conducted during the Campaign at different levels - State Mission Management Unit (SMMU), District Mission Management Unit (DMMU), Block Mission Management Unit (BMMU), Cluster Level Federation (CLF), Village Organisation (VO), Self-Help Group (SHG), and Gender Resource Center (GRC). A self-administered assessment tool was designed to evaluate SHG members' perception on gender norms and their engagement in the Campaign activities. A Management Information System (MIS) was also implemented to capture its activities and coverage. Training was conducted statewise where the Campaign MIS point person from the state, district, and block were oriented and trained on the tools and the process to enter data of activities conducted weekly during the Campaign. The data point person of CLFs joined the online training organised by NMMU from the Block office.

#### 2.2 Qualitative Data Collection

In-depth interviews (IDI), Key-Informant Interviews (KII) and focused group discussions (FGD) were also conducted with diverse stakeholders, community encompassing men, adolescent girls and boys, members of the Panchayati Raj Institution (PRI), Gender Community Resource Person (G-CRP), Gender Point Person (GPP), Cluster Level Federation (CLF) leaders, SHG members and officials (State, and District and Block) from the State Rural Livelihood Missions (SRLM). Day-long training sessions were conducted for the surveyors, where all the themes, questions and the probes were discussed, to strengthen the understanding of the need for the assessment.

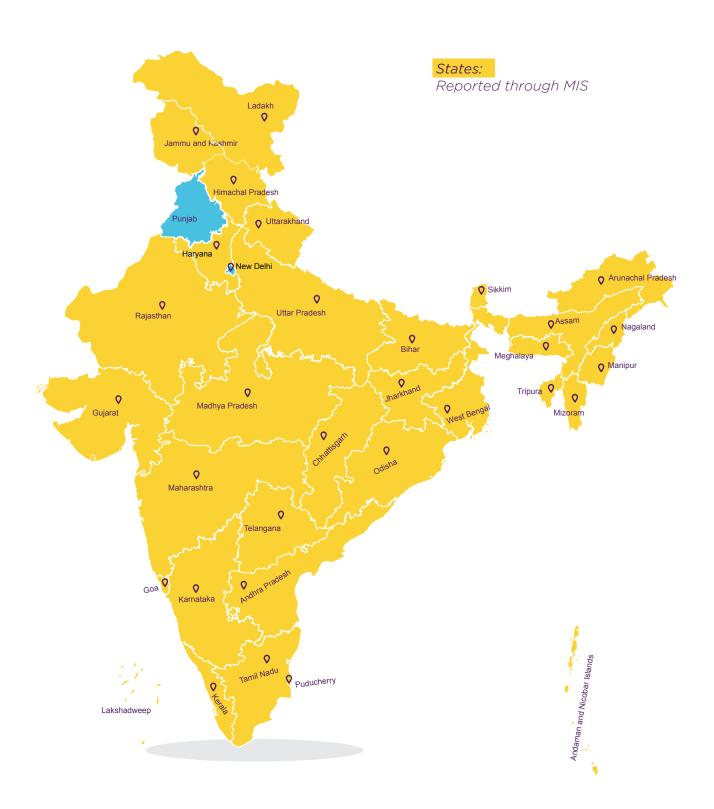
The qualitative assessment was conducted in ten states including Andhra Pradesh, Assam, Bihar, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Meghalaya, Odisha, and Tamil Nadu. In the second year, Uttar Pradesh and Puducherry were replaced by Assam and Karnataka, while the remaining eight states were the same as in the first year. Two districts from each state were selected for the study, and from each selected district, two blocks and two villages were chosen. The selected states are listed in the figure 2 and the specific geographies included in the qualitative part of the assessment are included in Annexure I.





#### Figure 2: List of States Selected for the Qualitative Part of the Assessment

Figure 3: State those reported through MIS.



#### Figure 4: States participated in Quantitative Assessment



#### 2.3 Sampling Strategy

For the quantitative data collection, an MIS system was deployed which captured the Campaign's activities and coverage from 34 states excluding Delhi and Chandigarh. Online self-administered quantitative assessment tool was designed to collect information from approximately 1,50,000 SHG members (five SHG women per CLF) selected by the CLFs. The assessment data was submitted after completion of the third week of the Campaign.

For the qualitative assessment, the selection of states, districts, blocks, and villages was done in consultation with the NMMU team, focusing on areas with active participation during the first year of the Campaign, as evident from the MIS dashboard. Participants were purposively chosen based on their involvement in the Campaign. In-depth interviews were held with state, district/block, GCRP, and CLF leaders to gain insights into the Campaign's implementation at various levels, assessing its effectiveness, relevance, and potential future directions. FGDs were organised with members of PRI, community leaders, men, and adolescent boys and girls to evaluate the community's awareness, outreach, and perceptions of the Campaign.

In total, the study included twenty IDIs with GCRP/GPP/CLF representatives, twenty KIIs with government officials, and forty-two FGDs across ten states. Table 1 below shows the distribution of participants across states and union territories.

States	Number of Focus Group Discussions Conducted	Number of Key Informant Interviews Conducted	Number of In- Depth Interviews Conducted	Total
Andhra Pradesh	4	2	2	8
Assam	4	2	2	8
Bihar	4	2	2	8
Chattisgarh	4	1	2	7
Jharkhand	5	1	2	8
Karnataka	4	2	2	8
Madhya Pradesh	4	2	1	7
Meghalaya	3	2	2	7
Odisha	5	4	3	12
Tamil Nadu	5	2	2	9
Total	42	20	20	82

#### Table 1: Distribution of Qualitative Interviews

The quantitative assessment focused on the SHG members and evaluated perceptions about gender norms, gender-based violence, participation in decision-making, status of mobility, and recommended actions to be taken against gender-based violence, among other aspects. This survey collected 23,485 responses from 18 states and the Union Territories.

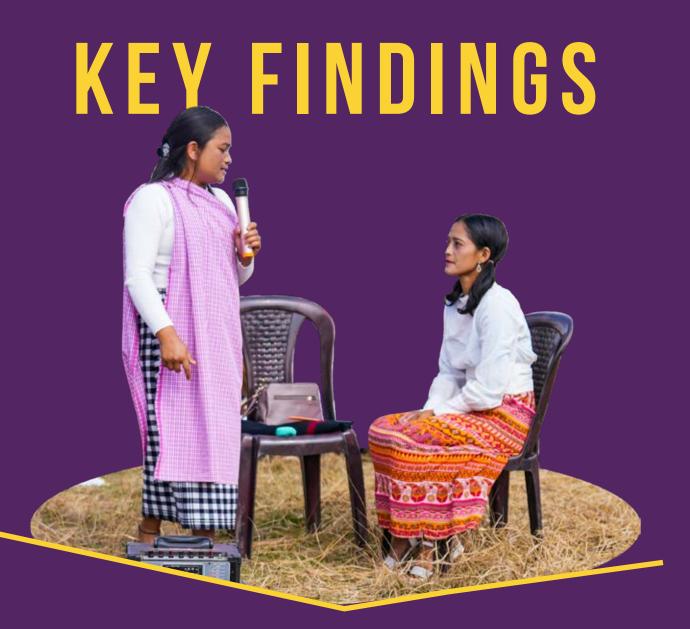
### 2.4 Challenges

- Due to unavoidable circumstances the Campaign activities were delayed in Puducherryand Uttar Pradesh, which began in January 2024. As a result, for this assessment, Karnataka and Assam were included in the study replacing Puducherry and Uttar Pradesh. This change was made due to their active engagement and participation, which is well-documented in the MIS dashboard.
- The data recorded in the MIS reflected reported figures; however, the actual coverage might have been significantly higher. The reports updated in the MIS were recorded from the states of Karnataka (37 per cent), Tamil Nadu (24 per cent), Rajasthan (11 per cent) and Bihar (7 per cent) which accounted for roughly 68 per cent of the total responses.
- The quantitative self-administered assessment reported by Karnataka was 50 per cent of the total data received, whereas eight other States /Union Territories Puducherry, Tripura, Himachal Pradesh, Mizoram, Jammu and Kashmir, Madhya Pradesh, Gujarat, and Assam contributed fewer than 100 responses each.
- Due to paucity of time, periodic discussion between the states and the MIS team for addressing the identified data discrepancies could not be regularize.
- The training of the SMMUs, DMMUs and BMMUs took place in a short interval of time. As a result, the scope for handholding and feedback sharing on research tools remained to be constrain. Moreover, time constraints hindered further training of CLF members by BMMUs, as they were simultaneously involved with implementation.









#### **3.1. Implementation**

Preparation for the second year of the National Gender Campaign commenced at the national level four months prior to its launch. Weekly meetings were conducted with CSOs to assign them their roles and responsibilities. An implementation framework, outlining key inputs, outputs, and planned activities along with IEC materials and tools for assessment was finalised. Meetings between NMMU and the states were conducted to discuss the objectives and themes for the year, emphasising the importance of using digital platforms to disseminate intervention strategies and messages. A nodal person from each state was also selected to coordinate and smoothly implement Campaign activities. States were encouraged to tailor activities to address the root causes of GBV. Furthermore, an inter-ministerial meeting with participation from nine ministries was organised to bolster support for the Campaign. The ministries involved in the deliberations included the Ministry of Panchayati Raj, Ministry of Women and Child Development, Ministry of Home Affairs, Ministry of Law and Justice, Ministry of Information and Broadcasting, Ministry of Youth Affairs and Sports, Ministry of Education and Literacy, Ministry of Social Justice and Empowerment, and Ministry of Health and Family Welfare.



#### **IEC Materials used in Campaign**

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#### 3.1.1 Preparation at the State Level

At the state level, a team consisting of a National Resource Person (NRP), a State Resource Person (SRP), CSO partner, and the State Nodal Person from the NMMU team oversaw the Campaign. The team developed a weekly schedule of activities and monitored implementation at the district, block, CLF, VO, and SHG levels. Media agencies were engaged for coverage and promotion of the Campaign. A video conference was held to orient the core team, including district and block-level staff and clarify their roles and responsibilities. Training was conducted with the State MIS Coordinators along with the district, block and CLF point persons for entering the data in the MIS online portal. Additionally, consultative meetings with other line departments were conducted to discuss action plans and ensure convergence, with follow-up meetings to further refine the programs down to the district, block and community level.

"Consultative meetings have been held in all districts, led by the Deputy Commissioners. Similarly, each of the blocks in the state has hosted its own launch and consultative meeting, overseen by the Block Development Officers. Additionally, we have received action plans from various departments. For example, the Health Department has outlined a clear focus on mental health for women, planning to conduct training and awareness programs. The Legal Service Authority Department is concentrating on educating about laws and rights. These departments are collaborating with us at the district, block, and community levels."

**District Official** 

#### *3.1.2 Preparation at the District Level*

At the district level, the plan involved assigning blocks to DMMU members to monitor Campaign activities, distribute IEC materials, and engage local media for photo coverage. A district official from Lakhimpur, Assam, detailed the process that was similarly implemented across other states.

"We initially trained resource persons at the district level, who then trained Gender Point Persons (GPPs). We also received IEC materials, including banners and slogans. State Resource Persons conducted POSH training for district officials, who subsequently trained block officials and village cadres to share the information with the community. Inter-departmental cooperation was sought to resolve implementation issues as per the needs of the districts. For example, the shortage of cadres in Assam, was mitigated through a partnership with the Ministry of Women and Child Development (WCD) that played a critical role in strengthening gender interventions."

District Official, Assam

#### **Preparation at the Block Level**

At the block level, findings suggest that it was essential to coordinate with the Gram Panchayats to manage Campaign-related activities. This involved distributing IEC materials and providing orientation about the rollout plan to CLF and Social Action Committees (SAC). Furthermore, meetings at the Block Level Gender Forum were organised, featuring orientation sessions for functionaries of different departments and professionals such as lawyers to ensure alignment with the Campaign's objectives. The CLF took on the task of setting up meetings with SAC members, defining roles and responsibilities with VO and SHGs and distributing IEC materials needed for the Campaign's execution. The GRC was primarily engaged in building capacity and boosting visibility. Simultaneously, VOs and SHGs were instrumental in promoting the Campaign and involving local leaders, including the Sarpanch or Panchayat Secretary, to gain support for organising Campaign activities.

Despite national advisories that clearly define roles and responsibilities, interviews with District and Block Program Managers suggest that the Campaign's implementation received mixed responses. For example, a Block Program Manager, expressed concerns about the lack of institutional support during crucial times. It was pointed out that requests made to Circle Officers or Sub-Divisional Magistrates to attend gender meetings were often declined due to their busy schedules and the perception that such issues do not fall within their official responsibilities. For activities such as rallies, where participation was sought for a oath taking, they were advised to invite community members instead; this suggests that the Campaign activities were perceived as a community event rather than an official governmental initiative. This perspective persists despite the Campaign's relevance across various societal levels, including among educated individuals. These findings highlight the need for sensitising senior officials regarding the Campaign's objectives, enabling coordination across departments, stronger execution and monitoring mechanisms at every level to ensure effective implementation.

#### 3.1.3 Campaign Budgeting

The implementation of the National Gender Campaign was funded through the Institution-Building and Capacity-Building (IB-CB) vertical of SRLMs, as reflected in the states' Annual Action Plans. This initiative demonstrated a strategic commitment to address gender-based violence within broader development objectives. Although many stakeholders at various levels reported having sufficient funds for undertaking Campaign activities and distributing IEC materials, the adequacy of these funds and the need for more substantial financial support remain a matter of concern from a sustainability perspective.

A Block Program Manager underscored these challenges: "Organising a Campaign involves extensive preparation, often requiring three to four hours per day. Participants who invest their time deserve at least basic amenities like tea and biscuits. For activities such as live movie screenings, necessary equipment like projectors is essential. However, even renting these items is often unaffordable due to budget constraints. Furthermore, if higher officials like the Tehsildar and SDM were to attend, they could see the Campaign's impact first hand. We had hoped to establish a model village to highlight gender issues, needing about Rs. 10,000 - 15,000, but the lack of funds hindered this initiative."

Most states evaluated their previous year's budget, and where shortfalls were identified, requests for additional funding were submitted to the appropriate officials. However, in many cases, teams were instructed to maintain the budget as of the previous year. To manage these financial constraints, the CLF often helped by covering some expenses from their own budget. A key state official from one of the states emphasised the necessity of having dedicated budget lines and adequate funding to ensure smooth execution of Campaign activities, minimise dependence on community contributions, and increase sustainability.

#### 3.2 Reach

The National Gender Campaign facilitated collaboration across a wide range of institutions and stakeholders at various levels within ministries and line-departments throughout the country. Except Punjab, Goa, the union territories of Dadra and Nagar Haveli, and Daman and Diu, the remaining 31 states and union territories recorded the campaign activities data for more than four weeks. This effort saw significant involvement nationwide, with a special focus on engaging communities through the efforts of members of the community-level institution. In total, over 6.12 crore (61 million) people participated in a range of activities, starting with the launch event and continuing through subsequent efforts. Notably, around 9.06 lakh activities successfully reached community members, highlighting the extensive influence and outreach of the Campaign.

