



ग्रामीण विकास मंत्रालय
भारत सरकार
MINISTRY OF RURAL
DEVELOPMENT
GOVERNMENT OF INDIA



NATIONAL GENDER CAMPAIGN 3.0

An Assessment Report

2025





टी. के. अनिल कुमार, आई.ए.एस.

T. K. Anil Kumar, I.A.S.



अपर सचिव
ग्रामीण विकास मंत्रालय
भारत सरकार
Additional Secretary
Ministry of Rural Development
Government of India



February 9, 2026

FOREWORD

It gives me great pride to present this report on the third phase of the National Gender Campaign - Nayi Chetna 3.0, under the Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM).

Since its inception, NRLM has worked to empower rural women through social mobilisation, financial inclusion, and sustainable livelihoods. However, despite progress, women continue to face barriers to realise their aspirations, and one of them is Gender Based violence.

The Nayi Chetna campaign, launched in 2022, has emerged as a flagship initiative that recognises that to attain gender equality, it is imperative to prevent and address gender-based violence (GBV) for VikshitBharat@2047.

The third phase of the campaign, built on earlier successes, focused on grassroots mobilisation, strengthening institutional mechanisms, and deepening convergence between line departments. In this regard, across States, Self-Help Groups (SHGs), Social Action Committees, Gender Resource Centres, and Panchayati Raj Institutions have worked together to raise awareness, support survivors, and challenge entrenched norms. With over four crore participants engaged, Nayi Chetna 3.0 has become one of the largest community-driven campaigns on gender in the country. The assessment demonstrates significant progress, including heightened awareness, strengthened institutional cadres, and greater utilisation of support systems.

I extend my heartfelt congratulations to the National and State Missions and, above all, the women leaders of SHGs, whose commitment has driven this campaign forward. Their work reminds us that gender equality is not a separate agenda, but central to building resilient, prosperous, and just rural communities.

I congratulate IWWAGE on publishing this report, which provides insights into the Gender Campaign's efficacy at the ground level and suggestions to improve responses to women's issues in future iterations of the Campaign.

Together, let us sustain the momentum of Nayi Chetna and ensure that gender equality becomes a lived reality in every household and community across rural India.

(T.K. Anil Kumar)

स्मृति शरण

संयुक्त सचिव

SMRITI SHARAN

Joint Secretary



ग्रामीण विकास मंत्रालय

भारत सरकार

कक्ष सं. 704, 7वीं मंजिल, एनडीसीसी बिल्डिंग-II
जय सिंह रोड़, जंतर मंतर, नई दिल्ली-110001

MINISTRY OF RURAL DEVELOPMENT

Government of India

Room No. 704, 7th Floor, NDCC Building-II

Jai Singh Road, (Opp. Jantar Mantar)

New Delhi-110001

Tel.: 011-23438003

E-mail: jsrl1-mord@gov.in

Message

Nayi Chetna has been one of the most inspiring journeys of our Mission. As we release this report on Nayi Chetna 3.0, I am proud to reflect on how far we have come in making efforts to achieve gender equality a lived reality within rural households and communities.

What began as a bold step in 2022 to challenge entrenched gender norms has now grown into a nationwide movement led by women, embraced by communities, and supported by institutions across the country.

Over the years, I have had the privilege of closely engaging with the design and implementation of this Campaign. Each phase has brought new learnings, but what stands out in Nayi Chetna 3.0 is the energy, creativity, and ownership demonstrated at the grassroots. From SHG women conducting gender pledge sessions in their villages, to adolescents leading rallies and school discussions, to Panchayats and service providers joining hands for convergence activities- this campaign has shown how collective action can bring issues of gender equality into the centre of community life.

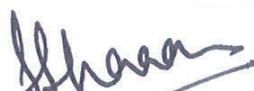
This assessment report undertaken in xxx states captures the scale and innovation of the campaign - over 13 lakh awareness activities across 33 states and union territories, 227 new Gender Resource Centres inaugurated, and a growing focus on digital as well as traditional communication. More importantly, it documents the voices of women and communities, who are not only participants but leaders shaping change in their local contexts. Their accounts remind us that gender campaigns are not one-time interventions, but processes of sustained dialogue, reflection, and action that must be sustained.

As we look ahead, the findings also challenge us to go further. We must strengthen institutional support for frontline cadres, deepen male and youth engagement, and continue to build safe spaces for women to speak and act without fear. These are not small tasks, but the progress of the past three years gives us confidence that with the right investments and partnerships, Nayi Chetna can continue to transform lives.

I would like to extend my heartfelt appreciation to the State Rural Livelihoods Missions, our dedicated cadres, and the National and State Resource Persons whose efforts have been central to the campaign's success.

I also extend my warm congratulations to IWWAGE for producing this insightful report, which not only highlights achievements but also provides critical directions for the future.

I hope this report will serve as both an inspiration and a roadmap encouraging us to celebrate what has been achieved, while also guiding us to build on these foundations with even greater resolve.


(Smriti Sharan)

Dr. Monika, IPS
Deputy Secretary
Ph: 23438102



Message

The third-year National Gender Campaign Report stands as a testimony to the collective action of village- and block-level institutions in addressing gender-based violence. Over the past three years, these concerted efforts have been critical in bringing the dialogue on GBV into the public domain and in accelerating action through the convergence of multiple line departments.

At its heart, Nayi Chetna 3.0 reflects the strength of a community-led approach. Self-Help Groups, Village Organisations, and Cluster Level Federations supported by Gender Resource Persons, Social Action Committees, and Gender Resource Centres have translated the Mission's vision into locally relevant actions, from legal awareness and collective responses to violence to partnerships with schools, Panchayats, and service providers.

The report highlights the campaign's scale and innovation - over 13 lakh activities reaching crores of people nationwide, alongside new pathways of engagement with adolescents, youth, and men, and stronger convergence across departments and community institutions. At the same time, findings underscore the need for deeper investments in frontline capacities, sustained male engagement, recognition of non-physical forms of violence, and stronger ownership at block and district levels.

I commend the State Rural Livelihoods Missions, National and State Resource Persons, and community cadres whose dedication has anchored this campaign. Their efforts reflect the Mission's ethos of combining institutional strength with community ownership to drive lasting social change.

I extend my heartfelt congratulations to IWWAGE for the publication of this insightful report. This report is not only a record of achievements but also a roadmap for the future. By continuing to invest in women's leadership and collective action, we can build safer, more resilient, and more equitable rural communities.

(Dr. Monika)

Acknowledgements

At the Institute for What Works to Advance Gender Equality (IWWAGE), we feel deeply privileged to have partnered with the Ministry of Rural Development for the process assessment of *Nayi Chetna 3.0*. This year's campaign marked an important step forward, moving beyond awareness to strengthening institutions, building convergence across departments, and creating safe and inclusive spaces for women to seek support and exercise agency.

This report would not have been possible without the guidance of the Ministry of Rural Development, specifically Ms. Smriti Sharan, Joint Secretary, MoRD and members of the Deendayal Antyodaya Yojana-NRLM. We would like to thank the State Rural Livelihoods Missions for their tireless effort and for welcoming the team to their states: Ms. Anindita Deka (Assam - SRLM), Ms. Ujwala Jadhav (Maharashtra- SRLM), Ms. Khriezovonuo Lhoungu (Nagaland - SRLM), Ms. Savitry Puviarasan (Puducherry -SRLM) and Ms. Muthumeenal (Tamil Nadu - SRLM).

We would also like to sincerely thank the CSO partners Chaitanya WISE, PRADAN, TRI, and PCI and other civil society organisations and all stakeholders who have actively participated in the campaign activities. We also extend our sincere thanks to Ms. Sunandita Banerjee, Ms. Suparna Ash, Mr. Shashi Kumar, Ms. Rachita Malik, for their dedication and support.

We are in deep admiration of the commitment of thousands of cadres, Social Action Committees, Gender Community Resource Persons, Gender Point Persons, and GRC managers whose everyday work anchors the campaign in communities. Lastly, we are especially grateful to the participants: SHGs, GCRPs and GPPs, youth, men, community leaders, and mission staff at state, district, and block levels, who generously shared their time and experiences with us. Their voices remain at the heart of this assessment, reminding us that the campaign's true strength lies in the people who carry it forward every day.

Authors

Ms. Surabhi Awasthi
Dr. Arpita Paul
Ms. Alpaxee Kashyap
Ms. Moumita Sarkar

Research Team

Ms. Soya Thomas, Md. Naseem, Ms. Rashmi Prava Mohanty,
Ms. Moumita Sarkar, Ms. Alpaxee Kashyap, Dr. Arpita Paul,
Ms. Surabhi Awasthi

MIS Team: Mr. Jagadisha Behura, Ms. Mamta Mayee Samal Mr. Swayam Bikash Mohanty Ms. Sushri Swagatika, Md Naseem and Dr. Arpita Paul





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Factsheet- National Gender Campaign 2024-25

National Indicators

13,17,334

Number of activities conducted in Nayi Chetna 3.0

4,05,61,407

Number of participants who took part in in Nayi Chetna 3.0

4

Number of line ministries/departments that reported in the MIS of Nayi Chetna 3.0

3,82,226

Gender Pledge organised during Nayi Chetna 3.0

1,08,89,214

Participation during the pledge event

CLF Indicators:



12,685

Awareness Rallies conducted



6,59,327

Participation in awareness rallies



1,241

Conducted group discussions with men, boys and community leaders as allies for promoting gender equality



56,222

Number of participants who attended the group discussion organised with men, boys and community leaders as allies for promoting gender equality



2,266

Organised legal awareness camps



11,09,686

Number of participants who attended legal awareness camps

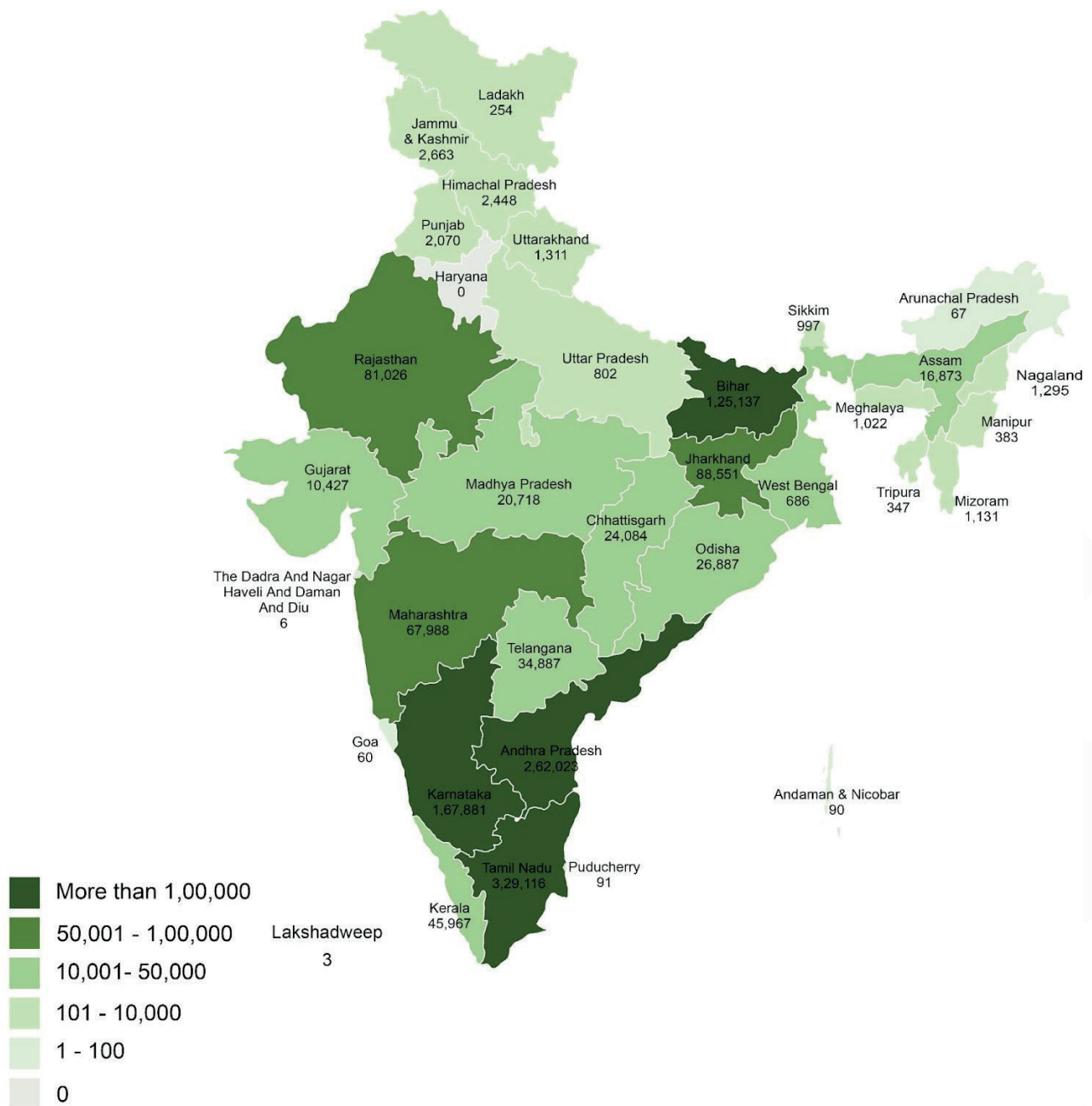


Factsheet- National Gender Campaign 2024-25

VO Level Indicators	Achievements (in number)
Awareness Rallies conducted	61,851
Participation in awareness rallies	31,69,626
Organised <i>Abhisharan Shivir</i> community interface with service providers	30,406
Number of participants that attended the <i>Abhisharan Shivir</i> organised for community interface with service providers	18,27,771
Organised sports activities	9,195
Number of participants who attended the organised sports activities	4,12,957
Key Findings from the Online Survey of SHG members- Indicator	Women (in%)
Respondents DISAGREE with the statement- "Boys should get more opportunity and resources for education than girls."	72%
Respondents AGREE with the statement- "Women can own assets in their name"	63%
Respondents AGREE with the statement- "Women should be included in decisions when buying property"	70%
Actions considered by women encountering instances of GBV	
Reach out to GRC peers (include SAC)	78%
Reach out to SHG/VO/CLF peer (include SAC)	73%
Reach out to complain on the helpline number	71%



FIGURE 1: Map showing states with total number of activities conducted during Nayi Chetna 3.0





Executive Summary

The Deendayal Antyodaya Yojana–National Rural Livelihoods Mission (DAY-NRLM) has been at the forefront of implementing gender-focused initiatives designed to address systemic inequalities and foster gender equality since its inception in 2016. The program represents a strategic approach to alleviating poverty while simultaneously promoting the empowerment of women and enhancing their socio-economic status within rural communities.

The National Gender Campaign - Nayi Chetna 3.0, implemented under the Deendayal Antyodaya Yojana–National Rural Livelihood Mission (DAY-NRLM), represents effort to institutionalise gender equality and address gender-based violence (GBV) through a community-driven, convergent approach. Building on the success of Nayi Chetna 1.0 and 2.0, the third phase launched on 25 November 2024 expanded both the scale of outreach and the depth of institutional engagement. Guided by three pillars strengthening gender-responsive local institutions, promoting interdepartmental convergence, and enhancing women's leadership the campaign mobilised over 4 crore participants across 31 states and UTs, reaching rural households through Self-Help Groups (SHGs), Village Organisations (VOs), and Cluster-Level Federations (CLFs).

This process assessment examined the campaign's preparedness, reach, awareness, relevance, and effectiveness,

with a focus on identifying enabling and constraining factors and informing future iterations. Two OECD-DAC criteria: Relevance and Effectiveness were supplemented with campaign-specific dimensions of Preparedness, Reach, and Awareness.

A mixed-methods approach was adopted: Qualitative data were collected from five states; Assam, Maharashtra, Nagaland, Puducherry, and Tamil Nadu through In-depth interviews, Key Informant Interviews, and Focus Group Discussions with over 195 participants, including SHG members, Gender Community Resource Persons (GCRPs), Gender Point Persons (GPPs), Social Action Committees (SACs), youth, men, and Panchayati Raj representatives. Quantitative data were drawn from a strengthened online MIS platform, capturing daily reports from SMMUs, DMMUs, BMMUs, CLFs, and VOs, complemented by a self-assessment tool for SHG members. Enhanced data protocols (daily reporting, stricter validation, multilingual support) improved reliability compared to earlier rounds.

Campaign preparedness varied across states. Where a one-two month planning window was available (e.g., Assam, Tamil Nadu, Puducherry), local adaptation of campaign objectives enhanced relevance. However, gaps were noted in involving SHGs, PLFs, and GCRPs in planning. Budget classification largely tagged under IEC restricted allocations for capacity



building, logistics, and community outreach, limiting flexibility for local needs.

Nayi Chetna 3.0 achieved unprecedented scale with figures highlighting its impact. The initiative conducted 13 lakh awareness and convergence activities across 79,825 VOs in 33 States and Rural Livelihood Missions (SRLMs). Additionally, it hosted 3.8 lakh gender pledge events, attracting participation from over 1 crore individuals. The program also organized 2.9 lakh training sessions focused on basic gender concepts, engaging around 70 lakh participants. There was strong mobilization at the SHG and VO levels, with nearly 3.4 crore participants involved through various activities, including meetings, safety audits, creative events, and legal literacy sessions.

Interactive formats (street plays, puppet shows, films) proved more effective than static IEC materials in sparking dialogue and recall. However, outreach beyond SHG households remained uneven, with non-member households and marginalised groups (e.g., transgender persons, adolescent boys) less consistently reached.

Campaign themes: GBV, child marriage, child sexual abuse, girls' education, declining sex ratio, and female foeticide resonated strongly. State-level adaptations addressed pressing local issues such as substance abuse in Assam and Puducherry, and sanitation-linked school dropouts in Tamil Nadu. Yet, findings reveal persistent gaps in recognising non-physical forms of violence, with many participants equating GBV narrowly with rape.