# The Campaign was organised around several key themes, each guiding a range of activities:



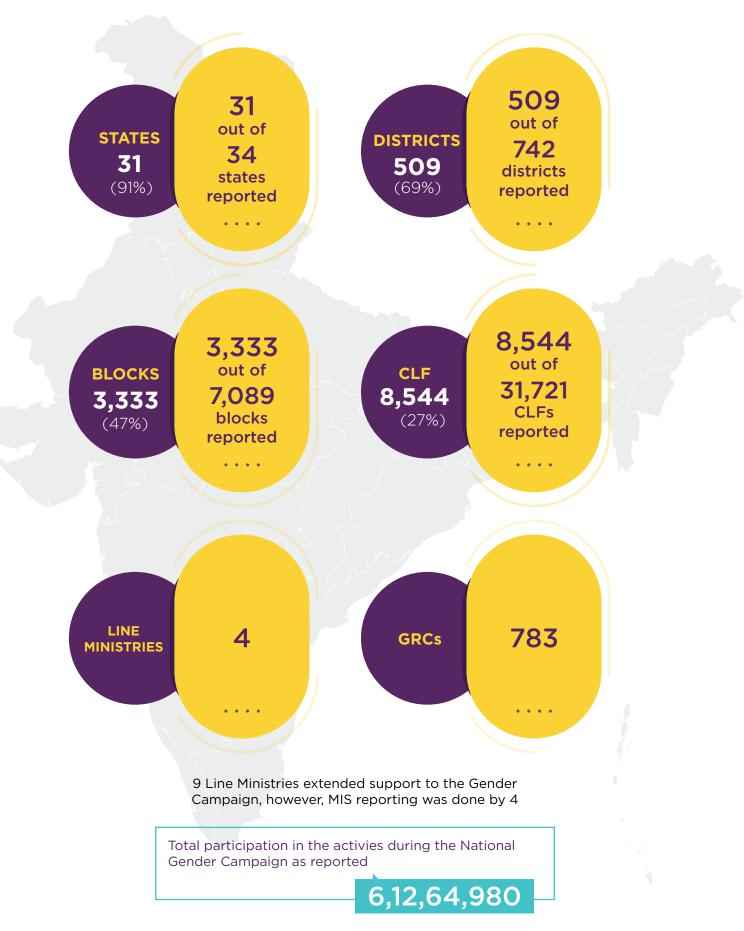
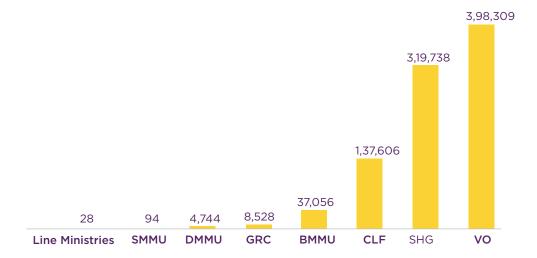


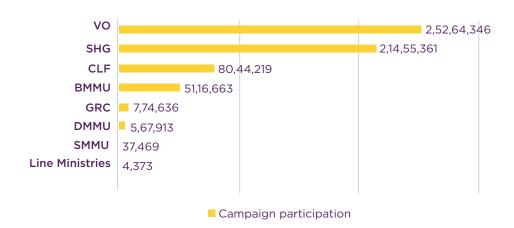
Figure 5: Reach of the Campaign as Reported through MIS

The Campaign saw active participation from several ministries, including the Ministry of Women and Child Development, Ministry of Social Justice and Empowerment, Department of Justice, Ministry of Education, and the Ministry of Rural Development. In addition, various DAY-NRLM units such as the SMMU, DMMU, BMMU, CLF, VO, SHGs, and GRCs also played significant roles. Figure 6 and Figure 7 below highlight the engagement of these institutions by showcasing the number of activities conducted and the level of participation in these activities during the initial launch event and throughout the subsequent Campaign duration. Most of the activities were undertaken by community institutions like VOs, SHGs and CLFs. Nearly four lakh activities, including felicitation of Gender Champions, film screenings, panchayat-level gender forum meetings, GBV mapping exercises, gender pledges, mandatory meetings and trainings on GBV, candle marches, street plays, cultural events, and rallies, were conducted at the VO level with over 2.5 crore (25 million) participants.



#### Figure 6: Number of Activities Conducted During the Campaign

At the SHG level, approximately 3.2 lakh activities were carried out. Key activites including taking gender pledges, making rangoli, and training sessions to enhance understanding of GBV. These activities successfully engaged approximately 2.1 crore (21 million) people, encompassing a wide range of efforts to raise awareness and address GBV issues within the community. Furthermore, at the SMMU level, activities were conducted in collaboration with various line departments, engaging 37,469 participants in these initiatives.



#### *Figure 7*: Number of Participants in Launch Event and Campaign Activities

#### 3.3 Relevance

Participants from various stakeholder groups, ranging from the SMMU, DMMU, BMMU, CLFs, VOs, SHGs, and GRCs, unanimously emphasised the profound relevance of the Campaign. They affirmed its pivotal role in identifying and addressing issues contributing to GBV at the grassroots level. The relevance of the Campaign is underscored by its impact across the following areas:

#### a. Social Relevance and Educational Impact:

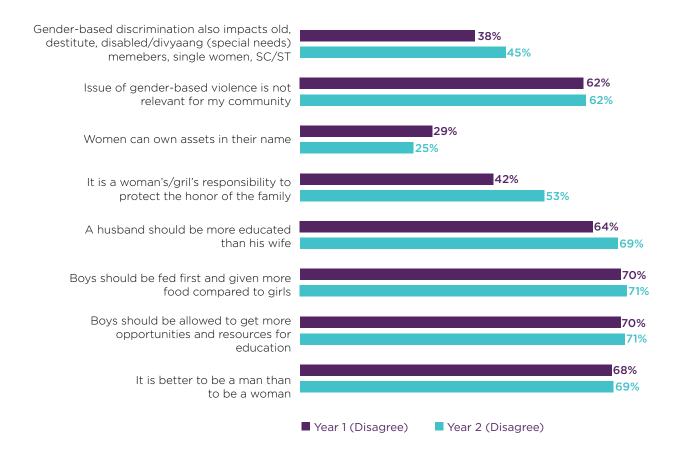
The Campaign featured a diverse array of activities designed to raise awareness about GBV. Symbolic actions, such as oath-taking ceremonies, were prominent, with 1.72 lakh gender pledge activities conducted, involving over 1.1 crore (11 million) community members. Additionally, more than 90,002 rallies were held at the CLF and VO levels, engaging over 57 lakh individuals. Interactive events also played a crucial role, with 10,221 street plays or *nukkad nataks* attracting 5.78 lakh participants, and over 20,000 movie screenings drawing in more than 12 lakh participants. Competitions in rangoli and poster-making were also popular, with about 1.12 lakh rangoli activities conducted at the CLF and SHG levels, engaging over 60 lakh participants. To address region-specific issues effectively, various states customised their activities, tailoring them to local needs and contexts. For instance, Tamil Nadu focused on street plays that educated the public about inappropriate touch and child marriage, while Madhya Pradesh used performances to highlight the impact of mental and emotional abuse and the mechanisms available for reporting such incidents. In Chhattisgarh, alcoholism was taken up as a key issue contributing to GBV.

In the state of Chhattisgarh, Bihar, and Meghalaya widespread availability of toddy (local brew) has contributed to increased alcohol consumption, raising concerns over alcohol abuse and subsequent GBV. In response to these localised concerns, states crafted Campaign messages with slogans that resonate deeply within local communities, enhancing awareness of critical issues. More than 8,700 activities were centred around raising slogans on issues like alcoholism, child marriage and dowry at the block and CLF levels, engaging over seven lakh community members. During FGDs with women SHG members in Muzaffarpur district, the impact of these Campaigns became evident.

One member shared, "Men would drink excessively, engage in public altercations, and then turn their aggression towards their wives at home. Initially, the women would suffer in silence, but the Campaign has empowered them to speak out. Given the successes we have seen, we are committed to pursuing this Campaign even more vigorously in the future. If we halt our efforts, the cycle of violence will inevitably resume." This testimony highlights the Campaign's relevance and effectiveness in pin pointing local issues and encouraging women to voice their concerns and seek solutions.

The graph below summarize data from the second year of the Campaign, which surveyed 23,485 SHG women about their perspectives on gender norms. Around 69 per cent of respondents rejected the idea that being a man is better than being a woman. Approximately 71 per cent disagreed that boys should have more educational opportunities and resources than girls. Over three-quarters women opposed the practice of prioritizing boys for food. There was an 11 percent increase from the first year to the second year showing that where women have disputed the notion that maintaining a family's honor is solely a woman's or girl's responsibility. About 75 per cent affirmed that women can own assets in their own name.

#### Figure 8: Number of Participants in Launch Event and Campaign Activities



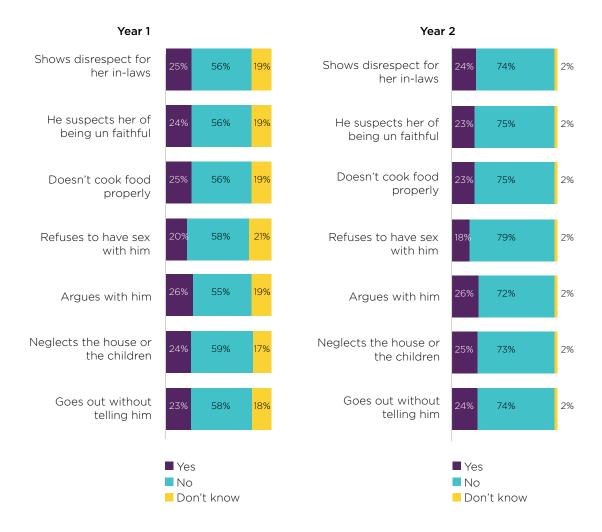
#### Two key insights emerge from the data

- First, there has been little change from the first year to the second year in community perceptions of most gender norms;
- Second, three out of five respondents believe that issues of GBV are irrelevant to their community. This perception poses a significant challenge in altering entrenched gender norms. Despite this, the Campaign has effectively raised awareness and understanding, setting the stage for eventual change.

The assessment also aimed to understand how the SHG women perceive situations where a husband or partner justifies hitting or beating them: being disrespectful to in-laws, refusing to have sex, or arguing with the male spouse. The results indicate that one-fourth of respondents did not recognise these acts as violence.

Out of 23,485 respondents, 24 per cent justified a husband/partner hitting or beating his wife if she leaves home without telling him. A quarter of the respondents believed that beating is justified if a woman neglects household or childcare duties, and about 26 per cent supported the idea that a husband can hit his wife if the woman is arguing with him. Only 18 per cent thought that beating is justified if a woman refuses to have sex with her husband/partner. Approximately a quarter also supported the idea that a man can hit or beat his wife if she does not cook properly or shows disrespect towards her in-laws. Compared to the previous Campaign iteration, there has not been a significant change in the number of people who justify reasons for GBV. However, there has been a notable change in those who were previously unsure but now reject any justification for GBV.

#### Figure 9: Attitudes of SHG Women Towards Gender-Based Violence



These findings show diverse opinions among SHG women about justifying violence in intimate relationships based on certain behaviours or actions. Nevertheless, nearly 75 per cent of the respondents did not support violence in any situation. The Campaign also made significant efforts to challenge gender norms by recognising domestic and caregiving tasks as legitimate work of women.

To enhance the impact across all the levels a range of activities were designed as listed in Table 2.



#### Table 2: Activity List at different DAY-NRLM institutions

• Gender Pledge



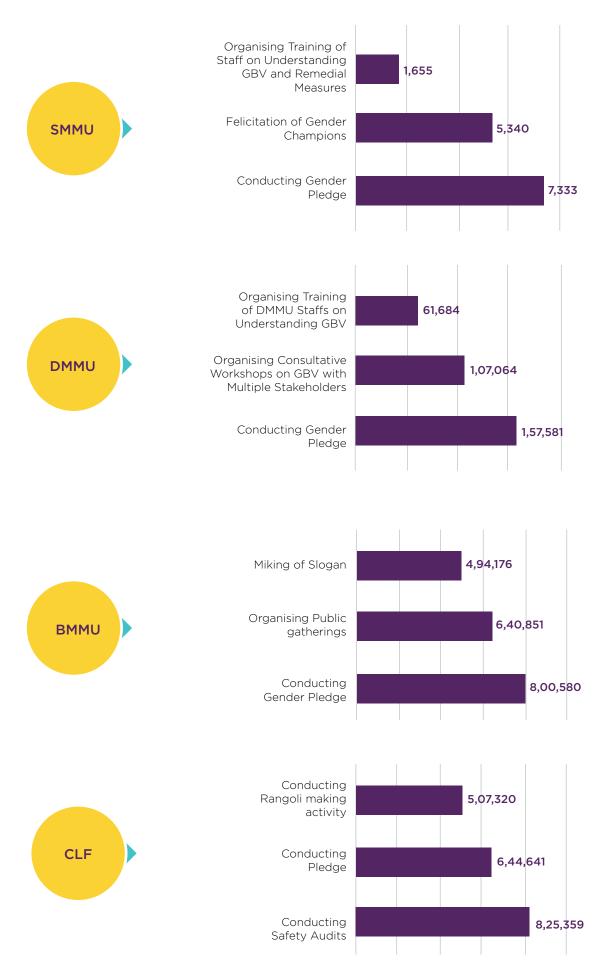
• Training of GRC on understanding Gender-Based Violence



Highlighted below are the top three activities with the highest participation across various levels. The Gender Pledge, which was the most widespread activity, saw the highest involvement across all levels. Approximately 1.29 lakh training and consultative workshops were organised to understand GBV at various organisational levels, including SMMU, DMMU, BMMU, CLFs, VOs, SHGs, and GRCs. Activities such as rangoli making, capacity building on GBV and wall writing recorded a participation of around 78.92 lakh individuals at the VO and SHG levels. The focus at the GRC level was on training, capacity building, and establishing linkages with the Police Department, one stop centres and para legal volunteers and Sakhi Centres. For a detailed breakdown of participation in all reported activities, please refer to Annexure II. It is important to note that some individuals are counted more than once as they may have participated in multiple activities and at various levels.



#### Figure 10: Activities with Maximum Participation Across Levels





#### b. Targeted Interventions for Men and Adolescents:

The Campaign included men and adolescents (boys, girls), though their involvement was explored in a limited capacity. To engage adolescents, films were used as a preferred medium in schools and colleges, initiating discussions on various topics including sexual and mental harassment. Men participated in over 7,000 activities at the CLF, VO, and GRC levels. Additionally, nearly 38,343 activities saw engagement of adolescents during the Campaign as reported in the MIS. In states like Karnataka, educational sessions were conducted to inform adolescents about laws such as the Prevention of Sexual Harassment (POSH) and the Protection of Children from Sexual Offenses (POCSO) Acts. These sessions aimed to enhance their understanding of legal rights and protections.

Men participated primarily through rallies (1,425 rallies conducted at the VO and CLF level) and oath-taking ceremonies (1,135 ceremonies at the CLF and VO level). However, in most states, proactive engagement of men and adolescent boys were limited, despite their critical role in addressing GBV. Men often approached the Campaign with scepticism, perceiving it primarily as a government initiative aimed at women's social empowerment.

"

"The Campaign is performing well, but it appears to be focused on the SHG women. What benefits does it offer us? Perhaps we would be more motivated to engage if the Campaign also addressed our economic concerns."

Male Participants in FGD, Karnataka

This perspective emphasises the need for more inclusive discussions and targeted strategies that deeply resonate with men, while also educating them about the broader goals of the Campaign. Initiatives should focus on dismantling stereotypes, cultivating empathy, and encouraging men to become proactive allies in the fight against GBV. These efforts are vital for enhancing understanding and securing support for the fundamental objectives of promoting gender equality and preventing GBV.

In Tamil Nadu, over 5,000 street plays, or *nukkad nataks*, focusing on addressing GBV were conducted at the CLF and VO levels, drawing an audience of more than 1.8 lakh participants. These plays typically featured women staging scenes where a male relative visits a household. The play portrayed a series of interactions common in many homes, highlighting how the relative's unwarranted touching made the young girl uncomfortable. This behaviour, often dismissed as normal or affectionate, was challenged by a neighbour who also served as a GPP in their community. The neighbour's actions helped the parents recognise that the behaviour bordered on sexual advances. The play resonated with several men in the audience who recalled witnessing similar conduct by acquaintances.

A state official noted that encouraging more men to participate, even simply as audience members, is a crucial first step. This initial involvement was vital in raising awareness about the implications of seemingly normal behaviours that can actually be inappropriate advances. By attending these events, family members, including men, are motivated to recognise and confront such actions disguised as affection.

#### c. Creative Outreach Methods:

In several states, Campaign posters, some produced by NMMU and SMMU while others handmade by women collectives, were prominently displayed in schools, colleges, hospitals, government offices, banks, post offices, and panchayat buildings to capture maximum attention. These posters were typically in the local language and featured vivid imagery to convey the context effectively, ensuring that the message reached everyone, regardless of their literacy levels. In some states, Gram Panchayat members repurposed public address systems, normally used for waste management announcements, to disseminate messages against female foeticide. This example demonstrates effective utilisation of existing community infrastructure to maximise outreach and impact.

PRI members in Karnataka reported, "We partnered with the local waste collection system in the village where we used their vehicles to play pre-recorded jingles on the need to end female foeticide. This was an innovative method to spread awareness about the issue and persuade the community to act on it."

Furthermore, encouraging women to participate in sports such as kabaddi and kho-kho was used as a creative approach to challenge traditional gender roles and perceptions, enabling women to break free from the mould of shyness. About 9,820 sports activities were conducted at the VO level.

A block official in Jharkhand remarked, "This time games were a new thing in the Campaign and we were asked to organise football, kabaddi, and kho-kho. We were surprised as to how women will play games. In a sari, how will she kick the football? Then we thought let's sit with the women and decide how it can be done. At the CLF level we called women from villages and asked them what they would like to play. They said with a lot of interest that they would play kabaddi. We asked them to first play at the village level; they tied their dupattas and saree pallus and went into the field and sent us their video. We were then sure about it and realised that women were taking interest. Then we made them play at the cluster level. We told them that we would purchase track suits for them and they felt it was a good idea. Track suits would be better to play in, and they can play with confidence."

#### 3.4. Effectiveness of the Campaign

Led by women's collectives, the National Gender Campaign is a compelling example of how grassroots efforts can help women recognise and combat gender-based discrimination and violence. This initiative encourages women to speak out and seek solutions. It leverages the improved socio-economic status of these women, fostered by the National Rural Livelihood Mission, allowing them to become key influencers in their communities. Through this role, they challenge deep-rooted gender and social norms that perpetuate inequalities, and promote gender equality. The quantitative survey sheds light on how SHG women participate in household decision-making and manage their own mobility. These results reflect the cumulative efforts of the SHGs and the rural livelihood mission over the years, not solely the impact of the Campaign. However, there remains a gap that needs to be closed through ongoing efforts. The Campaign plays a crucial role in this process.

The quantitative assessment revealed that close to three fourth of all the respondents have a say in household decision-making, either independently or jointly with their spouses. However, with regards to decisions about the use of income, whether earned by themselves or their spouses, the figures were on the lower side of this spectrum (71 per cent). Thus, across the board, there has been a marked increase in participation of women in decision-making between the first and second year (Figure:11).

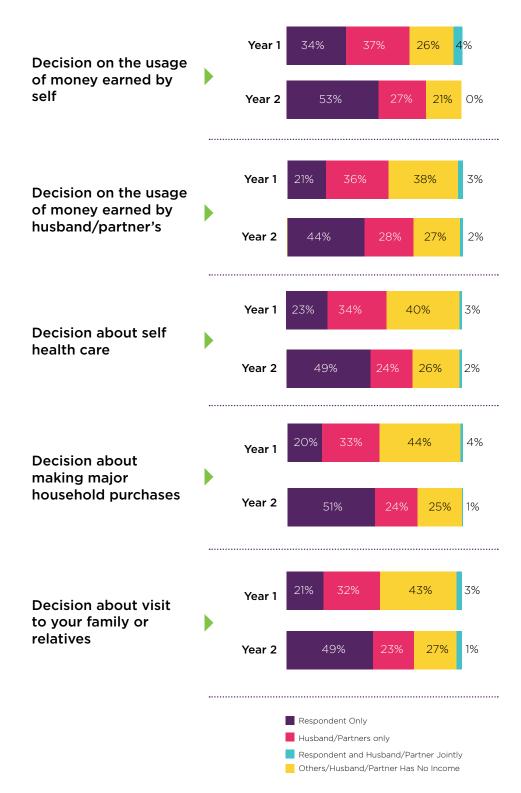
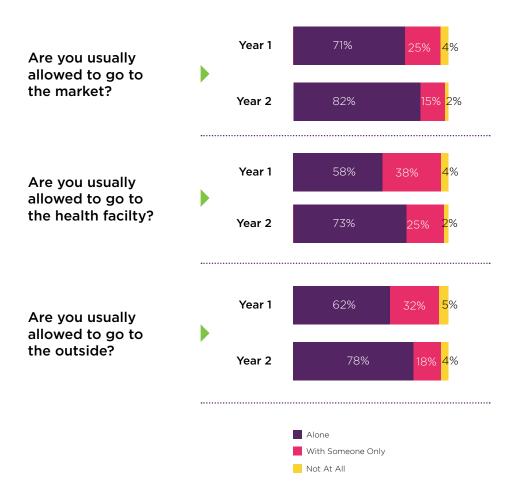


Figure 11: Participation in Decision-Making

The survey also explored the level of control these SHG women have over their own mobility (Figure:12). It found that a significant number of respondents can independently visit markets (82 per cent), travel outside their village alone (77 per cent), and access health facilities without accompaniment (73 per cent). Between the first and second years of the Campaign, there was a notable increase in women's participation in decision-making across a variety of activities, as well as an increase in women's mobility. However, a significant gap still exists and needs to be addressed in future iterations of the Campaign.

#### Figure 12: Women's Mobility



Since the Campaign is a short-term event that occurs annually, it has a limited role towards improvements in decision-making and mobility. However, the Campaign effectively garners community attention and plays a crucial role in raising awareness of gender-based discrimination and violence. It also encourages women to report such incidents. This focus on awareness and reporting is where the Campaign's primary effectiveness lies.

#### a. Campaign Awareness:

The previous sections on 'Reach' and 'Relevance,' have highlighted the Campaign's success in mobilising community and institutional stakeholders to recognise and address gender-based discrimination and violence. The extensive number and diversity of stakeholders engaged lay a strong foundation for increasing awareness. SHGs played a pivotal role in the Campaign, leading discussions, pinpointing issues that contribute to GBV, and creating impactful slogans. The root causes of GBV identified across states included alcoholism, dowry demands, teen marriage, teenage pregnancy, and early school dropouts. These issues were brought to the forefront through various activities such as slogan, rallies, poster and rangoli making, and street plays. The latter were particularly effective in sparking community dialogues about GBV and its underlying causes. Efforts to involve PRI members, men, and adolescent boys and girls in forthcoming Campaigns will catalyse its reach, fostering awareness at all community levels to address the issue comprehensively.

#### GCRPs/CLF Leaders

GCRPs and CLFs played a significant role in engaging community members and spreading awareness about the Campaign. Discussions with these stakeholders reveal their own struggles to be at a leadership level role in the village encountered along gender lines. A majority of the CLF leaders and GCRPs reported having faced backlash from their families and husbands while first stepping out of the house for work.

In the words of a CLF Book-Keeper from Bihar, "When I started to work as a CLF book-keeper, I took my husband's permission. He said that I can go and that he shall have no problem when other women are with me.. But after I went he kept calling me and saying all sorts of things. He said that if I did not stop going out for work, he would leave me. I asked, 'What is the reason? I have gone after taking your permission.' He said when I go outside, people in the village say, 'Look! He is a Muslim and he has sent his woman outside'. People said so many things that he could not sleep at night. I cried a lot. I made him talk to the staff there. I made him talk to my elder brother as my husband listens to him. I would make him talk to other didis. But he said when people taunt him, he does not feel good. They made him understand everything and I told him, if he trusts me, then he should give an answer to anyone who says anything to him. I asked him to tell them, 'I am sending her.' Why should he feel restless? If we do not have food at home, no one will come and feed us. At that time I used to get Rs. 5,000 plus Rs. 1,000 for food. That amount was very big for me. When I got Rs. 5,000 the first time, I felt I could achieve a lot. My confidence increased. After that my husband did not stop me."

These cadre members have thus come a long way in being an integral part of the village level cadre and in attempting to eradicate the root causes of gender discrimination and inequality within their communities. GCRPs/GPPs/CLF leaders have reportedly engaged in formulating and raising slogans featuring context specific issues across states. These include the prevention of alcoholism, dowry system, and child marriages.

The President and Secretary in Andhra Pradesh reported, "We have encountered cases of child marriage. For instance, in our village Siddapalli, a girl who was below the age of 18 was about to be married. We intervened, stopped the marriage, and encouraged her to join school." In relation to raising awareness regarding the Campaign, they also reported that they received training through IEC materials which were provided to them in local languages to facilitate easy communication. However, the CLF leader from Meghalaya pointed out the difficulty in comprehending IEC materials as they were provided to them in English only. "While working as a CLF leader and working closely as an SHG member, I faced certain challenges, such as, no support from the family and loneliness. Besides, while having to do enormous tasks in English, I have communication problems, since I do not understand English much and I do not know how to translate well." Since she had limited understanding of the language, it hindered her abilities to fully understand and disseminate the information to the VO and SHG members. This instance points to the need of receiving IEC materials in local languages, well in time for the Campaign and its objectives to be realised efficiently.

At the community level, SHG meetings are the primary intervention point for discussing and addressing GBV, offering victims and survivors a supportive space to seek help. Initially, many women may be hesitant to discuss incidents of physical or mental harassment, but being part of an SHG provides them with a trusted network. Fellow members handle these issues with great sensitivity.

#### "

"We talk to her repeatedly, involve her family, and gently introduce the topic. If she's ready to proceed, we support her; if not, we avoid pressuring her. By sharing stories from other villages, she realises she's not alone, which can be transformative."

Female FGD participants, Madhya Pradesh

#### Panchayati Raj Institution (PRI) Members

PRI members also played a crucial role in contributing to the Campaign's success, particularly in Tamil Nadu, Karnataka, and Jharkhand, where their leadership in tackling gender issues was noteworthy. In Madhya Pradesh, PRI members advocated for special Gram Sabhas on significant days like October 2 and January 26 to increase GBV awareness. These meetings covered critical topics such as child marriage, domestic violence, addiction, and dowry, ensuring comprehensive community education.

A Gram Panchayat Level Federation (GPLF) leader from Karnataka emphasised the need to broaden the Campaign's reach beyond SHG members, suggesting, "The Campaign should extend to Panchayat members, who ought to initiate these efforts. We must also mobilise other community members, making SHG members resource persons to enhance awareness."

States with better involvement of PRI members were able to take the lead in championing gender issues and setting role models for others to emulate, indicating the significant influence of PRI members in shaping community attitudes and behaviours. Conversely, states with limited or no PRI involvement showed a noticeable lack of diverse engagement, particularly in involving men and adolescent boys.

PRI members played critical roles in ensuring that training on issues of gender was imparted to the community and their active participation and ownership in the Campaign was recognised to have far-reaching consequences for its success. A state official in Odisha, remarked: "Our Panchayat Level Federation including the Sarpanch and other field level functionaries, have partnered smoothly with line departments to mobilise the community and spread awareness about the Campaign. They are taking a lot of initiatives themselves, without our intervention, with a clear understanding that this program is meant to tackle gender discrimination and that it emphasises the need to prevent and end violence against women, which has been great. This is one of the reasons for the success of the Campaign in the districts." These efforts extended to overseeing discussions on significant GBV issues within communities, managing sessions where such issues are reported, and counselling perpetrators to address the underlying causes. This proactive approach by PRI members has contributed to a higher incidence of GBV case reporting in these states, highlighting the critical importance of PRI engagement in raising awareness, addressing GBV, and promoting preventive measures.

#### Engaging Adolescent Boys and Girls

Adolescent boys and girls have emerged as crucial stakeholders with the potential to drive significant change in societal attitudes toward gender and GBV. However, focused group discussions across ten states revealed limited direct engagement with this demographic, highlighting the need for more comprehensive efforts to involve them and enhance their understanding of the Campaign and its goals. In states like Karnataka and Bihar, awareness among adolescents was primarily influenced by their mothers' participation in SHGs.

## **An adolescent girl from Bihar, shared,** "I heard it from my mom, who is involved with Jeevika. She told us at home that any domestic violence or child marriage should be stopped."

Despite some progress, challenges persist, particularly in shifting deep-rooted beliefs. For example, an adolescent boy in Bihar defended the dowry system, viewing it as a financial safety net for the groom's family. He explained, "Parents will not easily refuse dowry. It might be possible when the bride is employed and educated. But if she has only completed intermediate and isn't employed, dowry becomes necessary as she is not financially independent. Parents often take loans for their son's education, but many sons neglect their parents post-marriage. So, the dowry is used to repay these loans. We have a daughter, and we will likely have to give dowry, even if it means selling our property." This attitude underscores the urgent need for the Gender Campaign to effectively address and dismantle such entrenched ideologies to achieve its objectives.

Gender roles in household duties were markedly pronounced, with girls often assuming a disproportionate share of domestic tasks from an early age. This uneven distribution not only restricts their leisure time but also curtails their opportunities for personal growth. When asked about their post-school activities, the disparity became clear: girls typically engage in helping with chores and cooking, while boys enjoy leisure and outdoor play. These patterns highlight the urgent need to challenge and reform these gendered norms. By advocating for a fairer allocation of responsibilities and nurturing an environment of respect and equality from childhood, we create pathways for profound societal change. The research underscores the importance of deliberate interventions aimed at correcting deep-seated biases and gender perceptions among young people. Emphasising education, awareness, and empowerment, can equip youngsters to dismantle traditional stereotypes, promote equal opportunities, and drive the elimination of gender-based violence and discrimination at the community level.

#### Men and Boys' Engagement from the Community

While men represent a pivotal segment in advancing the goals of the Campaign, especially in combating GBV in rural areas, their engagement in activities was limited. Despite the potential for significant impact, only a few states such as Andhra Pradesh and Tamil Nadu, actively engaged men in these efforts. In other regions, men's awareness of the Campaign often stemmed from the involvement of their wives or mothers in SHGs. However, many men were hesitant to participate in SHGs, citing time constraints due to their primary roles in agriculture and other labour-intensive work. These attitudes are reflected in comments from group discussions in Assam, where men stated that women can freely associate themselves with SHGs so long as they are fulfilling their domestic roles and meeting immediate needs such as preparing meals and child care.

This perspective is intertwined with traditional views on masculinity and the provider role, which are compounded by economic challenges like agricultural debt and the pressures of dowry expectations. For instance, in Bihar's Muzaffarpur district, participants voiced concerns over escalating dowry demands, which not only perpetuated financial strain, but also contributed to serious issues such as female foeticide.

To address these challenges, focus group discussions explored men's views on masculinity, revealing a complex interplay between economic burdens and entrenched gender norms. These insights underscore the necessity for tailored strategies that not only raise awareness among men but also actively involve them in reshaping gender dynamics. By fostering men's engagement, the Campaign can harness their influence to challenge and ultimately transform the prevailing patterns of gender inequality and violence. Both women in SHGs and Gender Point Persons (GPPs) have highlighted the critical role of involving men in these processes. As such, there is a strong case for ensuring that men are an integral part of the Gender Campaign. This approach would leverage men's potential to influence and enact change within their communities.

Looking forward, it is crucial to devise strategies that can foster meaningful and effective engagement of men in Campaign activities. These strategies should consider the behavioural and normative barriers that men typically face in rural areas and provide platforms for them to contribute positively. By doing so, Campaigns can maximise their impact, leading to a more equitable distribution of roles and responsibilities and a significant reduction in gender-based violence. This collective action was essential for the sustained success of gender equality initiatives.

#### b. Reporting:

The inclusion of GBV reporting as a key action in the Campaign slogan **"Sahenge Nahi, Kahenge, Chuppi Todenge"** (We will not endure, we will speak out, and break the silence) from the previous year emphasises its critical role in addressing gender-based violence and fostering community accountability. It is essential to understand community perceptions and existing institutional frameworks for reporting GBV cases. Discussions with GPPs, CLF members, women SHG members, and PRI members indicate a strong preference for initially handling GBV issues within the community, followed by amicable conflict resolution through counselling sessions with perpetrators. Reporting mechanisms vary, including state-specific helpline numbers and support from legal entities like the District Legal Services Authority (DLSA), which assist victims in seeking redress.