Institutional cadres SACs, GCRPs, GPPs, and GRC Managers emerged as critical enablers of outreach and grievance redressal. In states like Tamil Nadu and Assam, functional SACs supported coordinated planning. Puducherry, despite weak SACs, leveraged gender forums and GPPs to sustain outreach. GCRPs demonstrated versatility leading gender pledges, facilitating school awareness, mobilising men, and engaging frontline health workers. Over 227 new Gender Resource Centres (GRCs) were inaugurated, with 77% of SHG women reporting willingness to approach them. Yet, capacity gaps in counselling, case management, and legal processes persist, underlining the need for deeper training and institutional respect.

The campaign catalysed both deterrent effects and deeper attitudinal shifts. Women reported greater property rights awareness ("the house should be in both our names"), while men acknowledged legal consequences of violence. Youth gained familiarity with helplines (1098, 181) and laws like POCSO. Collective responses to violence are increasing, though reporting remains low due to stigma and fear. Alarming, MIS data show a rise in women choosing silence (51% in Year 3, up from 14% in Year 2), even as reliance on SHGs, VOs, and GRCs as grievance channels grew.

Despite some innovations: sports competitions in Tamil Nadu, debates in Puducherry, adolescent outreach in Assam, male engagement remained limited and often tokenistic. Programmatic data confirm some traction (2,913 VO activities



with adolescent boys, 1,362 VO activities with men), but participation lacked depth and sustained follow-up. Without intentional strategies, male involvement risks remaining symbolic rather than transformative.

Nayi Chetna 3.0 enhanced interdepartmental collaboration, resulting in over 3,000 convergence activities that involved ministries such as Education, Panchayati Raj, Social Justice, and Women & Child Development, with a remarkable engagement of 1.4 lakh participants. Each participating state implemented innovative convergence strategies tailored to their unique challenges and needs. For instance, Assam focused on adolescent outreach by collaborating with the Education Department, while Nagaland established institutional referral networks involving One-Stop Centres and local police to ensure integrated support. In Puducherry, a Panchayat-led grievance redress system was developed alongside a cross-departmental committee comprising 11 government bodies. These initiatives are exemplary of how convergence serves as a vital pathway towards achieving sustainability in various sectors.

Nayi Chetna 3.0 illustrates that community-led gender campaigns can achieve scale, visibility, and institutional anchoring when supported by robust cadres and convergence mechanisms. Its strengths lie in mass mobilisation, collective agency among SHGs, and institutional innovations like GRCs.

Despite the progress made in addressing gender-based violence (GBV), several

challenges continue to hinder effective intervention. One major obstacle is the limited engagement of men and boys, which restricts the potential for shifting societal norms related to violence and gender roles. Moreover, inconsistent ownership in planning by frontline institutions often undermines the relevance of local strategies, leading to ineffective responses. The systemic issue of GBV is further exacerbated by persistent underreporting, creating an environment of silence that highlights the urgent need for measures to build trust within communities. Additionally, capacity gaps among Gender Community Resource Persons (GCRPs) practitioners, Gender Resource Centre (GRC) managers, and officials impede effective case management, while rigid budget constraints limit crucial investments in both capacity building and logistical support.

Future iterations should prioritize several key areas to enhance their effectiveness. First, participatory planning is essential, ensuring that SHGs, Panchayat-Level Federations (PLFs), and GCRPs co-design interventions for a more inclusive approach. Additionally, there needs to be a focus on deeper frontline capacity-building, particularly in the areas of counseling, legal processes, and referral systems, to empower community workers. Targeted male engagement strategies should also be implemented, shifting from mere symbolic inclusion to fostering accountability-based participation. Strengthening household-level gender dialogues is crucial; this entails moving discussions beyond public forums and into more private spaces where individuals can express themselves freely. Finally, it is important to establish dedicated budget



heads specifically for capacity building, logistics, and outreach activities that extend beyond IEC efforts.

Overall, Nayi Chetna 3.0 marks a significant step forward in mainstreaming gender

within the NRLM ecosystem. Its future impact will depend on whether institutional frameworks, grassroots innovations, and convergence platforms can be consolidated into sustained, inclusive, and transformative action against GBV.



CHAPTER 1

Introduction and Background



1.1 CONTEXT

The Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) is committed to promoting gender equality and addressing inequalities through targeted gender-focused initiatives since 2016. It is a flagship poverty alleviation programme implemented by the Ministry of Rural Development, Government of India. It aims to reduce poverty by enabling poor households to access gainful self-employment and skilled wage employment opportunities, resulting in sustainable and diversified livelihood options for the poor. This is one of the world's largest initiatives to improve the livelihoods of the poor. The Mission seeks to achieve its objective through investing in four core components viz., (a) social mobilisation and promotion and strengthening of self-managed and financially sustainable community institutions of the rural poor women; (b) financial inclusion; (c) sustainable livelihoods; and (d) social inclusion, social development and access to entitlements through convergence. The Mission seeks to reach out to around 10 Crore rural poor households in a phased manner by 2022-23 and impact their livelihoods significantly.¹

The programme, through its dual strategy, attempts to identify and address gender issues which includes the establishment of the institutional mechanism and gender

integration across different verticals to identify and address the barriers to women's economic and social empowerment. Existing gender and social norms make women, girls, and other gender diverse individuals more vulnerable to physical, sexual, and emotional abuse compared to boys and men². In such situations, women draw strength and hope from the women collectives they belong to and institutional mechanisms available to them at the village, block levels through the engendered gender focused strategy of the NRLM³. Gender-Based Violence (GBV) remains a complex challenge that undermines the self-development, well-being, and dignity of all individuals, including women and girls. Despite the legal framework, the incidence of crimes against women continues to rise, with a significant number experiencing physical, sexual, or psychological abuse. According to the National Crime Records Bureau (NCRB) 2023 report, there was an estimated 4% increase in the reported crimes against women in 2023 compared to 2022. The total number of reported cases rose to 4,62,000 in 2023, up from 4,45,256 incidents in 2022⁴. The prevalence of GBV is attributed to several factors, including deep-rooted gender and social inequities, as well as a societal environment that normalises power imbalances between genders.

¹ <https://aajeevika.gov.in/about/introduction>

² <https://pmc.ncbi.nlm.nih.gov/articles/PMC9756932/>

³ <https://iwwage.org/wp-content/uploads/2022/11/Compiled-Case-stories.pdf>

⁴ Source: NCRB Annual Reports <https://www.orfonline.org/public/uploads/posts/pdf/20240517132118.pdf>



Recognising the scale and multidimensional nature of the challenge, the National Gender Campaign adopts a coordinated and systemic response. This includes institutionalising community engagement and establishing robust convergence mechanisms with line ministries as integral components of preparedness and response strategies. These efforts are essential to build resilience and ensure timely, inclusive, and effective interventions. In this context, the Gender Campaign or *Nayi Chetna* was initiated as an annual initiative aimed at addressing gender-based violence through a community-driven approach. The inauguration of the campaign, *Nayi Chetna* 1.0, took place on November 25, 2022, coinciding with the International Day for the Elimination of Violence Against Women. This initiative proved to be a remarkable success, focusing on raising awareness about gender-based violence and empowering communities to recognise and address such injustices. The tremendous response and engagement during the first phase set the stage for *Nayi Chetna* 2.0, launched in 2023 with an expanded focus on enhancing reporting mechanisms for Gender-Based Violence, bolstering institutional support, and deepening awareness among diverse social groups.

All three rounds of the *Nayi Chetna*-National Gender Campaign were structured around a four-pillar framework aimed at fostering awareness, encouraging reporting, building solidarity, and driving action against GBV. At its core, the campaign followed an approach in the framework

linking four components: ***Identify, Speak Up & Seek Support, Show Solidarity, and Take Action.***

1.2 NAYI CHETNA 3.0

The Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM), under the Ministry of Rural Development (MoRD), inaugurated the third phase of its national initiative on November 25th, 2024. This year's campaign amplifies institutional capacity and response mechanisms to ensure last-mile connect. Adopting a whole-of-society and whole-of-government approach, *Nayi Chetna* 3.0 aimed to strengthen stakeholder ownership and enhance responsiveness to GBV. Its goal is to eliminate Gender-Based discrimination and Violence through convergent action led by SHG women.

- *Nayi Chetna* 3.0 had three foundational pillars that served to guide its objectives:
- Strengthen gender-responsive local institutions, which include Women's Collectives, Panchayati Raj Institutions (PRIs), and other community organisations such as Local Schools, Police, etc.
- Promote interdepartmental convergence at local and national levels to enhance access to rights, entitlements, and support services.