Efforts to internally resolve issues include direct communication with perpetrators to settle disputes within the community. For unresolved cases, escalation involves reporting at the Village Organization (VO) level (CLF and GRC where applicable) and, if necessary, at the Panchayat level. Helpline numbers and legal agencies like DLSA are available for further assistance. Police cooperation was common across most states, with established protocols for their intervention when required. Table 3 gives a detail of GBV cases registered and referred to the police, for legal counselling, and Sakhi Centers across 15 states at the Gender Resource Centers.

States names	Total Cases	Police Cases	Legal Counsellor	Sakhi Centre	Other Cases
Tamil Nadu	16,743	2,900	3,648	2,717	6,918
Andhra Pradesh	10,643	3,445	2,016	1,472	826
Karnataka	4,199	2,273	2,341	612	1,669
Kerala	478	162	165	80	84
Odisha	105	10	25	10	4
Jharkhand	98	12	7	8	0
Chhattisgarh	55	6	13	18	33
Madhya Pradesh	20	1	0	4	13
Maharashtra	12	4	5	2	0
Bihar	7	0	0	6	1
Puducherry	6	0	1	2	3
Tripura	4	3	2	2	0
Assam	3	0	0	0	0
Gujarat	1	1	1	1	1
Telangana	1	0	0	0	0
Total	32,375	8,817	8,224	4,934	9,552

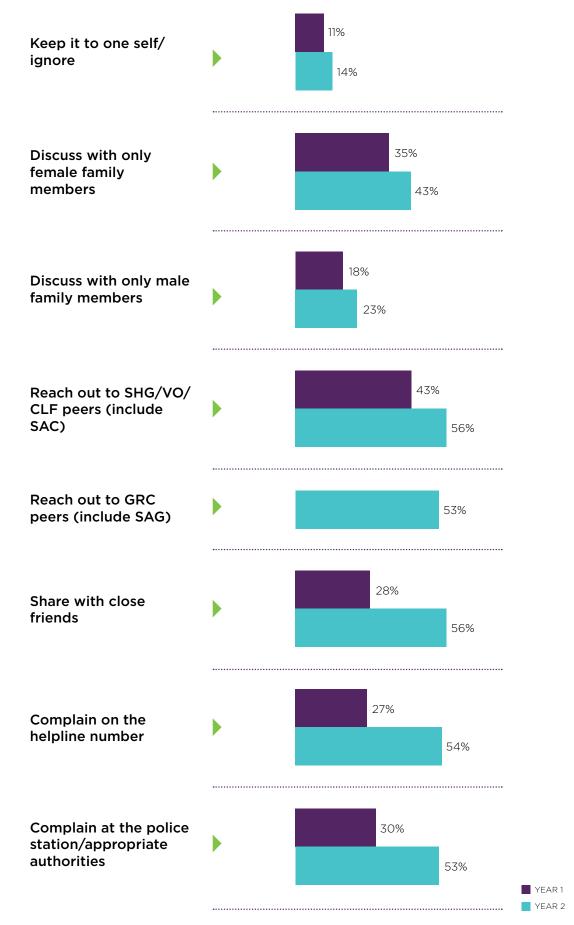
Table 3: Details of GBV Cases Registered at GRC Level

Despite widespread acknowledgment of the necessity for victims to speak up and awareness of available helpline numbers, many stakeholders emphasised resolving disputes locally to avoid the economic and social costs associated with higher-level interventions, which can stigmatise and shame the complainant and her family. *Women SHG members in Madhya Pradesh* illustrate this with a specific case: *"The victim had small children; if the case escalated, she would face hearings and significant expenses. Her reputation could be damaged by having her husband arrested, and ultimately, they must live together. We encourage them to reconcile as they are advised in court, which is why we did not escalate the case."* 

The belief that reporting cases to authorities can damage the village's and community's image underscores the need for greater awareness and education on the importance of reporting GBV. **A men's group in Karnataka noted**, "It is best to resolve these cases within the village rather than reporting them to the police. If resolved at the police station, it could become public, bringing shame to the village."

PRI members also highlighted the importance of community education on gender equality and GBV, initiating conversations that expand from individual households to the broader community level, thereby enhancing awareness and dialogue. **PRI members from Assam shared**, "It's essential for the victim to register a complaint so we can address the issue and implement solutions. Minor cases are often resolved locally, but more severe cases are escalated to the VO level, and if necessary, to the women's court. Although no case has reached the women's court yet, our advocates are prepared to assist in emergencies, ensuring that if issues cannot be resolved at the SHG, VO, or CLF levels, then legal and police support is available."

The graph below depict the actions that SHG member consider while encountering Gender-Based Violence. Over 53 per cent of respondents indicated they would file a complaint with the police, relevant authorities, or call a helpline if they encountered GBV. About 43 per cent of the women would discuss the issue only with female family members, while only 22 per cent would choose to discuss it with male family members. Notably, only one in ten SHG women stated they would keep the issue to themselves or ignore it. More than 54 per cent of participants reported they would seek support from their GRC peers (52.63 per cent) including the SAC or SHG/VO/CLF peers (56 per cent). These indicators highlight the diverse strategies women consider when facing Gender-Based Violence, underscoring the importance of support networks such as women's collectives, GRCs, and official assistance channels like police and helplines



#### *Figure 13:* Actions Considered by Women Encountering Instances of GBV

#### C. Convergence

Effective coordination among line departments is essential for the success of the Campaign, which aims to raise awareness and increase reporting of GBV. In the absence of such strategic collaborations, the Campaign's effectiveness could be compromised.

*Nayi Chetna 2.0* showcased diverse grassroots initiatives, including collaborations with panchayat-level solid waste management units in Karnataka. These units utilised their public addressing systems to broaden the reach of Campaign messages. Additionally, partnerships with the education department and schools aimed to increase awareness among young people about gender discrimination and violence. Collaborations with the health department educated adolescents on the health risks of early marriage. Moreover, local NGOs played a crucial role in mobilising community members beyond self-help groups. Additionally, safety audits were carried out in Jharkhand in partnership with PRI members.

A CLF leader shared their experience: "We conducted a safety audit in partnership with the village head, identifying locations where girls and women feel unsafe. As the village head led the audit, we were able to directly request improvements such as enhanced lighting and, where needed, road construction. By making the village head the owner of this initiative, we ensured a quick response and effective redressal."

These efforts collectively underscore the Campaign's success in stimulating dialogue and community involvement from the grassroots level. This was also substantiated through the national advisory that stresses upon the need for states to partner with NRPs to better prepare and implement the Campaign. Despite these measures, there is an increasing demand for a stronger top-down strategy to reinforce and expand these local endeavours, ensuring their sustainability and enhancing their overall impact.

The need for stronger interdepartmental collaboration has been particularly emphasised in several states, highlighting the challenges of implementing the Campaign. Convergence among line ministries is pivotal for enabling effective monitoring and evaluation of the Campaign's implementation, especially in achieving its goals of raising awareness and increasing GBV case reporting. Weak coordination across ministries can hinder the Campaign's reporting capabilities.

Cluster leaders voiced the proactive need for alignment with the Police department to prevent GBV incidents: "Working closely with the police department, Primary Healthcare Chiefs, and other line departments would be more effective. As law enforcers, they can monitor potential hotspots and intervene in cases of violence as they arise. Moreover, enforcing strict actions for non-compliance with program guidelines could reduce threats."

Another example of convergence was observed during the reporting phase. During the Campaign, the cases for gender-based violence were reported at the GRC level. These reported cases were referred to the Sakhi Centers, legal counsellors, and the police department (Table 3). A One Stop Center in Tamil Nadu further illustrated this process: cases escalated to the centre via GRC, or those that arrive directly, are recorded. Depending on the needs of the case, the centre reaches out to the police or legal counsellors from the DLSA to provide the appropriate remedy to the plaintiff.

A block official in Bihar also noted the benefits of collaborative efforts: *"If teachers, Community Based Organisations (CBOs), and others join the Campaign, it becomes more impactful. Otherwise, it appears as though only the Jeevika program is active, isolated in its efforts. A holistic approach would spread the Campaign's message more effectively."* These interdepartmental collaborations were identified as crucial engagements for leveraging resources, expertise, and networks to address GBV effectively and promote gender equality. Initiatives like those in Karnataka demonstrate how local-level convergence, tailored to community needs, can significantly enhance the Campaign's impact and reach.

#### d. Future of Gender Campaign

Findings from this assessment underscore the reach, scale and significance of the National Gender Campaign. Interactions with stakeholders also suggest that organising the Campaign as an annual event and implementing a year-round activity calendar can be instrumental in achieving its objectives. Simultaneously, there is a need to integrate the Campaign's ethos and messages into daily practices of the community throughout the year. Stakeholders have highlighted the importance of addressing local contexts and needs in future iterations of the Campaign.

A senior official from Tamil Nadu suggested, "For the next year, we could focus the Gender Campaign on prevalent issues like anaemia and malnutrition, which affect many women and girls across several states, alongside addressing domestic violence, child marriage, sexual abuse, alcoholism, drugs, and other concerns."

Additionally, increasing male participation is seen as crucial. The senior official also noted, "To engage men, we could organise local sports competitions such as Kabaddi, tug of war, swimming, and running during the Campaign days. These are popular and traditional activities during festivals in January across southern Tamil Nadu. This approach not only encourages attendance but also fosters interaction among men, women, boys, and girls. Awareness posters displayed during these events and speeches given by local CBOs could make a significant impact."

A CLF Leader in Chhattisgarh emphasised the need for male engagement in the Campaign: "In the future, men should also be equally involved. We could establish men's self-help groups and host discussions like Sankalp Bharat within panchayats to ensure balanced participation." A GCRP in Odisha expressed the need for more structured support: "We need to create specific programs for men and urge state and national officials to provide comprehensive support and attend these initiatives."





# RECOMMENDATIONS



i) Allyship with Men and Boys: Tailored activities that involve men in the planning and implementation of the Campaign can increase their awareness and participation and pave the way for challenging deeply ingrained social norms and practices. Training and awareness initiatives that challenge misconceptions about gender roles and responsibilities and promote gender equality can help shift existing attitudes and behaviours. Adapting the program to suit different age groups is a crucial factor to consider when designing it in collaboration with male counterparts.

**ii) Improving Awareness and Educating Adolescent Boys & Girls:** There lies immense potential in enlisting adolescent boys and girls as agents of transformative change in addressing gender discrimination and GBV. Efforts to empower and educate this demographic group through innovative behaviour change campaigns and channels are essential for fostering a more equitable and inclusive society, where all individuals have the opportunity to thrive free from violence and discrimination.

**iii) Investing in Capacity Building of PRI Members:** The indispensable role of PRI members as catalysts for change in advancing gender equality and combating GBV at the grassroots level needs to be leveraged. Their proactive engagement along with community institutions and leadership not only contribute to increased awareness and reporting of GBV but also fosters a culture of accountability and advocacy within communities. Efforts to enhance PRI involvement and capacity-building should be prioritised to maximise the impact of future gender campaigns and promote sustainable change. Mandating Gram Sabha meetings before the launch of campaigns, on important dates such as October 2, can prove fruitful in initiating discussions on gender discrimination and inequality.

**iv)** Fostering Stronger Convergence: Efforts should be made to strengthen convergence initiatives, facilitating greater coordination and collaboration among line ministries and departments. Strategies should be developed and committed to in a top-down manner by the line ministries to address specific challenges and priorities as identified at the local level, ensuring a holistic and inclusive approach to campaign implementation. Continued support and engagement from all stakeholders, including government agencies, civil society organisations, and community leaders, are essential for sustaining momentum and driving meaningful change.

**v) Inclusion of Marginalised Population:** Concerted efforts should be made to include marginalised communities such as migrant workers, persons with disabilities, transgenders and other vulnerable groups, to ensure greater coverage of the campaign.

**vi) Budget Allocations:** There is a need for having a dedicated budget to be mentioned in the annual action plan of the State Rural Livelihood Mission for smooth campaign execution, failing which the campaign has been found to lose momentum, which in turn hinders the community from implementing it successfully.

vii) Harnessing the Power of Traditional and Social Media: It is also recommended to leverage the power of social media platforms to amplify campaign messages and engage with a broader audience. Developing targeted social media campaigns to reach diverse demographics, including rural communities, and encouraging active participation and discussion around GBV awareness and prevention can be fruitful. This could be done via community radios and local channels. Proactive engagement can be initiated with Doordarshan and AIR at least four months prior to the launch of the campaign to secure broadcasting slots for relevant programs and advertisements. Collaborating with these media platforms would prove immensely beneficial to disseminate campaign messages, raise awareness about GBV, and promote reporting mechanisms.

**viii) Robust and Timely Training on MIS:** A well-planned training calendar approved by the State Rural Livelihood Mission (SRLM) is needed for ensuring gender campaign MIS training from the state to CLFs. Comprehensive planning, including contingency measures for potential delays or challenges, is essential to ensure smoother implementation and data capturing through online portals. A well designed training schedule for SMMUs, DMMUs, BMMUs with the scope for hands-on experience to administer the research tools in the field for feedback with the technical MIS team will enhance the data quality.

**ix)** Strengthening Self-administered Research Tools: With the advancement of the Gender Campaign in engaging community institutions and other stakeholders, there is a need to unpack the complex understanding on the perception of gender norms. While there has been a notable increase in women's mobility, decision-making and individual say in expenditure, further nuances of these parameters are critical to strengthen the gender responsiveness of the program. Thus, the existing quantitative and qualitative tools should be further strengthened leading to developing an empowerment index.



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Sahenge Nahi, Kahenge, Chuppi Todenge



## ANNEXURE



#### Annex I: Study Locations for qualitative assessment of the National Gender Campaign 2.0

States/UTs	Districts	Blocks
Andhra Pradesh	Prakasham & Guntur	Tripuranthakam & Chebrole
Assam	North Lakhimpur & Darrang	Naoboicha & Pub Mangaldoi
Bihar	Muzaffarpur & Nalanda	Meenapur & Rajgir
Chhattisgarh	Gariyabanad & Dhamtari	Chhura & Kurud
Jharkhand	Palamu & Hazaribagh	Chainpur & Barhi
Karnataka	Mandya & Kolar	Maddur & Kolar
Madhya Pradesh	Dindori & Mandla	Samnapur & Niwas
Meghalaya	West Garo Hills & East Khasi Hills	Dalu & Mawkynrew
Odisha	Deogarh & Jagatsinghpur	Tilebani & Tirtol
Tamil Nadu	Salem & Permbalur	Ayodhipattanam & Alathur

#### Annex II: Activity Details - National-Level Summary

## *Table 1:* SMMU-Level Gender Campaign activities reported, and the number of stakeholders who participated

	SMMU Level Activities	Number of states that submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Conducting Consultative workshops on GBV with multiple stakeholders	13	17	873
2	Conducting Gender Pledge	15	26	7,333
3	Felicitation of Gender Champions	4	5	5,340
4	Organising Gender sensitisation training with line departments	6	9	998
5	Organising training of staff on understanding GBV and remedial measures	7	9	1,655
6	Undertaking social media messaging	7	12	873
7	Any other activity	9	16	13,431
	Total		94	30,503

### *Table 2:* DMMU-Level Gender Campaign Activities reported, and the number of stakeholders who participated

	DMMU Level Activities	Number of district that submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Conducting Gender Pledge	244	1,145	1,57,581
2	Engaging with district- level influencers for key messaging	115	459	50,795
3	Formation of ICC	137	483	35,186
4	Organising consultative workshops on GBV with multiple stakeholders	202	847	1,07,064
5	Organising gender sensitisation training with line departments	174	633	55,503
6	Training of DMMU staff on understanding GBV	214	812	61,684
7	Any other activity	118	365	53,830
	Total		4,744	5,21,643

## *Table 3:* BMMU-Level Gender Campaign Activities reported, and the number of stakeholders who participated and are covered

	BMMU Level Activities	Number of blocks that submitted data on the activities conducted	Number of activities conducted	Number of participants
1	Conducting Gender Pledge	1,438	5,906	8,00,580
2	Conducting mandatory Block gender forum meeting	784	2,659	3,38,026
3	Engaging Block-level influencers for key messaging	512	2,014	2,64,362
4	Facilitate interface between CBO and Line Departments or service providers	917	3,124	4,90,729
5	Felicitation of the Gender Champions	640	2,231	3,06,190
6	Miking of slogans	940	3,521	4,94,176
7	Organising public gatherings	1,291	4,990	6,40,851

8	Organising consultative workshops with line departments	521	2,020	2,72,158
9	Training and sensitisation of Line Departments	628	2,228	3,13,227
10	Training on GBV	1,080	3,563	4,47,068
11	Social media messaging	745	2,704	3,72,552
12	Any other activity conducted	634	2,096	2,60,326
	Total		37,056	50,00,245

## *Table 4:* CLF-Level Gender Campaign Activities reported, and the number of stakeholders who participated

	CLF Level Activities	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Building linkages between all institutional mechanisms and service providers	919	3,496	2,14,592
2	Conducting Rangoli making activity	2,732	9,111	5,07,320
3	Conducting gender matrix exercise to map GBV	669	2,524	1,30,265
4	Conducting group discussion sessions with men, boys and community leaders	1,924	6,004	3,64,701
5	Gender Pledges	3,701	12,005	6,44,641
6	Conducting safety audits	4,198	19,459	8,25,359
7	Felicitation of Gender Champions	819	2,936	1,46,364
8	Initiated Gender Funds	530	2,251	1,17,637
9	Miking of slogans	1,836	5,260	2,74,378
10	Organising legal awareness camps	2,621	8,085	4,93,740
11	Organising mandatory meeting/ training of CLF on understanding GBV	5,202	18,353	9,79,414
12	Organising movie shows	1,102	3,776	1,86,904

13	Organising Nukkad Nataks on addressing GBV	663	2,661	1,32,457
14	Organising public gatherings for awareness generation on GBV	4,175	13,253	7,43,915
15	Organising rallies	4,093	13,382	8,24,862
16	Training and sensitisation of front- line workers	1,536	4,838	3,17,783
17	Training for strengthening institutional mechanisms	1,146	3,790	2,30,286
18	Preparing follow-up action plan	976	3,870	1,91,031
19	Wall painting activity	669	2,552	1,26,691
	Total		1,37606	74,52,340

## *Table 5:* VO-Level Gender Campaign Activities reported, and the number of stakeholders who participated

	VO Level Activities	Number of activities conducted	Number of participants
1	Safety Audits	64,044	34,32,213
2	Abhisharan Shivir community interface with service providers	7,041	4,53,617
3	Mandatory meeting/training of VOs on understanding GBV	13,659	7,31,602
4	Gender Pledges	43,397	26,44,921
5	Conducting village-level community members meeting on GBV	23,391	12,81,201
6	VO general body meeting on GBV	43,043	24,43,805
7	Creating Wall writing	10,639	5,98,086
8	Experience sharing in public meetings, small groups and forums during VO meetings	16,136	8,24,887
9	Felicitation of Gender Champions	7,565	4,56,370
10	Organising film screening activity	17,069	10,31,044
11	Organising Gender forum meetings at the Panchayat level	22,387	12,08,585
12	Organising Gender matrix exercise to map GBV	7,499	4,57,461

13	Organising night walks with candles	17,397	9,97,444
14	Organising Nukkad Nataks/cultural events	7,560	4,45,557
15	Organising rallies	76,620	48,96,329
16	Organising sports activities	9,820	5,05,114
17	Any other activity	11,042	5,93,846
	Total	3,98,303	2,30,02,082

Note: Number of distinct VOs could not be found out as the MIS did not had mapping with VOs list.

#### Table 6: SHG-Level Gender Campaign Activities, and participants covered

	SHG Level Activities	Number of activities conducted	Number of participants
1	Conducting Gender Pledge	1,10,119	67,53,178
2	Conducting Rangoli making activity	1,03,782	55,71,976
3	Organising mandatory SHG meeting/training on understanding GBV	76,051	40,89,929
4	Other activities	29,786	20,92,060
	Total	3,19,738	1,85,07,143

### *Table 7:* GRC-Level Gender Campaign Activities reported, and the number of stakeholders who participated

	GRC Level Activities	Number of GRCs that submitted data on the activities conducted	Number of activities conducted	Number of participants
1	Building linkages between GRC and all institutional mechanisms.	482	1,050	1,45,367
2	Capacity building of GRCs- understanding case handling/case protocols/redressal	541	966	1,20,880
3	Organising community level legal awareness camps (DV, POSH, POCSO, etc)	488	1,101	1,20,155
4	Organising training of GRC on understanding Gender-Based Violence	114	3,023	2,86,339
5	Participation in the Block-level gender forums	446	1,187	
6	Participation in the CLF-level and VO-level Campaign activities	416	1,201	
	Total		8,528	6,72,741

Annex III: Additional activities conducted (apart from the activities listed out in the National Advisory)

DMMU Level	BMMU Level	CLF Level	VO Level	GRC Level
CLF SAC Training	Alcoholism	Awareness	Anaemia	Child Marriage
De-addiction	Anaemia	Beti Bachao Beti Padhao	Baal Saba	Child Sexual Awareness
Differ Safety Tips and Apps	Anaemia	Celebration of Girl Birth	Beti Bachao Beti Padhao	Mental Health Awareness
Election Awareness	Child Marriage & Sexual Abuse	Cleaning the Garden Area	Child Marriage & Sexual Abuses	
Family Violence	Cleanliness Drive	Cleanliness Drive	Cultural Activities	
Food Festival	Coordination Meeting	Declining the HIV	Domestic Violence	
Gender and Nutrition	Domestic Violence	Domestic Violence	Dowry	
Gender Mainstreaming	Dowry Issue	Dowry	Education	
GRC Formation	Dropout Student Awareness	Drug Addiction Violence	Encourage Self Employment	
GRC Formation & Strengthening	Encouraging Women's Empowerment	Female Education	Encourage Women Self Employment	
Hashtag Campaign	Eye Tying Game	Gender Awareness for Women's	Equal Pay for Equal Work	
Jagrukata Abhiyan	Games	Gender Concept Orientation	Equality	
Legal Awareness	Gender Equality Speech	Girls' Education	Female Foeticide	
Livelihood	Gender Resource Center	Girls' Fitness of Health	Financial Literacy for Women	
Meeting with Line Departments	Gender Violence Campaign	GRC was formed	Food and Nutrition	
Poster Campaign	GP Meeting	Group Discussion	Girls' Education	
Staff Gender Pledge	GRC Formation & Strengthening	Guarantee Yogane Ya Bage	Health Awareness Program	
Training with NGO	IEC Materials Reorientation	Harassment on Workspace	Human Rights	

Table 8: Data captured as any other theme in different levels

Women Empowerment	Interaction with Youth	Human Rights	Importance of Education	
	Introduction to Gender and Pledge	Identify Violence	De-addiction	
	Naari Suraksha Kosh	Importance of Education	Nutrition Awareness	
	Substance Abuse	POCSO	POCSO	
	Women Representation	POSH	Sexual Harassment	
	Women's Rights	Self Help Group	Superstition Awareness	
		Sexual Abuse	Swachh Bharat	
		Women's Empowerment	Women's Empowerment Programme	
		Women's Right Awareness	Women's Health Awareness	

#### Table 2: Data captured as any other activities in different levels

DMMU Level	BMMU Level	VO Level	SHG Level
Aam Sabha	Awareness and Orientation Programme	# Tag Campaign	A&R Training
Awareness Campaign	Awareness Anaemia	About Child Marriage Awareness Programme in Schools	Aam Sabha
Awareness Meeting on Girls' Education	Awareness at School	Adolescent Girls Meeting	Adolescent Girls Meeting
Awareness on Child Marriage	Awareness Campaign on Female Foeticide	Adult Literacy Class	Adolescent Girls Training
Awareness on Gender Discrimination	Awareness Camps	AWW Meeting-Based on Gender Campaign Program	Anaemia Awareness SHG Meeting
Beti Bachao Beti Padhao	Awareness Classes on Gender Equality	Baal Sabha	Anganwadi Awareness
Candle March	Awareness Gender Program Training	Discussion on Child Marriage	Awareness Programme in School Own Speech
Capacity Building Training to Community Counsellors	Awareness Given to SHG members on Gender	Candle March	Awareness Camp

Child Marriage	Awareness Meeting on Girls Education	Cash Study	Awareness Games
Children Dramatized Through Stories.	Awareness on Child Marriage	Community-Led National Campaign Against Gender Painting Competition	Banners
CLF Meeting	Awareness on Cyber Crime	Community Meeting	Campaign in School Students
CLF SAC Training	Awareness on Gender-Based Discrimination	Conducting Home Meeting	Candle Walk
Coordination Meeting with Line Department	Awareness on Gender Based Violence	Cultural Sports Awareness	Child Education Awareness
Dance	Candle Light March	Cultural Programme	Cultural Activities
De-addiction	Child Marriage Activities	Dance	Debate and Group Discussion
Discussion on Girls Education	Child Education Awareness	Debate	Food Festival
Discussion with One Stop Centre	Child Sexual Abuse	Demonstration Against Child Marriage	GBV Awareness given in SHG Meeting
Dissemination of Posters	Cleanliness Drive	Digital Poster Campaign	Gender Orientation Program
District Level Awareness Rally	CLF & VO EC Meeting	Discussion	Gender Pledge
Domestic Violence	CLF, VO EC Meeting, SHG Meeting	Drama	Grama Sabha Meeting
Domestic Violence and POCSO	Dance	Essay Writing	Group Discussion and Debate
Drama	Distribution of Badges to the GPP for their Self-Identity	Funny Games	Legal Awareness Camp
Education	Distribution of Poster, Pamphlets & Awareness Programme	Film Screening	Meeting with SHG Members
Environment Education	Distribution of Woolen Blanket To Ultra Poor SHG Members	Food Festival	Mehandi Competition
Essay, Speech & Drawing Competitions on GBV	Drama	Gender Rally	Movie Screening
Experience Sharing- Transgender	Essay Competition	Gram Sabha	Musical Chair
Flashmob	Film Screening	GPP Formation	Nasha Mukti Abhiyan

Food Festival	Food Festival	GPP Selection and Manch Formation	Pledge
Formation and Training on Nari Suraksha Kosh	Fruits Competition	GPP Training	Poem Composition Nari Ekta/Women In Unity
Games	Games	Groups Discussion	Poster Campaign, Rally,
GBV Rangoli	Girls Education	Kabaddi Khel	Poster Exhibitions
Gender and FNHW related Rally and Rangoli	Group Discussion among CRPS and Gender Point Person	Medical Awareness	Poster Making Regarding Gender Campaign
Gender Awareness Campaign	Group Discussion in All Line Departments	Mehndi Competition	Quiz Competition
Gender Songs Singing	Handwash	Miking of Slogans	Rally
Gender Training	ICC training	Online Hashtag Campaign, Poster Campaign	School- Based Gender Campaign Programme
Girls Education Awareness	Interaction with VO SAC Members on Girls Education	POCSO Awareness	School Student Rally
Good Touch Bad Touch	Interaction with Youth & SHGs Members' Children	Police Station Photos	SHG Awareness Meeting
GPLF Members and CRPS	Lecture & Sharing with SHG Member's Children On GBV	Poster Campaign	SHG Leaders Meeting
GPLF SHG Members and CRPS	Legal Awareness Programme	Rangoli	Singing Competition
Groups Discussion	Local Camp & Meeting	Rally	Slogan, Wall Writing
Hashtag Campaign	Meeting with Suraksha Sakhi	School-Based Gender Campaign Programme	Sports and Games
Human Denominator	Mehendi Karyakram	Sensitisation on Women's Rights and Human Rights	Status Campaign, Hashtag Campaign
Human Rights Day	Motivational Speech	SHG Awareness Meeting	Story Telling
Inauguration	Movie Screening	Slogan	Street Drama at Panchayat
Information about Child Marriage	Notice Distribution in All Govt Building	Song Compilation	Stretching

Installation of Hoarding	Plant distribution	Sports Activities	Video Clips Shows
Jagrukta Raily Abhiyan Ke Duwara	Rangoli	Video Clip Shows	Wall Pasting
Jatha	Rally	VO EC Members Meeting	Web Series Gender Awareness Activity
Jeevika	Sharing & Interaction with Youths	Wall Poster Pasting	Writing Competition
Jeevika CBO's	SHG Level Gender Gathering	Wall Writing, Slogan	
Killing the Female Foetus	Slogan Writing		
Livelihood	Story Sharing		
Meeting with Line Departments	Theme Based Drama & Songs		
Miking of Slogans	Through Cadre Meeting		
Nutrition Food Festival	Through CBO'S Meeting as SHG, VO, CLF Meeting		
Oath Ceremony	Wall Painting		
Orientation & Workshop	Workshop		
Pledge on Child Marriage	Yoga		
Poster Campaign	Youth mobilisation		
Rally			
Rangoli			
Self Defence Techniques			
Training with Other NGO			
Video Screening			

## Annex IV: Online Quantitative Survey

_		_	
Indicator	Agree	Disagree	Total Respondents
It is better to be a man than to be a woman	31.45% (7,385)	68.55% (16,100)	23,485
Boys should be allowed to get more opportunities and resources for education than girls	29.15% (6,847)	70.85% (16,638)	23,485
Boys should be fed first and given more food compared to girls	28.60% (6,716)	71.40% (16,769)	23,485
A husband should be more educated than his wife	30.52% (7,167)	69.48% (16,318)	23,485
It is a woman's/girl's responsibility to protect the honour of the family	46.73% (10,974)	53.27% (12,511)	23,485
Women can own assets in their name	75.32% (17,690)	24.68% (5,795)	23,485
Issue of Gender-Based Violence is not relevant for my community	37.59% (8,828)	62.41% (14,657)	23,485
Gender-based discrimination also impacts old, destitute, disabled/ divyaang (special needs) members, single women, SC/ ST members, persons involved in hazardous occupations, survivors of human trafficking, witch hunting, HIV positive etc	55.15% (12,953)	44.85% (10,532)	23,485

## Table 1: Showing SHG Women's perception on gender norms

Indicator	Respondent only	Husband/ partner only	Respondent and husband/ partner jointly	Someone else/ Others	Husband/ partner has no earning	Total Respondents
Who decides how the money you earn will be used	52.73% (12,384)	26.47% (6,216)	20.61% (4,840)	0.19% (45)	0% (0)	23,485
Who decides how your husband/ partner's earnings will be used	44.05% (10,346)	27.69% (6,502)	26.73% (6,279)	0.18% (41)	1.35% (317)	23,485
Who usually makes decisions about health care for yourself	48.49% (11,389)	23.62% (5,547)	26.40% (6,200)	1.49% (349)	0% (0)	23,485
Who usually makes decisions about making major household purchases	50.53% (11,868)	23.69% (5,564)	24.64% (5,786)	1.14% (267)	0% (0)	23,485
Who usually makes decisions about visits to your family or relatives	49.33% (11,584)	23.27% (5,464)	26.45% (6,212)	0.95% (225)	0% (0)	23,485

# *Table 2:* Table showing the autonomy of SHG women in making important decisions

### Table 3: Mobility

Indicator	Agree	With Someone Only	Not At All	Total Respondents
Are you usually allowed to go to the market alone, only with someone else, or not at all?	82.28% (19,324)	15.52% (3,645)	2.19% (516)	23,485
Are you usually allowed to go to the Health Facility alone, only with someone else, or not at all?	73.24% (17,200)	24.62% (5,782)	2.14% (503)	23,485
Are you usually allowed to go outside alone, only with someone else, or not at all?	77.46% (18,191)	18.36% (4,312)	4.18% (982)	23,485