Enhance the leadership of women as advocates for gender equality.⁵

To make the National Gender Campaign 3.0 a success, a lot of preparations at the National, and State levels went into the

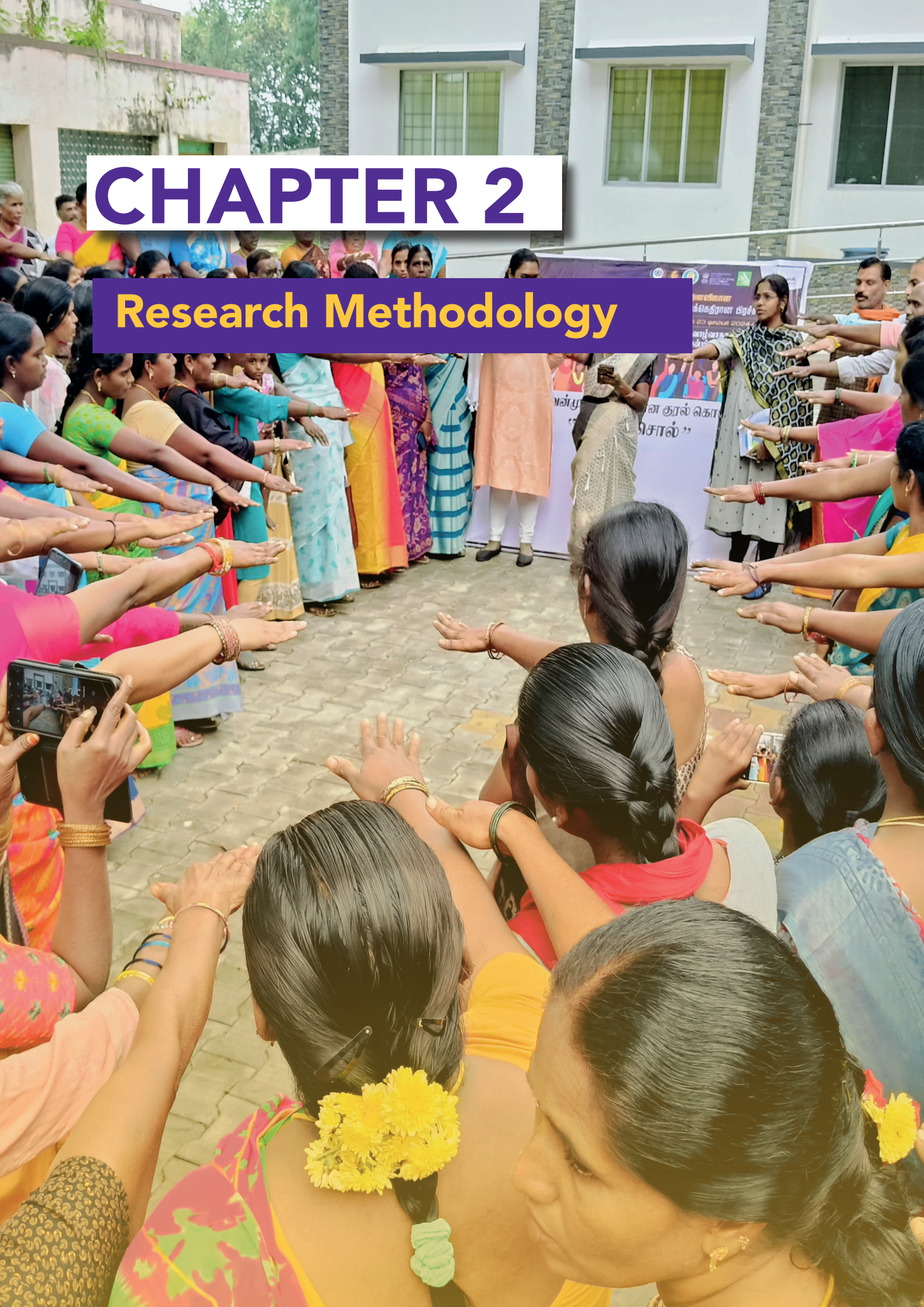
inception of *Nayi Chetna* 3.0. A detail of the National and State-level preparation is given in Annexure- 1.

⁵ Concept Note and National Advisory on Nayi Chetna 3.0, 2024



CHAPTER 2

Research Methodology



2.1 OBJECTIVE

- The assessment aimed to understand the campaign's preparedness, awareness, reach, relevance, and effectiveness. It aims to identify enabling and constraining factors, highlight opportunities, and provide recommendations for future iterations. The key focus areas included:
- Understanding how the campaign was perceived at different levels of implementation.
- Examining the extent to which the campaign influenced awareness, social and gender norms, and behaviors related to gender-based violence and discrimination
- Identifying challenges in outreach, training, and inclusivity.

Suggesting improvements to ensure better effectiveness in future iterations.

For the assessment, two OECD-DAC evaluation criteria⁶ were adopted: Relevance and Effectiveness, and supplemented them with Preparedness, Reach, and Awareness, based on the specific objectives of the assessment. This combined framework enabled a systematic review of the campaign design and outcomes, including the campaign's alignment with community needs, its

success in achieving its objectives, the strategic use of resources, and the long-term potential for institutional and behavioural change. This approach also allowed for a critical analysis of inclusion, participation, and key elements of gender-focused programming.

Through each component, the assessment aimed to explore the following:

Preparedness: The assessment explored the strategic planning and execution of the campaign activities before the launch. It focused on resources (such as IEC materials, financial and human resources - mobilising community, etc.) availability, stakeholder training, coordination among government and civil organisations, and the development and dissemination of campaign materials. This aimed to identify logistical or operational gaps and stakeholder engagement issues that could impact implementation.

Reach and Awareness: This assessment measured the campaign's implementation scale, including engagement across states, districts, and communities. It assessed the mobilisation of stakeholders like SHGs and PRIs and examined the campaign's effectiveness in reaching marginalised populations to determine inclusivity and identify areas for expanding coverage. The campaign's ability in raising awareness about gender-based violence and equality was assessed by examining the dissemination

⁶ OECD (2021), Applying Evaluation Criteria Thoughtfully, OECD Publishing, Paris, <https://doi.org/10.1787/543e84ed-en>.

of messaging, effectiveness of communication channels, and how well individuals acted on the information. This aimed to measure knowledge retention and shifts in attitudes toward gender issues.

Relevance: This assessment determined whether the campaign's objectives and interventions aligned with the needs of target communities, addressing pressing gender issues while resonating with local contexts. Understanding relevance helped assess the campaign's appropriateness in diverse rural settings.

Effectiveness: The assessment looked at the campaign's impact on driving meaningful change, such as improved reporting mechanisms and community-level gender responsiveness. It aimed to

identify tangible outcomes like increased reporting of GBV cases, shifts in behavior or attitudes, and enhanced participation of women in decision-making. This analysis focused on what worked and areas for improvement to enhance long-term impact.

2.2 RESEARCH DESIGN AND METHODOLOGY

A mixed-methods approach was employed, incorporating both quantitative and qualitative data collection and analysis to ensure a comprehensive understanding of the campaign's impact at various levels.

TABLE 1: Study Locations for Qualitative Assessment of the National Gender Campaign

States/UT	Districts	Blocks	Villages/GP
Assam	Bongaigaon	Dangtol	Popragaon, Birjhora Tea estate
	Barpeta	Pakabetbari	Khablarbhita, Pakabetbari Gaon
Maharashtra	Akola	Balapur	Vyala
	Jalna	Ghansavangi	Ranjani
Nagaland	Dimapur	Dhansiripar	Sangtamtilla
	Kohima	Jakhama	Kigwema
Puducherry	Puducherry	Villanur	Katterikuppam Pillayarkuppam
	Karaikal	Karaikal	Sellur
Tamil Nadu	Dindigul	Nilakottai	Silukuvarpatti
	Pudhukottai	Avudaiyarkovil	Avudaiyarkovil

2.2.1 Qualitative Data Collection

Qualitative data was collected through **In-Depth Interviews (IDIs)**, **Key Informant Interviews (KIIs)**, and **Focus Group Discussions (FGDs)** across five states—**Assam, Maharashtra, Nagaland, Puducherry, and Tamil Nadu**. States were selected for their active participation in Nayi Chetna **2.0**, with preference given to those involved in both Year 1 and Year 2 campaign assessment, and chosen to ensure **regional diversity**. Districts, blocks, and villages were identified in consultation with SRLMs. A detailed table of the selected states with the specific geographies included in the qualitative assessment is given below.

The study included 10 IDIs (2 per state) with GCRPs, GPPs, and CLF leaders, 10 KIIs (2 per state) with government officials, and 25 FGDs (5 per state) with SAC/ GPP members, SHG women, youth, men, community leaders, and Panchayat members. Table 2 below shows the distribution of participants across states,

interviewing approximately 195 to 200 participants. Participants were selected based on their campaign involvement. A day-long training was conducted for field investigators to align on the study's objectives, themes, and data collection protocols.

2.2.2 Quantitative data collection

Quantitative data was collected through a customised online Management Information System (MIS) platform using six tools to track the scope and effectiveness of campaign activities across various administrative levels—SMMU, DMMU, BMMU, CLF, VO, and SHG. A self-assessment tool was also developed to capture SHG members' perceptions of gender norms and their engagement with the campaign. A national-level training session was conducted for participants from NMMU, SMMUs, and partner organisations, followed by state-led training sessions by SMMU teams, reaching a total of 6,666 participants. The MIS supports six regional

TABLE 2: Distribution of Qualitative Interviews

States/UT	IDIs	KIIs	FGD*
Assam	2	2	5
Maharashtra	2	2	5
Nagaland	2	2	5
Puducherry	2	2	5
Tamil Nadu	2	2	5
Total	10	10	25

Note: * means 8 to 10 participants were engaged in each FGD



languages— Hindi, Marathi, Odia, Tamil, Malayalam, and Bangla—and is supported by user manuals (in Hindi and English) and English-language video tutorials to ensure ease of use.