## Table 4: Percentage of SHG women participation in Community-Level programme

Indicator	Yes	No	Total Respondents
Percentage of SHG women who have organized or participated in any community-level programme, in the past two months	78.28% (18,383)	21.72% (5,102)	23,485
Percentage of SHG women who frequently interacted with panchayat members	81.16% (19,061)	18.84% (4,424)	23,485
Percentage of SHG women who frequently visited any Government office for personal/ official work	74.22% (17,430)	25.78% (6,055)	23,485

## *Table 5:* Percentage of SHG women who agreed or disagree that hitting or beating his wife by her husband/partner is justified

Indicator	Agree	Disagree	Don't Know	Total Respondents
If she goes out without telling him?	23.62% (5,548)	74.49% (17,496)	1.88% (441)	23,485
If she neglects the house or the children?	25.48% (5,984)	72.57% (17,042)	1.95% (459)	23,485
If she argues with him?	25.79% (6,057)	72.35% (16,992)	1.86% (436)	23,485
If she refuses to have sex with him?	18.50% (4,344)	79.37% (18,640)	2.13% (501)	23,485
If she doesn't cook food properly?	22.74% (5,341)	75.48% (17,726)	1.78% (418)	23,485
If he suspects her of being unfaithful?	22.88% (5,373)	75.15% (17,648)	1.97% (464)	23,485
If she shows disrespect for her in-laws?	23.56% (5,533)	74.35% (17,462)	2.09% (490)	23,485

Indicator	Yes	Νο	Total Respondents
Keep it to one self/ignore	13.76% (3,229)	86.23% (20,233)	23,462
Discuss with only female family members	43.44% (10,192)	56.55% (13,270)	23,462
Discuss with only male family members	22.68% (5,323)	77.31% (18,139)	23,462
Reach out to SHG/VO/CLF peers (Include SAC)	56.31% (13,212)	43.68% (10,250)	23,462
Reach out to GRC peers (Include SAC)	52.62% (12,347)	47.37% (11,115)	23,462
Share with close friends	55.59% (13,043)	44.4% (10,419)	23,462
Complain over helpline number	54.08% (12,689)	45.91% (10,773)	23,462
Complain to the police appropriate authorities	52.78% (12,384)	47.21% (11,078)	23,462

### Table 6: Gender-Based Violence: course of action to be taken

### Annex V: Management Information Systems - Level-Wise Questionnaire

#### a. Line-Ministry data entry tool

Note: Kindly submit one form for one week. Data has to be filled during the Campaign and will be available till mid-January for data entry.

1	Ministry Note: Single option to be selected	1. Women and Child Development
		2. Health and Family Welfare
		3. Ministry of Education
	4. Ministry of Home Affairs	
		5. Panchayati Raj
		6. Others; Specify
2	Level Note: Single option to be selected	1. National 2. State 3. District 4. Block
Note 1	If Q2=1, go to Q6	
3	State	Dropdown
Note 2	If Q2=2, go to Q6	
4	District	Dropdown
Note 3	If Q2=3, go to Q6	
5	BLock	Dropdown
6	GPS location	
7	Number of participants in the launch event?	Numeric entry

8	Week <i>Note: Single option to be selected</i>	Week 1 (25th Nov-1st Dec, 2023 Week 2 (2nd Dec - 8 Dec, 2023) Week 3 (9th Dec - 15th Dec, 2023 Week 4 (16th Dec - 22nd Dec, 2023) Other, Specify
9	Theme <i>Note: Multiple options to be selected</i>	Awareness on: 1. Gender-Based Violence 2. Child marriage 3. Female foeticide 4. Girls education 5. Child sexual abuse 6. Declining sex ratio Other; Specify
Note 4	Q10 will open in loop for all the options	selected in Q9
10	Activities <i>Note: Multiple options to be selected</i>	<ol> <li>Linkage between GRC - One stop centre, Police, health and DLSA</li> <li>Mandatory Block-level gender forum meeting.</li> <li>Training on POSH</li> <li>Formation of ICC</li> <li>Gender training of all frontline workers (Beat Officers, medical officers, AWW, ASHA, ANM, EWRs, CRPs, PLVs)</li> <li>Awareness of DV Act and POSH</li> <li>Participation of FLWs in Gender Forum-Panchayat</li> <li>Legal awareness camps</li> <li>Gender training with collectives, men, youth and boys</li> <li>Abhisaran Mela Interface between CBO, PRI and Line depts</li> <li>School admission camps for girl children</li> <li>Bal Mela</li> <li>Gender camps with children</li> <li>Children rallies</li> <li>Other; Specify</li> </ol>
Note 4	Q11 to Q14 will open in a loop for all the	
11	Participated by <b>Note: Multiple option to be selected</b>	<ol> <li>Anganwadi Worker</li> <li>Anganwadi helper</li> <li>Supervisors</li> <li>CDPO</li> <li>District Social Welfare Officers</li> <li>CWC members</li> <li>One Stop Centre Staff</li> <li>DCPU Officers</li> <li>Elected members of PRI</li> <li>Panchayat Secretary</li> <li>Members of the Standing Committee</li> <li>Gram Sabha and GP</li> <li>CEO-Zila Parishad</li> <li>DPRO</li> <li>EPR</li> <li>Gram Pradhan under PESA</li> <li>Traditional leaders from the tribes</li> <li>and PVTGs</li> <li>ITDA PO</li> </ol>

		<ul> <li>18. District Social Welfare Officer</li> <li>19. Leaders of the Welfare group/ committees</li> <li>20. Outreach Workers</li> <li>21. ASHA Workers</li> <li>22. ANMs</li> <li>23. GNMs/Helpers</li> <li>24. CMO</li> <li>25. Medical officers</li> <li>26. DMHP Councillors</li> <li>27. Beat Officers</li> <li>28. Constables</li> <li>29. SHO</li> <li>30. SIs</li> <li>31. SP</li> <li>32. DSP</li> <li>33. SMD</li> <li>34. Para Legal Volunteers</li> <li>35. Empanelled Lawyers</li> <li>36. DLSA Secretary</li> <li>37. Ministry of Human Resource</li> <li>Development</li> <li>38. Ministry of IB &amp; PR</li> <li>39. Other, Specify</li> </ul>
12	Number of Participants	Numeric entry
13	Description	Text entry
14	Activity Photo (Optional)	Upload

## b. SMMU-Level data entry tool

## Note: Kindly submit one form for one week. Also data has to be filled during the campaign and will be available till mid January for data entry.

Q.No.	Question	Response/Options
1	State name	Display as per login
2	GPS location	
3	Core Committee formed	Yes No
4	Composition of Core Committee Note: Multiple options to be selected	<ol> <li>State Nodal SRLM</li> <li>NRP</li> <li>CSO partners</li> <li>Add other line departments</li> <li>Any others</li> </ol>
5	Core committee formation Date	Selection from calendar
6	Number of staff trained on POSH through Karmayogi App since October 2023?	Numeric entry
7	No. of Staff trained on POSH through Gender Experts/NRPs as part of the Gender Campaign (Oct 2023 to March 2024)	Numeric entry
8	Internal Complaints Committee formed	1. Yes 2. No

9	Number of cases reported to ICC the during Gender Campaign	Numeric entry	
10	Number of staff that participated in the launch event	Numeric entry	
11	Week Note: Single option to be selected	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec - 8 Dec, 2023)</li> <li>Week 3 (9th Dec - 15th Dec, 2023</li> <li>Week 4 (16th Dec - 22nd Dec, 2023)</li> <li>Other;Specify</li> </ol>	
12	Activity conducted <b>Note: Multiple options to be</b> <i>selected</i>	<ol> <li>Consultative workshop on GBV with multiple stakeholders</li> <li>Training of staff on POSH</li> <li>Gender Pledge</li> <li>Training of staff on understanding Gender-Based Violence and remedial measures</li> <li>Felicitation of Gender Champions</li> <li>Gender sensitisation training with line departments</li> <li>Social media messaging</li> <li>Any other activity conducted; Specify</li> </ol>	
Note 1	Q13 to Q18 will open in a loop for the	e number of activities selected in Q12	
13	Participants Note: Multiple options to be selected	<ol> <li>WCD</li> <li>Health &amp; Family Welfare</li> <li>Police</li> <li>Home affairs</li> <li>Panchayat Raj Dept</li> <li>Rural Development-MGNREGA</li> <li>Rural Development- DDUJKY</li> <li>SLSA</li> <li>Tribal affairs</li> <li>Social Justice and Empowerment-NCTP</li> <li>Urban affairs &amp; Housing-SULM/SUDA</li> <li>Education</li> <li>Information and Broadcasting</li> <li>State Women Commission</li> <li>Social Welfare Department</li> <li>Others; Specify</li> </ol>	
14	Number of participants	Numeric entry	
15	Activity Photo with GPS	Upload	
Note 2	Q14 & Q15 will be opened only if Q10	) = 1 or 3 or 6	
16	Media coverage on GBV, interviews with Gender Champion and allies	1. Yes 2. No	
17	Which platforms <i>Note: Multiple options to be</i> <i>selected</i>	<ol> <li>Television</li> <li>Radio</li> <li>Any other</li> </ol>	
Note 3	Q18 will be opened only if Q12 = 5		
18	Number of Gender Champions facilitated	Numeric entry	

#### c. DMMU Level

## Note: Kindly submit one form for one week. Also data has to be filled during the campaign and will be available till mid-January for data entry.

Q.No.	Question	Response/Options
1	State name	Display as per login
2	District name	Display as per login
3	GPS location	
4	Number of staff trained on POSH through the Karmayogi App since October 2023	Numeric entry
5	Number of Staff trained on POSH through Gender Experts/NRPs during the Campaign.(Oct 2023 to March 2024)	Numeric entry
6	Internal Complaints Committee formed	Yes No
7	Number of cases reported to ICC the during Gender Campaign	Numeric entry
8	Number of staff who participated in the launch event	Numeric entry
9	Week <b>Note: Single option to be selected</b>	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec - 8 Dec, 2023)</li> <li>Week 3 (9th Dec - 15th Dec, 2023</li> <li>Week 4 (16th Dec - 22nd Dec, 2023)</li> <li>Other; Specify</li> </ol>
10	Theme Note: Multiple options to be selected	<ul> <li>Awareness on Gender-Based Violence</li> <li>1. Child marriage</li> <li>2. Female foeticide</li> <li>3. Girls education</li> <li>4. Child sexual Abuse</li> <li>5. Declining Sex ratio</li> <li>6. Others Specify</li> </ul>
Note 1	Q11 will open for the number of then	nes selected in Q10
11	Activities conducted <b>Note: Multiple options to be</b> <i>selected</i>	<ol> <li>Consultative workshop on GBV with multiple stakeholders</li> <li>Training of staff on POSH</li> <li>Formation of ICC</li> <li>Gender Pledge</li> <li>Engaging district-level influencers for key messaging</li> <li>Training of DMMU staff on understanding Gender-Based Violence</li> <li>Gender sensitisation training with line departments</li> <li>Any other activity conducted; Please specify</li> </ol>

	Q12 to Q18 will open in loop for number of activities selected in Q11	
12	Participants Note: Multiple options to be selected	<ol> <li>WCD</li> <li>Health &amp; Family Welfare</li> <li>Police</li> <li>Home affairs</li> <li>Panchayat Raj Dept</li> <li>Rural Development-MGNREGA</li> <li>Rural Development- DDUJKY</li> <li>PIA</li> <li>DLSA</li> <li>Tribal affairs</li> <li>Social Justice and Empowerment</li> <li>Urban affairs &amp; Housing- DUDA</li> <li>Education</li> <li>Others</li> </ol>
13	Number of participants	Numeric entry
14	Activity Photo with GPS	Upload
Note 2	If Q11=4 go to Q15, else go to Q17	
15	District level influencers <i>Note: Multiple options to be</i> <i>selected</i>	<ol> <li>Celebrities</li> <li>Sports persons</li> <li>CSO partners</li> <li>MLAs</li> <li>Local leaders</li> <li>Lawyers</li> <li>Others</li> </ol>
16	Platforms <i>Note: Multiple options to be</i> <i>selected</i>	<ol> <li>Television</li> <li>Radio</li> <li>Newspaper</li> <li>Any other</li> </ol>
17	Social media updates	1. Yes 2. No
18	If Yes, then what platforms? Note: Multiple options to be selected	<ol> <li>Facebook</li> <li>Twitter</li> <li>Any other</li> </ol>

### d. BMMU-Level data entry tool

Note: Kindly submit one form for one week. Also data has to be filled during the campaign and will be available till mid-January for data entry.

Q.No.	Question	Response/Options
1	State name	Display as per login
2	District name	Display as per login
3	Block name	Display as per login
4	GPS location	
5	Number of staff trained on POSH through the Karmayogi App (IGOT) since October 2023	Numeric entry
6	Number of staff trained on POSH through gender experts/NRPs as part of the Gender Campaign (Oct 23 to March 24)	Numeric entry
7	Internal Complaints committee formed	1. Yes 2. No
8	Number of cases reported to ICC during the Gender Campaign	
9	Number of staff who participated in the launch event?	
10	Week <b>Note: Single option to be selected</b>	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec-8 Dec, 2023)</li> <li>Week 3 (9th Dec-15th Dec, 2023</li> <li>Week 4 (16th Dec-22nd Dec, 2023)</li> <li>Other; Specify</li> </ol>
11	Theme Note: Multiple options to be selected	<ul> <li>Awareness on Gender-Based Violence:</li> <li>1. Child marriage</li> <li>2. Female foeticide</li> <li>3. Girls education</li> <li>4. Child sexual Abuse</li> <li>5. Declining Sex ratio</li> <li>6. Other; Specify</li> </ul>
Note 1	Q12 will be opened in a loop for the	number of the theme selected in Q11

1. Training of staff or 2. Facilitate interface	
I I 2. Facilitate interface	
	e between CBO and or service providers
3. Public gathering	
4. Miking of Slogans	
5. Social media mess	aging
6. Gender Pledge	
Activity conducted 7. Mandatory Block g	gender forum meeting
12Note: Multiple options to be selected8. Training and sensit departments	tisation of line
9. Training on Gende	r-Based Violence
10.Engaging Block-le messaging	vel influencers for key
11. Consultative works departments.	shop with line
12. Felicitation of the	Gender Champions
13. Any other activity	conducted; Please
specify	
Note 2 Q13 to Q18 will be opened in a loop for number of activities	s selected in Q12
BMMU Staff	
• WCD	
Health & Family W	/elfare
Home affairs	
Panchayat Raj Dep	ot
Panchayati Raj Inst	titution
• RD	
• PIA	
• DLSA	
• TLSC	
Tribal affairs	
Social Justice and	Empowerment
Urban affairs & Ho	using- DUDA
Participation by • Education	
13 Note: Multiple options to be • PRI representative	S
selected • SHG members	
SHG leaders	
VO SAC members	
VO EC members	
CLF SAC Members	s
CLF EC members	
Sarpanch	
Civil Society organ	niszations
Ward members	
NRLM Community	Cadres
• ASHA	
• AWW	
• CRPs	
• GPPs	

14	Total number of participants	Numeric entry
15	Description	• Text entry
16	Activity Photo with GPS	• Upload
17	Social media updates	• Y/N
18	If Yes, then what platforms? <i>Note: Multiple options to be</i> <i>selected</i>	<ol> <li>Facebook</li> <li>Twitter</li> <li>Any other</li> </ol>
Note 3	If Q12=12, go to Q19, else skip Q19	
19	Number of Gender Champions were felicitated.	Numeric entry

### e. GRC-Level Form

Note: Kindly submit one form for one week. Also data has to be filled during the Campaign and will be available till mid-January for data entry.

Q.No.	Question	Response/Options
1	State name	Display as per login
2	District name	Display as per login
3	Block name	Display as per login
4	Nodal CLF name	Display as per login
5	GRC Name	Text entry
6	GPS location	
7	Number of Participants in the launch event?	Numeric entry
8	Week <b>Note: Single option to be selected</b>	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec - 8 Dec, 2023)</li> <li>Week 3 (9th Dec - 15th Dec, 2023</li> <li>Week 4 (16th Dec - 22nd Dec, 2023)</li> <li>Other; Specify</li> </ol>
9	Theme <i>Note: Multiple options to be</i> <i>selected</i>	Awareness on: 1. Child marriage 2. Female foeticide 3. Girls education 4. Child sexual Abuse 5. Declining Sex ratio 6. Others; Specify
Note 1	Q10 will be opened in a loop for the	number of activities selected in Q9

10	GRC Activity conducted <b>Note: Multiple options to be</b> <b>selected</b>	<ol> <li>Training of GRC on understanding Gender-Based Violence</li> <li>Building linkages between GRC and all institutional mechanisms.</li> <li>Capacity building of GRCs- Understanding Case Handling/Case Protocols/Redressal</li> <li>Participation in the Block-level gender forums</li> <li>Participation in the CLF level, VO Campaign activities</li> <li>Community-level legal awareness camps (DV, POSH, POCSO, etc.)</li> </ol>
Note 2	Q11 to Q14 will be opened in a loop f	or number of activities selected in Q10
11	Participation by Note: Multiple options to be selected	<ol> <li>CLF SAC members</li> <li>CLF EC members</li> <li>Sarpanch</li> <li>Ward members</li> <li>ASHA</li> <li>AWW</li> <li>ANM</li> <li>CRPs</li> <li>GPPs</li> <li>Active women</li> <li>Adolescent girls</li> <li>Adolescent boys</li> <li>Adult men</li> <li>Other family members</li> <li>Any other (specify)</li> </ol>
12	Total Number of participants	Numeric entry
13	Description	Text entry
14	Photo with GPS	Upload
15	Number of cases registered for Gender-Based Violence during the Campaign.	Numeric entry
16	Numbers of registered Gender -Based Violence cases referred to	Police Legal Counsellor One Stop Centre/Sakhi Centre Other; Specify
17	Number of cases resolved during Campaign	Numeric entry

## f. VO-level data entry tool

## Note: Kindly submit one form for one week. Also, data has to be filled during the Campaign and will be available till mid-January for data entry.

Q.No.	Question	Response/Options
1	State Name	Display as per login
2	District Name	Display as per login
3	Block Name	Display as per login
4	CLF Name	Display as per login
5	VO Name	Dropdown list single selection
6	GPS location	
7	Number of participants during the launch of Gender Campaign	Numeric entry
8	Week Note: Single option to be selected	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec - 8 Dec, 2023)</li> <li>Week 3 (9th Dec - 15th Dec, 2023</li> <li>Week 4 (16th Dec - 22nd Dec, 2023)</li> <li>Other Specify</li> </ol>
9	Theme Note: Multiple option to be selected	Awareness on: 1. Gender-Based Violence 2. Child marriage 3. Female foeticide 4. Girls education 5. Child sexual Abuse 6. Declining Sex ratio 7. Other; Specify
	Q10 will be opened in a loop for the	number of themes selected in Q9.
10	VO Activity conducted Note: Multiple options to be selected	<ol> <li>Safety Audits</li> <li>Rally</li> <li>Film screening</li> <li>VO general body meeting on GBV</li> <li>Conducting village-level community members meetings on GBV</li> <li>Gender forum meetings at Panchayat level</li> <li>Experience sharing in public meetings, small groups and forums during VO meetings</li> <li>Wall writing</li> <li>Abhisharan Shivir community interface with service providers- PRI members, Police and legal aid, front-line workers and Line Departments</li> <li>Night walk with candles</li> <li>Gender Pledge</li> </ol>

<b>Note 2</b>	Q11 to Q15 will be opened in a loop f Participation by Note: Multiple options to be selected	<ul> <li>12. Mandatory meeting/training of VO's on understanding GBV</li> <li>13. Nukkad natak/cultural events</li> <li>14. Sports activities</li> <li>15. Felicitation of Gender Champions</li> <li>16. Gender matrix exercise to map GBV</li> <li>17. Others; Specify</li> <li>or the number of activities selected in G10.</li> <li>SHG members</li> <li>SHG leaders</li> <li>VO OB/SAC members</li> <li>Sarpanch</li> <li>PRI members</li> <li>Sarpanch</li> <li>PRI members</li> <li>ASHA</li> <li>ANM</li> <li>AWW</li> <li>CRPs</li> <li>GPPs</li> <li>Police</li> <li>Para legal Volunteers</li> <li>Active women</li> <li>Adolescent girls</li> <li>Adolescent boys</li> <li>Adult men</li> <li>PWDs</li> <li>Elderly</li> <li>PVTGs</li> <li>Transgenders</li> <li>Any other (specify)</li> </ul>
12	Total Number of participants	Numeric entry
13	Description	Text entry
Note	If Q10=15, go to Q14 else go to 15	
14	Number of Gender Champions who were felicitated.	Numeric entry
15	Activity Photo (Optional)	Upload

## g. CLF-level Form

## Note: Kindly submit one form for one week. Also data has to be filled during the campaign and will be available till mid-January for data entry.

Q.No.	Question	Response/Options
1	State name	Display as per login
2	District name	Display as per login
3	Block name	Display as per login
4	CLF name	Display as per login
5	GPS location	
6	No. of participants during the launch of Gender Campaign	Numeric entry
7	Week Note: Single option to be selected	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec - 8 Dec, 2023)</li> <li>Week 3 (9th Dec - 15th Dec, 2023</li> <li>Week 4 (16th Dec - 22nd Dec, 2023)</li> <li>Other; Specify</li> </ol>
8	Theme Note: Multiple options to be selected	<ul> <li>Awareness on:</li> <li>1. Gender Based Violence</li> <li>2. Child marriage</li> <li>3. Female feticide</li> <li>4. Girls education</li> <li>5. Child sexual Abuse</li> <li>6. Declining Sex ratio</li> <li>7. Others, Specify</li> </ul>
Note 1	Q9 will opened in a loop for number	of activities selected in Q8
9	CLF Activity conducted Note: Multiple options to be selected	<ol> <li>Conducting safety Audits</li> <li>Mandatory meeting/training of CLF on understanding Gender Based Violence</li> <li>Public gathering for awareness generation on Gender Based Violence</li> <li>Legal awareness camp</li> <li>Training and sensitization of front line workers</li> <li>Group discussion with men, boys and community leaders</li> <li>Building linkages between all institutional mechanisms and service providers</li> <li>Training for strengthening institutional mechanisms.</li> <li>Rallies</li> <li>Movie shows</li> <li>Miking of slogans</li> <li>Gender Pledge</li> </ol>

9	CLF Activity conducted Note: Multiple options to be selected	<ul> <li>13. Nukkad Natak on addressing Gender- Based Violence</li> <li>14. Wall Painting</li> <li>15. Rangoli</li> <li>16. Felicitation of Gender Champions</li> <li>17. Initiated Gender Fund</li> <li>18. Gender matrix exercise to map GBV</li> <li>19. Follow up action plan</li> </ul>
Note 2	uiu to Q14 Will be opened in a loop	for number of activities selected in Q9
10	Participation by <b>Note: Multiple options to be</b> <b>selected</b>	<ol> <li>CLF SAC members</li> <li>CLF EC members</li> <li>Sarpanch</li> <li>Ward members</li> <li>ASHA</li> <li>AWW</li> <li>ANM</li> <li>CRPs</li> <li>GPPs</li> <li>Para Legal Volunteers</li> <li>Active women</li> <li>Adolescent girls</li> <li>Adolescent boys</li> <li>Adult men</li> <li>PWDs</li> <li>Elderly</li> <li>PVTGs</li> <li>Transgender</li> <li>Other family members</li> <li>Any other (specify)</li> </ol>
11	Total Number of participants	Numeric entry
12	Description	• Text entry
Note 3	If Q9=16, go to Q13, else go to Q14	
13	Number of Gender Champions are felicitated	Numeric entry
14	Photo with GPS	Upload

#### h. SHG-Level Form

## Note: Kindly submit one form for one week. Also data has to be filled during the campaign and will be available till mid-January for data entry.

Q.No.	Question	Response/Options
1	State Name	Display as per login
2	District Name	Display as per login
3	Block Name	Display as per login
4	CLF Name	Display as per login
5	VO Name	Dropdown list single selection
6	GPS location	
7	Number of participants during the Gender Campaign launch	
8	Week Note: Single option to be selected	<ol> <li>Week 1 (25th Nov-1st Dec, 2023</li> <li>Week 2 (2nd Dec - 8 Dec, 2023)</li> <li>Week 3 (9th Dec - 15th Dec, 2023</li> <li>Week 4 (16th Dec - 22nd Dec, 2023)</li> <li>Other; Specify</li> </ol>
9	Activities conducted at the SHG level? <b>Note: Multiple options to be</b> selected	<ol> <li>Rangoli making</li> <li>Gender Pledge</li> <li>Mandatory SHG meeting/training on understanding GBV</li> <li>Any other activity conducted, Please specify</li> </ol>
Note 1	Q10 to Q12 will be opened in a loop	for the number of activities selected in Q9.
10	Number of SHGs that conducted the activity	Numeric entry
11	Total Number of participants	Numeric entry
12	Description	Text entry
13	Activity Photo (Optional)	

#### Annexe VI: Online Self-administered Quantitative Assessment Tool

DAY-NRLM's National Campaign (Year 2) Against Gender-based Discrimination

#### A. IDENTIFICATION

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

#### B. Consent:

The survey is conducted as a part of Gender-Campaign assessments and its effect on the perception of women. You will have to fill the responses as part of the study.

All the information shared will be treated as confidential.

Your participation in the interview is completely voluntary, and you are free to withdraw your consent at any time without any negative result.

Only research personnel will have access to your individual responses. and only aggregated data will be shared within the research group and government.

In case of any question or query you can contact *arpita.paul@iwwage.org.* 

#### C. Participation in the Survey:

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

Agree to participate

#### D. Background

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

Agree to participate



## D. BACKGROUND

Q.No.	Question	CODING/Response/Options
1.1	What is your date of birth?	Date of birth DDMMYYYY Don't Know
1.2	If Q1.1= Do not know, then please tell how old were you on your last birthday	Age (in completed years)
2.	Gender	Female
3.	How long have you been a member of SHG?	Number of years (Record "00" if less than one year)

## E. PERCEPTION ON GENDER NORMS

4	Now we will talk about your understanding of certain social aspects. Please listen to the statements and give your opinions on whether you 'Agree' or 'Disagree'. (Note to interviewer: Please read the statements one by one and record their views on whether they 'Agree' or 'Disagree' with it)	
4.1	It is better to be a man than to be a woman.	Agree1 Disagree2
4.2	Boys should be allowed to get more opportunities and resources for education than girls.	Agree1 Disagree2
4.3	Boys should be fed first and given more food compared to girls.	Agree1 Disagree2
4.4	A husband should be more educated than his wife.	Agree1 Disagree2
4.5	It is a woman's/ girl's responsibility to protect the honor of the family	Agree1 Disagree2
4.6	In your family women can own assets in their name	Agree1 Disagree2
4.7	Issues of Gender-Based Violence not relevant to my community	Agree1 Disagree2

4.8	Gender-based discrimination also impacts old, destitute, disabled/ divyaang (special needs) members, single women, SC/ ST members, persons involved in hazardous occupations, survivors of human trafficking, witch hunting, HIV positive etc.	Agree1 Disagree2
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## F. WOMEN EMPOWERMENT, DECISION MAKING AND AGENCY

Q. No.	QUESTIONS/ FILTERS	CODING/RESPONSE
5	Decision making	
		Respondents Only1
	Who decides how the money you	Husband/Partners Only2
5.1	earn will be used: mainly you, mainly your husband/ partner, or you and your husband/ partner jointly?	Respondents and Husband/Partners jointly3
		Other (Specify)4
		More than husband/partners1
	Would you say that the money that	Less than husband/partners2
5.2	you earn is more than what your husband/ partner earns, less than	About the same3
	what he earns, or about the same?	Husbands/partners has no earnings4
		Don't know98
	Who decides how your husband/ partner's earnings will be used: mainly you, mainly your husband/ partner, or you and your husband/ partner jointly?	Respondents Only1
		Husband/Partners Only2
5.3		Respondents and Husband/Partners jointly3
		Husband/partner has no earning4
		Other (Specify)5
		Respondents Only1
	Who usually makes decisions about health care for yourself: mainly you, mainly your husband/ partner, you and your husband/ partner jointly, or someone else?	Husband/Partners Only2
5.4		Respondents and Husband/Partners jointly3
		Someone else4
		Other (Specify)5
		Respondents Only1
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?	Husband/Partners Only2
		Respondents and Husband/Partners jointly3
		Someone else4
		Other (Specify)5

		Respondents Only1
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?	Husband/Partners Only2
		Respondents and Husband/Partners jointly3
		Someone else4
		Other (Specify)5
5.7	Do you have any money of your own that you alone can decide how to use?	Yes1 No2
6	Mobility	
	Are you usually allowed to go to the	Alone1
6.1	Are you usually allowed to go to the Market alone, only with someone	With someone only2
	else, or not at all?	Not at all
	Are you usually allowed to go to	Alone1
6.2	the Health Facility alone, only with	With someone only2
	someone else, or not at all?	Not at all3
	Are you usually allowed to go	Alone1
6.3	Outside alone, only with someone else, or not at all?	With someone only2
		Not at all3
		Homebased work only1
	How far would you allow your daughter to travel to get a job?	Within the para2
		Within the village3
C 1		Within the block4
6.4		Within the district5
		Another district6
		Big city7
		Abroad8
7	Social network and leadership	
7.1	Have you organised or participated in any community level programme,	Yes1 No2
	in the past 12 months?	1 NUZ
7.2	Do you frequently interact with Panchayat members?	Yes1 No2
7.3	Do you frequently visit any government office for personal/ official work?	Yes1 No2
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?	Yes1 No2
		Don't know98
8.2.	If she neglects the house or the children?	Yes1 No2 Don't know

8.3.	If she argues with him?	Yes1 No2 Don't know98
8.4.	If she refuses to have sex with him?	Yes1 No2 Don't know98
8.5.	If she doesn't cook food properly?	Yes1 No2 Don't know98
8.6.	If he suspects her of being unfaithful?	Yes1 No2 Don't know98
8.7.	If she shows disrespect for her in- laws?	Yes1 No2 Don't know98

## G. SOCIAL ACTION AND PARTICIPATION IN INTERVENTIONS

Q. No.	QUESTIONS/ FILTERS	CODING/RESPONSE	Yes	No
		Action to be taken	1	0
		Keep it to one self/ignore	1	0
		Discuss with only female family members	1	0
	If gender-based violence	Discuss with only male family members	1	0
9	takes place, what course of action should one take?	Reach out to SHG/VO/CLF peers (Include SAC)	1	0
	(Multiple response possible, record all mentioned	Reach out to GRC peers (Include 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 the last one month, any activity was undertaken by SHGs/VOs/CLFs to create awareness about women empowerment and gender-based violence?	Yes1 No2		
11	If YES, how many such meetings were conducted? (If NO for Q10, then SKIP this)	Number		

		S.No.	Activity	Yes	No		
		1.	Group meetings	1	0		
		2.	Miking of Slogans	1	0		
		3.	Rally	1	0		
		4.	Rangoli Making	1	0		
		5.	Film/ movie screening	1	0		
		6.	Wall writing	1	0		
		7.	Meeting with police and legal heads	1	0		
		8.	Night walks with candles	1	0		
		9.	Pledge against Gender- based Violence	1	0		
	If YES, please select all activities, which were	10.	Felicitating Gender Champions	1	0		
12	undertaken (If NO for Q10, then SKIP this) (Multiple response possible, record all mentioned)	11.	Provided Training on understanding Gender Based Violence	1	0		
		12.	Conducted activities on creating awareness on seeking help for Gender Based Violence from the existing support system	1	0		
		13.	Conducted Safety Audits	1	0		
		14.	Organised /conducted group discussion with men, boys and community leaders	1	0		
			15	15.	Organized or participated in Nukkad Natak on addressing Gender Based Violence	1	0
		16.	VO Aam Sabha	1	0		
		17	Gender forum meetings	1	0		
		18	Any other, Specify	1	0		

#### Annex VII: Qualitative Assessment Questionnaire

a. Key Informant Interview guide for SRLM program officials

#### Assessment of National Gender Campaign for the Deendayal Antyodaya Yojana National Rural Livelihoods Mission

#### (DAY-NRLM)

#### KEY INFORMANT INTERVIEW GUIDE FOR SRLM PROGRAM OFFICIALS -STATE/DISTRICT/ BLOCK/CLF LEVELS/GCRP

#### NFORMED CONSENT OF SRLM PROGRAM OFFICIALS- STATE/DISTRICT/ BLOCK/CLF LEVELS/GCRP

Greetings! On behalf of NRLM and IWWAGE, we are from LEAD, an action-oriented research organization, which is carrying out a research study during the 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/GCRP levels involved in the National Gender Campaign in many states of India to assess the reach, relevance, and effectiveness of the campaign.