To ensure consistency, all implementing units submitted one consolidated form per day, capturing the type and number of events and participants. For instance, each CLF submitted a single form for daily activities, and VOs reported both VO- and SHG-level events. CLFs also submitted five assessment forms as part of their reporting. A multi-channel support system was established, including a 24/7 helpline, email assistance, WhatsApp support, and multiple phone lines. Automated quality checks and real-time anomaly detection ensure data accuracy. In Year 3, significant changes were adopted compared to the previous year: data was submitted daily instead of weekly, forms were streamlined under a single selected theme per activity, VO-level users were enabled to improve data ownership, and stricter validation rules for numeric entries were introduced to enhance reliability and reduce errors.

2.3 DATA ANALYSIS

The analysis of the campaign assessment employed a triangulation approach, combining insights from both qualitative and quantitative datasets. This method allowed for cross-validation of findings, providing a more nuanced and holistic understanding of the campaign's effectiveness, challenges, and areas for

improvement. The integration of data also facilitated the identification of patterns and divergences across different stakeholder groups and administrative levels.

2.4 LIMITATIONS OF THE RESEARCH

While the study employed a robust mixed-methods approach to assess the preparedness, awareness, reach, relevance, and effectiveness of the National Gender Campaign, several limitations must be acknowledged that may have influenced the comprehensiveness and accuracy of the findings.

- The study focused on five states and two districts per state, selected based on active participation in Year 2 of the campaign. While this ensured relevance, it may have excluded regions facing greater implementation challenges, potentially skewing results toward stronger-performing areas.
- Despite multilingual tools and MIS support, variations in local dialects may have led to inconsistencies in qualitative data interpretation during field interactions..
- Qualitative interviews and SHG self-assessments were based on respondents' recall and perceptions, which may have introduced recall and social desirability bias, especially on



sensitive topics like gender norms and violence.

- The MIS platform, while comprehensive, did not include an independent verification mechanism to confirm whether all reported activities occurred as stated, allowing for possible over- or under-reporting.
- Challenges such as limited digital literacy, intermittent internet connectivity, and lack of device availability in remote areas may have affected the timeliness and completeness of MIS data entry.

Despite these limitations, the study offers valuable insights into the implementation and impact of *Nayi Chetna* 3.0 across varied contexts. The mixed-methods approach enabled a balanced understanding of institutional processes and community perceptions. While challenges such as sampling scope, technology access, and data verification may have influenced findings, they highlight important areas for strengthening future assessments. Acknowledging these limitations ensures responsible interpretation and supports the design of more inclusive, rigorous, and context-sensitive assessments going forward.



CHAPTER 3

National Overview of *Nayi Chetna 3.0*



This chapter presents a national overview of Nayi Chetna 3.0, synthesising data from the campaign's MIS and qualitative insights from field visits across five states: Assam, Tamil Nadu, Puducherry, Nagaland, and Maharashtra. Now in its third iteration, the gender campaign has expanded in scale and ambition, mobilising over 4 crore participants through a combination of awareness, training, and convergence activities. It has also deepened its focus on addressing GBV, challenging entrenched social norms, and building an ecosystem of institutional support at every level, from SHGs to state departments. This chapter reflects on the campaign's reach, effectiveness, and emerging challenges by examining planning processes, thematic priorities, institutional capacity, convergence efforts, and pathways for reporting and redressal.

3.1 SCALE AND REACH OF NAYI CHETNA

The *Nayi Chetna* Gender Campaign has successfully mobilised an estimated average participation of over 4 crore people across three editions, creating a nationwide, community-led movement focused on gender equality and addressing gender-based violence (GBV). During Nayi Chetna 3.0, over 13 lakh awareness and convergence activities were conducted in 79,825 Village Organisations (VOs) across 33 SRLMs. Details of the total number of activities conducted in year 2 and year 3 in each state is given in Annexure 3.

Interactive formats like street plays and puppet shows proved effective for outreach and awareness due to their engaging nature. Films and short video clips, particularly in Tamil Nadu, were highly impactful as they could be widely shared via WhatsApp, enhancing reach and recall. In contrast, notices were often ignored, and while rallies mobilised diverse stakeholders, instances of harassment of women participants in Tamil Nadu and Puducherry highlighted the need for better safety protocols.

The campaign's outreach has been extensive and well distributed across all levels, from state to SHG, aligning with six key thematic focus areas, including awareness on GBV (the most prominent theme), child marriage, girls' education, female foeticide, child sexual abuse, and the declining sex ratio. State-level implementation data indicate that 29 out of 31 states conducted activities across all six themes.

Mass mobilisation through signature activities has been significant, with 3.8 lakh Gender Pledge events organised, attracting over 1 crore participants. Additionally, 2.9 lakh training sessions were conducted on basic gender concepts involving 70 lakh participants, 1.3 lakh SHG meetings focusing on local gender issues with 22 lakh participants, and 1.1 lakh public gatherings that reached over 2 lakh individuals. The campaign also introduced innovative engagement formats, including quizzes, debates, karaoke, street theatre, auto rallies, media workshops, flash mobs, self-defence training, football matches,



and gender talk shows around thematic areas.

The campaign witnessed significant participation across multiple administrative levels. **At the Self-Help Group (SHG) level**, over 8.7 lakh activities engaged nearly 1.7 crore participants, making it the most active tier (see annexure 4). This was followed by Village Organisations (VOs), which conducted 3.6 lakh activities, including sports events and gender forum meetings, also reaching about 1.7 crore people (see annexure 5).

At the Cluster Level Federation (CLF) level, more than 49,000 activities engaged 23 lakh participants, covering a range of awareness events such as legal literacy sessions, special gram sabhas, and creative formats like rangoli-making (see annexure 6). Block-level activities surpassed 31,000, involving over 23 lakh participants through gender pledges, legal training, and champion recognition events (annexure 7).

At the district level, a total of 2,584 activities reached over 3 lakh people, focusing on sensitisation and public acknowledgement (see annexure 8). At the

state level, 124 activities engaged 16,000 participants, which included gender sensitisation workshops and training on the Prevention of Sexual Harassment (POSH) Act (see annexure 9). Moreover, over 180 districts prioritised activities that addressed key thematic areas such as gender-based violence (GBV), child marriage, and girls' education. At the **block level**, activities addressing key thematic areas of GBV were implemented in 2,663 blocks, child marriage programmes in 1,637 blocks, and campaigns for girls' education in 1,498 blocks (see annexure 10-13).

A combination of **digital and traditional communication tools** contributed to increasing the visibility and reach of the campaign. While WhatsApp groups and printed materials such as posters enabled rapid, low-cost dissemination of information, their influence was largely limited to awareness-raising. In contrast, interactive formats like street plays, puppet shows, and short films had a greater impact in engaging more participants, as informed by the participants during discussions, visual and performative storytelling resonates more deeply, invoking conversations.

FIGURE 2: Top four Activities Conducted at SMMU Level by Total Participant Count



FIGURE 3: Top Three Activities Conducted at DMMU Level by Total Participant Count

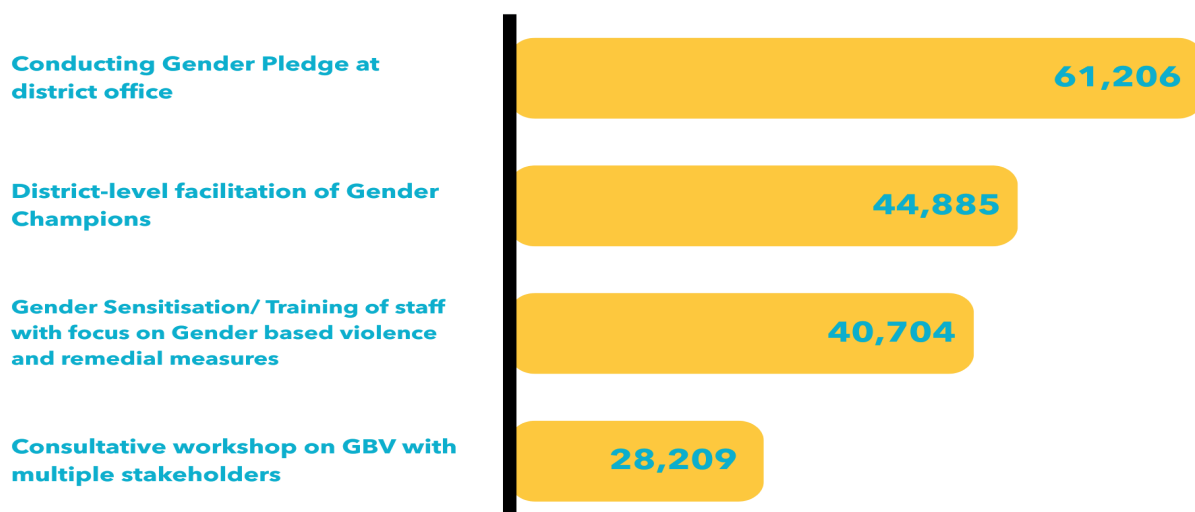


FIGURE 4: Top four Activities Conducted at BMMU Level by Total Participant Count

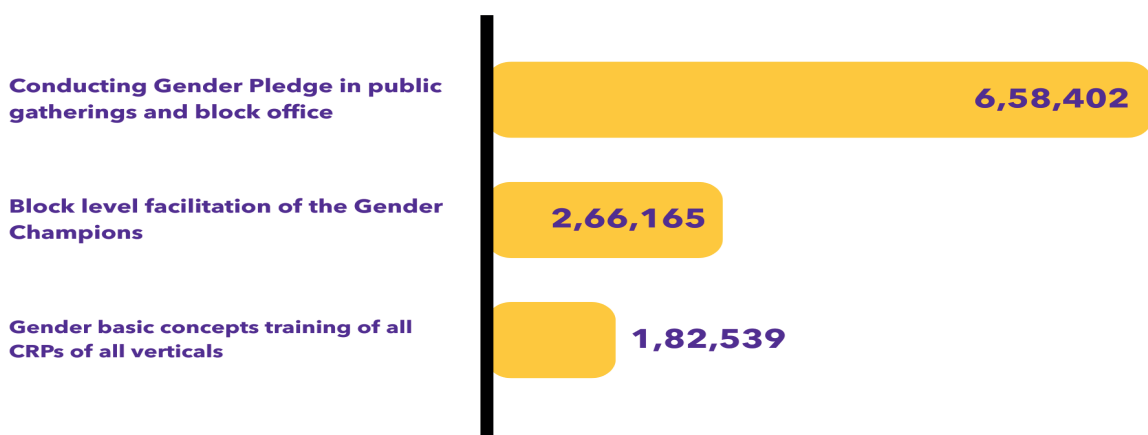


FIGURE 5: Top four Activities Conducted at CLF Level by Total Participant Count

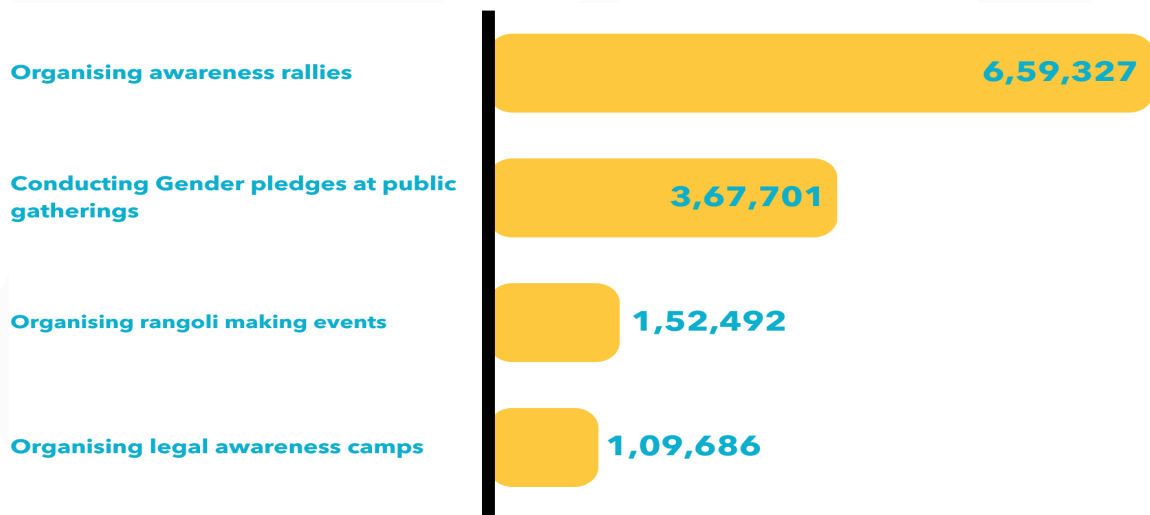


FIGURE 6: Top four Activities Conducted at VO Level by Total Participant Count

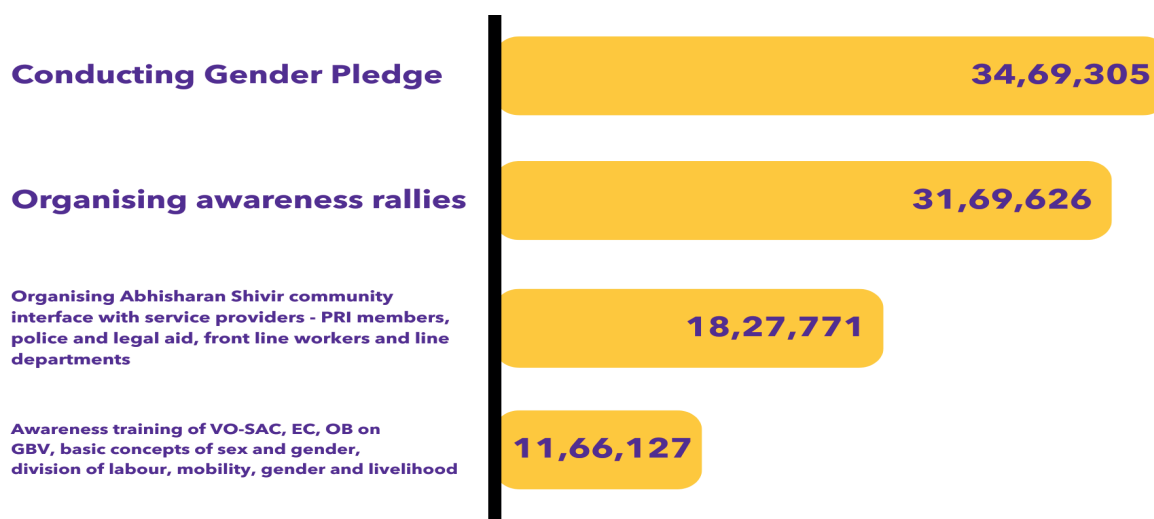
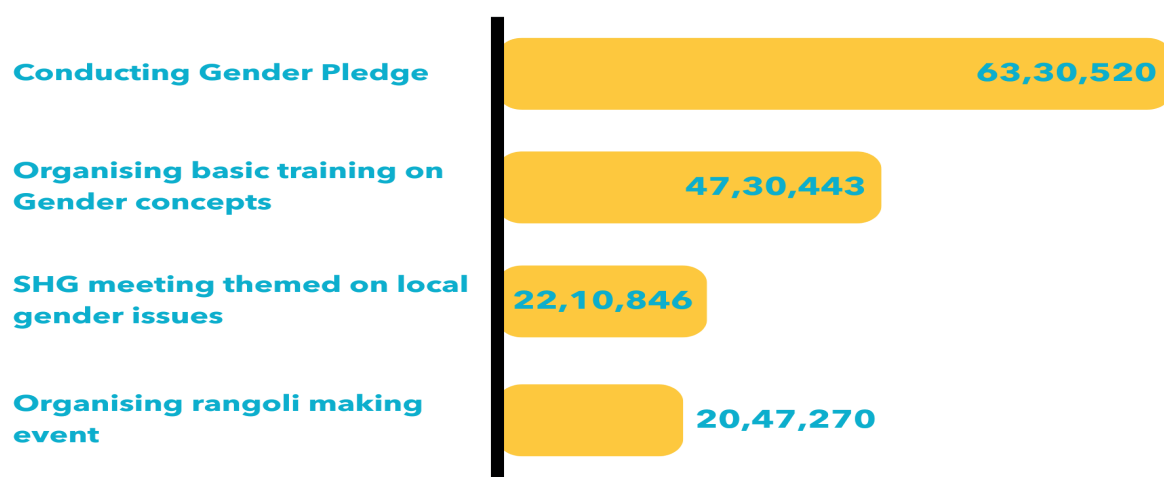


FIGURE 7: Top four Activities Conducted at VO Level by Total Participant Count



Effective Planning and Local Adaptation

Strategic planning played a critical role in improving the reach and relevance of *Nayi Chetna* 3.0. Evidence from Assam, Tamil Nadu, and Puducherry shows that a preparatory window of one to two months significantly enhanced stakeholder awareness and helped tailor

campaign objectives to local needs. For example, Assam used early planning to address specific community issues, such as school dropouts and substance abuse, while other states developed state-specific strategies informed by prior field insights. These findings underscore the importance of context-sensitive design and early mobilisation in optimising campaign outcomes.