We request you to kindly participate in this interview. The interview will take around 30-40 minutes to complete. Participation in this research study is voluntary. You are not exposed to any risk by participating in this research. The discussion will be audio recorded. The results reported will be strictly anonymous; that is, no one involved in this study can identify you personally. Direct Observation will also be conducted to explore norms, and behavior, and interactions at the time of fieldwork. Please note that you may withdraw your consent to participate in the study 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.:

- 1. Please Introduce yourself (Probe what is your educational background, Work Experience, designation, etc)
- 2. What kind of challenges do you face in your work?
- 3. How was the Gender Campaign planned to be implemented in your states, and what activities were planned and undertaken in your State/District/Block during the National Gender Campaign?
- 4. Was the campaign focused on specific locations or communities, or was it inclusive? If yes, what were these?
- 5. Was the campaign targeted at any specific group? If yes, then why?
- 6. Was the campaign being conducted across all the state's districts/Blocks?
- 7. Are you monitoring the campaign activities at your level? If so, how?
- 8. Can you elaborate on how the Line departments (MoHFW, MWCD, Ministry of Panchayati Raj, Ministry of Tribal Affairs etc.) participated in the National Gender Campaign? According to you, what are the pathways of convergence?
- 9. Was the gender campaign budgeted as per the Annual Action Plan?
- 10. Has the gender campaign been helpful in identifying key gender issues for annual action plan preparation in 2022-23? How?
- 11. Based on last years' experience, how do you plan to prepare this year's annual action plan using the gender campaign platform?

#### Regarding GBV Redressal (common)

- What are the avenues of local resolution of GBV cases?
- How do you trust these would resolve the DV/GBV cases? (Probe: happened in the past, visited the Sakhi center, network with Sakhi center, paralegals, helpline numbers)
- How relevant was the National Gender Campaign for the targeted population?
- According to you, what are the unique components of the National Gender Campaign?
- In your opinion, what are the 'new' lessons learnt and how do the results of the gender campaign be more sustainable?
- What recommendations do you have for future rounds of the campaign and your vision to address GBV for future?
- Do you think there is any change in the community's response to GBV because of the campaign?

#### Assessment of National Gender Campaign for the Deendayal Antyodaya Yojana National Rural Livelihoods Mission

#### (DAY-NRLM)

#### IN-DEPTH INTERVIEW GUIDE FOR DISTRICT/ BLOCK/CLF LEVELS/GCRP

#### INFORMED CONSENT OF SRLM PROGRAM OFFICIALS- STATE/DISTRICT/ BLOCK/CLF LEVELS/GCRP

Greetings! On behalf of NRLM and IWWAGE, we are from LEAD, an action-oriented research organization, which is carrying out a research study during the 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/GCRP levels involved in the National Gender Campaign in many states of India to assess the reach, relevance, and effectiveness of the campaign.

We request you to kindly participate in this interview. The interview will take around 30-40 minutes to complete. Participation in this research study is voluntary. You are not exposed to any risk by participating in this research. The discussion will be audio recorded. The results reported will be strictly anonymous; that is, no one involved in this study can identify you personally. **Direct Observation will also be conducted to explore norms, and behavior, and interactions at the time of fieldwork.** Please note that you may withdraw your consent to participate in the study 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.:

## Demography Details: For GCRP and CLF leaders only (FOR SPM/DPM/BPM- ASK THEM TO GIVE THEIR INTRODUCTION)

- 1. Age:
- 2. Where were you born?
- 3. Did you go to school?
- 4. If yes, till what class did you study?
- 5. If not, why were you never enrolled in school? Do you want to continue your studies?

- 6. What is your caste?
- 7. When did you get married? What was your age at the time of marriage (if applicable)
- 8. How many members are there in your family? Please note.
- 9. When did you join the SHG network?
- 10. Is your family supportive of the work you are doing?
- 11. What are the challenges you face in your work?

Determinants	Questions
	• What activities were planned and undertaken in your State/ District/Block during the National Gender campaign?
	<ul> <li>Have you planned any activities beside what is mentioned in the Advisory ? Yes/NO</li> </ul>
	<ul> <li>If yes, what are some of those that catalyzed the interventions to address Gender-based violence (GBV)? If yes, then what?</li> </ul>
	<ul> <li>Was the campaign focused on specific locations or communities, or was it inclusive of all? If yes, what were these?</li> </ul>
	<ul> <li>In addition to the SHG/VO/CLF platform, have you been able to create awareness in other places like MGNREGA worksite, brick kiln, saltpan, construction sites, etc</li> </ul>
	<ul> <li>How were the target locations and population identified?</li> </ul>
Preparation	<ul> <li>What efforts were made to reach them?</li> </ul>
Questions to: SMMU, DMMU, BMMU, CLF Leaders, and GCRP	(Probes: Efforts to reach marginalized and vulnerable categories: transgender, sex workers, PwD women, Manual Scavengers, Migrant Workers, Dalits and other minority communities)
	Probe:
	<ol> <li>Was the campaign targeted at any specific group? If yes, then why?</li> </ol>
	2. Was the campaign being conducted across State/District/ Block?
	<ul> <li>Who all participated in the campaign? [Probe: Participation- women; men; youth; adolescent; school/ college students, line departments (name them)]</li> </ul>
	<ul> <li>SMMU and DMMU level: Can you elaborate on how the Line departments (MoHFW, MWCD, Ministry of Panchayati Raj, Ministry of Tribal Affairs etc.) participated in the National Gender Campaign?</li> </ul>

	For GCRP/CLF Leader/Block
	Village level: Involvement of Front-Line Workers (FLW), Aanganwadi and Asha workers, Para legals, ward members, panchayat secretaries, etc
	<ul> <li>What activities were planned and undertaken by the line departments during the National Gender campaign?</li> </ul>
	What all different SBCC/IEC materials were used and
	How did you use these IEC materials?
	(Probe: training, rallies, slogans, etc)
Preparation Questions to: SMMU,	<ul> <li>What are the enabling factors observed during the implementation of the campaign in your State/District/ Block?</li> </ul>
DMMU, BMMU, CLF Leaders, and GCRP	<ul> <li>What are the challenges, if any, encountered during the implementation of the campaign in your State/District/ Block?</li> </ul>
	TO SPM/DPM/BPM:
	<ul> <li>Was the gender campaign budgeted as per the Annual Action Plan?</li> </ul>
	<ul> <li>Has the gender campaign been helpful in identifying key gender issues for annual action plan preparation in 2022- 23? How?</li> </ul>
	<ul> <li>Based on last years' experience, how do you plan to prepare this year's annual action plan using the gender campaign platform?</li> </ul>
	For the GCRPs and CLF Leaders:
	• Did you receive any training during the Gender Campaign?
	• Please take us through the training procedure and what all you learned from this training
	(Probe: Training on GBV, IEC Materials, POSH, Gender Matrix)
	<ul> <li>Did you like the training material? Was the messaging on Gender-Based Violence understandable?</li> </ul>
	• Did you give any feedback on the training material? Were your doubts cleared?
Awareness/Knowledge	<ul> <li>Did you do a meeting at the\community level to address GBV at SHG, VO, CLF, Gender Forum and GRC? What did you discuss? Is there any agenda or Future Plan of Action?</li> </ul>
	• Did you undertake group discussions with Men and Boys? What was the response? Any Challenges?
	• Were community members made aware of helpline numbers, legal actions for GBV reporting, and complaints? (Probe: 181)
	<ul> <li>Do you have a Gender Resource Center (GRC) in your Block? If Yes, how many and at what level?</li> </ul>
	• How are the GRC and CLF-Social Action Committee (SAC) working in collaboration to address GBV?

	Regarding GBV Redressal (common)
	<ul> <li>What are the avenues of local resolution of GBV cases?</li> </ul>
	• How do you trust these would resolve the DV/GBV cases? (Probe: happened in the past, visited the Sakhi center, network with Sakhi center, paralegals, helpline numbers)
Awareness/Knowledge	• Does a DV/GBV survivor trust you enough to use these local resolutions? If yes, what are the steps taken? and if not, what do you suggest to her?
	• Has there been any case that was not resolved at the local level? What did you do then? What was your suggestion to the survivor?
	How relevant was the National Gender Campaign for the targeted population?
	• According to you, what are the unique components of the National Gender Campaign?
Relevance	• What has been the community's response to the Campaign?
	• Do you recall the messages given in the campaign from last year?
	• Do you think a campaign like this is important? Why?
	• What would you do differently in the campaign?
	• What are the some of the interventions/activities social action committee(s) (SAC) learnt from the Campaign to address gender-based violence?
	• In your opinion, what are the strengths of the campaign?
	• In your opinion, what are the weaknesses of the campaign?
	• What are the possible reasons that could slow down the campaign?
Effectiveness	<ul> <li>In your opinion, what are the 'new' lessons learnt and how do the results of the gender campaign be more sustainable?</li> </ul>
	• What recommendations do you have for future rounds of the campaign and your vision to address GBV for future?
	• Do you think there is any change in the community's response to GBV because of the campaign?
	For GCRP & CLF Leader:
	Did women formally or informally report GBV during the campaign? How many do you recall? Do you think because of the campaign, the reporting will increase in the future?

#### c. FGD schedule for SHG members, women and men at community level

#### Assessment of National Gender Campaign for the Deendayal Antyodaya Yojana National Rural Livelihoods Mission

#### (DAY-NRLM)

#### IN-DEPTH INTERVIEW GUIDE FOR DISTRICT/ BLOCK/CLF LEVELS/GCRP

#### INFORMED CONSENT OF SRLM PROGRAM OFFICIALS- STATE/DISTRICT/ BLOCK/CLF LEVELS/GCRP

Greetings! On behalf of **NRLM and IWWAGE**, we are from LEAD, an action-oriented research organization, which is carrying out a research study during the 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/GCRP levels involved in the National Gender Campaign in many states of India to assess the reach, relevance, and effectiveness of the campaign.

We request you to kindly participate in this interview. The interview will take around 30-40 minutes to complete. Participation in this research study is voluntary. You are not exposed to any risk by participating in this research. The discussion will be audio recorded. The results reported will be strictly anonymous; that is, no one involved in this study can identify you personally. Direct Observation will also be conducted to explore norms, and behavior, and interactions at the time of fieldwork. Please note that you may withdraw your consent to participate in the study 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:	
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Block: .....

Mobile no.: .....

- Age:
- Where were you born?
- Did you go to school?
  - If yes, till what class did you study?
  - If not, why were you never enrolled in school? Do you want to continue your studies?
  - What is your caste?

- When did you get married? What was your age at the time of marriage (if applicable)
- How many members are there in your family? Please note.
- When did you join the SHG network?
- Is your family supportive of the work you are doing?
- What are the challenges you face in your work?

Q.No	Questions		
1	<ul> <li>a. Are you aware of the Gender Campaign? How do you all came to know about this campaign?</li> </ul>		
	<ul> <li>b. 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: Group meeting, Making of slogans, Meeting with police and legal aids, Night walk with candles, Pledge against gender based violence, Felicitating gender champions, etc.)</li> </ul>		
	<ul> <li>c. Which activities were repeated in your village/SHG or at community levels during the campaign and why? What was the result of the repetition?</li> </ul>		
2	What all IEC materials used/activities organized during the campaign? (Probe: IEC material for the campaign used like posters, wall painting; films, rallies, Community Radio, Newspaper, blackboard etc.)		
3	What all issues were raised/messages conveyed through these IEC activities?		
4	How relevant did you find the issues raised during the campaign for you/your community? Why/why not? To what extent could you relate to these messages?		
5	• Have you ever heard of Domestic Violence cases in your village? What are some of the common causes of violence against women?		
	• (Probe: women going out, money issues, not doing household work, alcoholism)		
	<ul> <li>Do people file complaints when there is violence? Who complains when there is violence in any family? Do you think complaints should be filed when there is violence?</li> </ul>		
	<ul> <li>Do you know what 181 is? What does it do? Do you know someone who has used it?</li> </ul>		
	• What is the perception of men in the community regarding women's helpline 181? Are there any concerns or fears that men have about the presence of this helpline?		
	<ul> <li>What factors contribute to men's attitudes (practices?) towards 181 helpline, and how have these attitudes (practices?) evolved over time?</li> </ul>		
6	Any specific message(s), which you found very interesting/important in the Gender Campaign?		
7	Is there a better way to share information on these issues with you/your community?		
8	What was your role and participation in the campaign?		

9	Can you recall and tell about the key messages conveyed during the campaign?
10	How do you intend to act / use the information received during the campaign?
11	Have you discussed the messages received during the campaign with your family?
12	What action would you suggest to resolve DV/GBV?
13	According to you, what are the unique components of the National Gender Campaign?
14	In your opinion, what did you like about the campaign? What do you think is the strength of the campaign?
15	In your opinion, what did you not like about the campaign?
16	What are the possible reasons that could slow down the campaign?
17	<ul> <li>a. Do you think this campaign needs to be repeated? If yes, then why?</li> <li>Any 'new' message/issue for future rounds of the campaign, which may not have been included/covered in this round.</li> <li>And which messages/issues should be repeated in the next rounds as well?</li> </ul>

Q.No	Questions	
ADDITIONAL QUESTIONS		
18	Have you heard of the Gender program/Gender Campaign in your village or community? (Probe: Have you heard of Prerna Didi's, Badlav Didi, etc.) Do you know what they do?	
19	Do you think it is essential to talk about Gender Issues, or are they of any help to the society? Why?/Why Not?	
20	What challenges or barriers do men face in accepting or supporting their wives or mothers' participation in gender transformative projects? How can these challenges be addressed?	
21	When there is violence in any family in the village, who complains after the violence? To whom?	
22	Have you felt any discrimination because you are a man? If Yes? Please elaborate. Do you think women face discrimination because they are a woman? Why and How?	
23	Do you think men should equally contribute to household chores? If Yes, do you contribute to your household work? How? (Probe: cooking, cleaning, washing, getting kids ready for school, taking care of school homework, etc) If No, Why not?	
24	What are your views on girls' education? Around what age do parents prefer their daughters to get married? Would you send your daughter for higher education or work outside the city/state?	
25	Do parents face challenges if they don't marry their daughters young? What are the challenges?	
26	Do boys and girls have the freedom to choose their partner for marriage across caste/class? If No, Why not?	
27	Do you have pressure as a man in your family? (probe: loans, agricultural distress, family responsibility- providing food and shelter, education, marriage, etc)	
	For Adolescent Boys and Girls	
28	How do you spend your day after school? What do you do? Tell me about your routine?	



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