3.2 PERCEPTIONS ON GENDER-BASED VIOLENCE: PROGRESS AND PERSISTENT NORMS

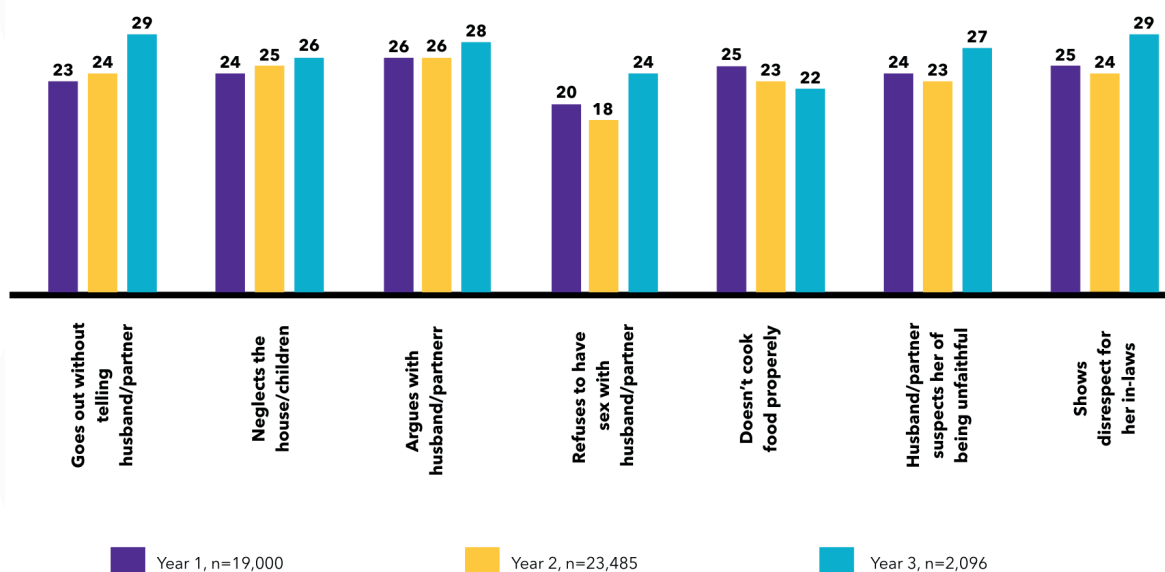
The assessment examined SHG women's perceptions of gender-based violence (GBV), particularly views on whether

physical violence (hitting/beating) by husbands or partners is justified in specific scenarios. Findings from 2,098 participants in Year 3 reveal persistent normalisation of violence tied to traditional gender roles.

Comparison with earlier rounds shows little change across three years, indicating entrenched social norms around women's roles as wives, mothers, and daughters-in-law. In areas with greater awareness, women are responding collectively to



FIGURE 8: Attitude of SHG Women Towards GBV - MIS



violence. A participant in Puducherry shared:

“

“If a husband creates trouble, we warn him. If it continues, we threaten to go to the police. He usually apologises and writes a promise not to repeat it.”

Such examples reflect a growing sense of collective agency, supported by 1.3 lakh SHG meetings on local gender issues. These forums, along with the active role of GCRPs and SACs, have enabled women to assert themselves more confidently and challenge everyday violence.

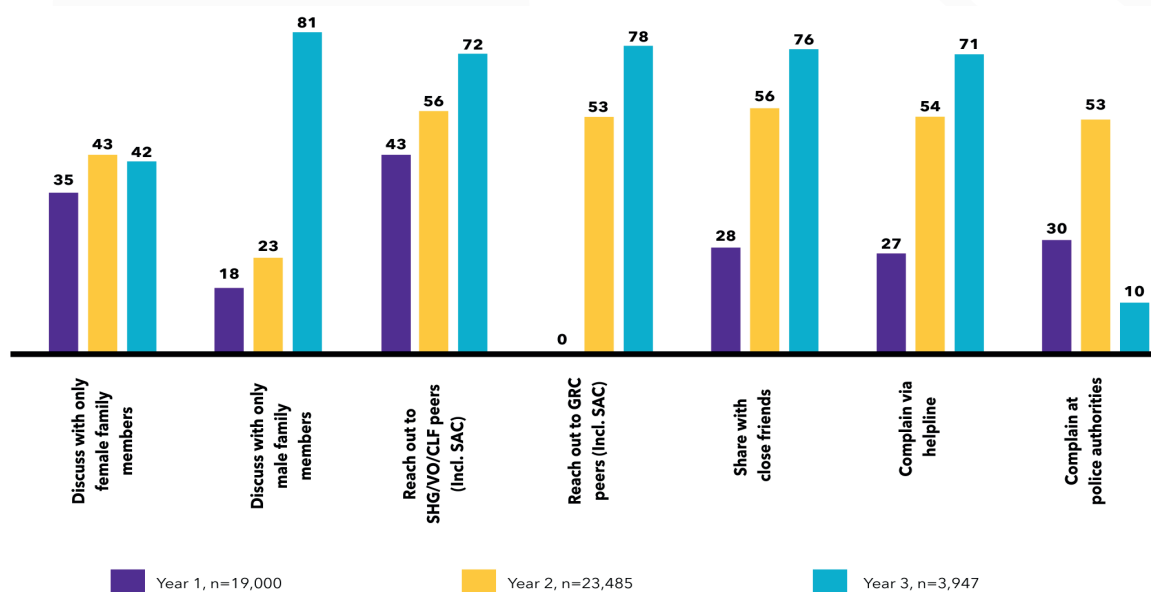
Despite increased activity and engagement, gaps in understanding remain stark. In areas with limited training, participants struggled to recognise non-physical forms of violence. Many equated GBV exclusively with rape, overlooking domestic abuse, eve-teasing, or harassment.

Furthermore, low reporting does not reflect low incidence. Inadequate awareness, stigma, and lack of support structures contribute to underreporting. Respondents emphasised the need for digital tools and creative media to raise awareness. Over 1,000 instances of awareness messaging were recorded using social media, animated videos, helpline numbers, and legal information to reach SHGs, youth, and men.

3.3 PATHWAYS TO REPORTING: GROWING USE OF SUPPORT SYSTEMS AMID PERSISTENT BARRIERS

While Self-Help Groups (SHGs) have become a primary support structure

FIGURE 9: Alternative Courses of Action Considered by Women Facing GBV



for many women experiencing gender-based violence (GBV), not all grievances are routed through the SHG ecosystem. The MIS captured a range of alternative responses women considered when faced with GBV. Data over three years reflects a steady rise in women accessing institutional mechanisms, but also a troubling increase in those choosing silence.

In Year 3, peer-based and institutional support systems saw greater uptake: 72% reported they would reach out to SHG/VO/CLF structures, up from 43% in Year 1, and 78% said they would engage with GRCs, compared to 53% in Year 2 (not tracked in Year 1). However, over 51% of respondents said they would 'keep the incidences of violence to themselves or ignore it', a steep increase from 14% in Year 2. The proportion of participants willing to use helpline numbers rose to 71%, and those who would confide in friends rose to 76%, reflecting both growing awareness and trust in informal and formal systems. Notably, engagement with police dropped sharply to 10% in Year 3, from 53% in Year 2, suggesting either mistrust, fear of escalation, or stronger reliance on alternate platforms.

The third phase of the *Nayi Chetna* campaign marked a shift toward localised solutions and institutional deepening. States like Assam, Tamil Nadu, and Puducherry showed how **early planning and issue-specific focus** on school dropout, substance abuse, or domestic violence, enhanced ownership and impact. The consistent presence and efforts of National Resource Persons (NRPs)

helped strengthen gender-responsive attitudes through repeated training and handholding support.

Institutional mechanisms and cadres, including SACs, Gender Resource Centres (GRCs), Gender Community Resource Persons (GCRPs), and Gender Point Persons (GPPs), emerged as key enablers. They facilitated a range of campaign activities, from school outreach to grievance redressal. In Puducherry, for example, a clear escalation pathway was observed: complaints travel from SHG to Primary Level Federation (PLF), then to the GRC. GRCs analyse each case and determine action, balancing sensitivity with accountability.

GRCs as Anchors for Support and Change

The campaign saw the inauguration of 227 new GRCs across 13 states, marking a major milestone.

According to the data reported via MIS, over 77% of SHG women said they would approach GRCs when faced with personal or community issues. Field visits revealed that most Centres were functional and had adopted key advisory recommendations, including the establishment of counselling rooms, complaint registers, short-stay facilities, and clean washrooms, creating safe spaces for women.

However, capacity gaps remain. GRC managers and GCRPs need specialised training in legal processes, referral systems, case management, and



counselling. Similarly, district and block officials would benefit from structured gender sensitisation training to better understand GRC roles. In some areas, a lack of institutional support resulted in disrespectful behaviour towards GCRP/GPP/SAC members, undermining morale and effectiveness.

3.4 STRENGTHENING CONVERGENCE AND COORDINATION ACROSS STAKEHOLDERS

In line with recommendations from *Nayi Chetna 2.0*, the third phase of the campaign placed strong emphasis on institutional convergence and multi-stakeholder coordination to address GBV. This shift enabled more strategic collaboration between government departments, SHG institutions, PRIs, CSOs, and local community actors, thereby enhancing both the reach and responsiveness of interventions.

A total of 13,472 participants engaged in convergence activities led by four key line ministries: the Department of Education and Literacy, the Ministry of Panchayati Raj, the Ministry of Social Justice and Empowerment, and the Ministry of Women and Child Development. These engagements reinforced cross-sectoral ownership of gender issues.

The campaign facilitated nearly 3,000 structured convergence activities, reaching 1.4 lakh participants. These included:

- 939 joint activities between institutional mechanisms and service providers, involving over 40,000 participants
- 400 PRI meetings, attended by 16,190 participants, focused on addressing local GBV concerns
- 588 Mahila Sabhas, conducted with PRI support, with 24,172 participants
- 1028 Special Gram Sabhas, supported by PRIs and aimed at GBV awareness, engaging 45,500 participants
- 137 interface meetings between CLF leaders and line departments at the SMMU and DMMU levels, involving 12,000 plus participants
- Strengthened linkages between GRCs/CLFs and One-Stop Centres/DLSAs, improving access to legal and support services

State-Level Innovations in Convergence

The field insights reflected on the adapted convergence strategies by the States based on local context:

In Assam, collaboration with the Education Department resulted in adolescent-focused outreach on menstrual hygiene and safe touch awareness and a 'Back to School' campaign, supported by district-level meetings with key departments. Nagaland built strong institutional referral networks by integrating GRCs with One-Stop Centres, police, and health systems. Frontline service providers, including police officers and health workers, underwent gender training, while SHGs



led peer-learning efforts to reinforce community ownership.

In Tamil Nadu, GCRPs worked closely with PRIs and ward members to improve campaign penetration. Notably, GCRPs emphasised parental involvement in child safety, reflecting a layered approach that included schools, families, and governance bodies. Puducherry focused on Panchayat-led resolution, where complaints are first addressed through warnings and written commitments before escalating to police. The state further broadened convergence through partnerships with the Police, Women's Police Station, Transport, and IT Departments for GBV-related response and campaign outreach. A permanent state-level committee meets quarterly, comprising officials from 11 departments and governance bodies, demonstrating

a model of sustained interdepartmental coordination.

3.5 INSTITUTIONAL STRENGTHENING: SACS, GPPS, GCRPS, AND GRC MANAGERS

Qualitative findings from five states underscore the pivotal role of institutional cadres: SACs, GCRPs, GPPs, and GRC Managers in enabling *Nayi Chetna* 3.0's grassroots reach and responsiveness. In Tamil Nadu and Assam, fully functional SACs supported coordinated outreach, while Puducherry relied on a gender forum in the absence of active SACs. GCRPs were present across most states except



Maharashtra, and where active, they took on wide-ranging responsibilities, from mobilising communities and conducting gender sessions to coordinating with local governance bodies. GPPs in Puducherry, Assam, and Nagaland added further strength to frontline accountability.

In Tamil Nadu and Puducherry, GRC Managers effectively anchored centre operations and community engagement. Field accounts revealed how GCRPs went beyond awareness-raising, leading gender pledge sessions, organising creative events, engaging health workers, and even promoting men's involvement. These experiences show that when adequately supported, decentralised cadres do not merely implement directives; they shape grounded, community-owned solutions. Strengthening such structures is critical to sustaining and scaling the campaign's impact.

Capacity Building Through NRPs and Training

Field insights across five states consistently highlighted the centrality of training in shaping the quality and depth of campaign implementation. National Resource Persons (NRPs) played a pivotal role, not just as facilitators of technical content, but as trusted, visible actors who helped translate campaign goals into actionable steps at the state, district, and community levels. Their repeated presence, familiarity with local contexts, and emphasis on reflection-oriented learning contributed to improved confidence, clarity, and ownership among SRLM staff and frontline workers. In interviews, NRP references emerged organically, underscoring their

perceived credibility and influence in driving both conceptual understanding and field-level momentum.

3.6 THE ROLE OF MEN AND BOYS: EMERGING SHIFTS, ONGOING GAPS

While SHG members have been at the forefront of the gender campaign, the meaningful inclusion of men and boys remains limited but essential for shifting deeply embedded gender norms. Field insights across five states highlighted that where male engagement was intentional and context-specific, it led to greater participation and dialogue. For example, Tamil Nadu and Puducherry used culturally relevant formats, such as sports competitions and debate programmes, to draw adolescent and adult male participation. In states like Assam, male involvement remained largely symbolic, with minimal participation often limited to rallies or event attendance. Even where male presence was recorded, their roles were often passive and lacked depth or sustained follow-up. This contrast highlights the ongoing challenge of moving from token inclusion to strategic engagement of men and boys as allies in the campaign.

Programmatic Data on Male Engagement

Despite these limitations, MIS data shows some early traction in engaging both adolescent boys and adult men through campaign platforms:



- Adolescent boys participated in 2,913 Village Organisation (VO) activities, including gender pledges, awareness rallies, film screenings, and 1,058 CLF-level activities, such as youth dialogues and *Bal Sabhas*.
- Adult men engaged in 1,362 VO-level activities, including safety audits and gender forum meetings at the Panchayat level, and in 769 CLF-level activities, such as special Gram Sabhas and grievance redressal forums with PRIs.

These figures indicate that mechanisms for engagement do exist, but need to be strengthened with clearer intent, dedicated messaging, and follow-through strategies to make male participation more impactful

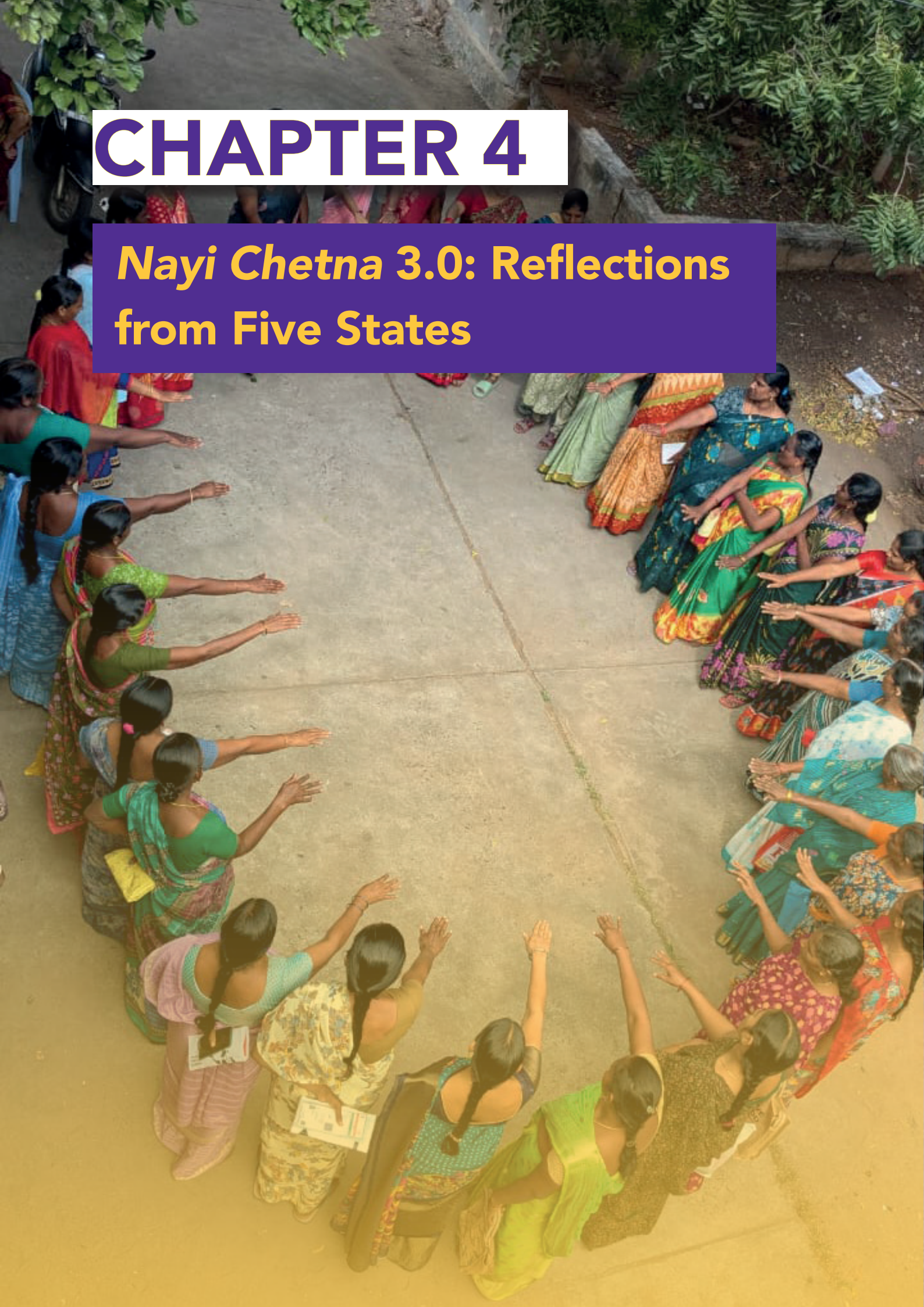
and accountable. Without such efforts, the potential for norm change remains partial, limiting the long-term effectiveness of the campaign

Nayi Chetna 3.0 marked a significant step forward in mainstreaming gender within the NRLM ecosystem, with stronger institutional frameworks, expanded grassroots mobilisation, and growing community ownership. The campaign demonstrated that meaningful change is possible when awareness, training, and service linkages are embedded in local realities and led by trusted community actors. However, persistent gaps in male engagement, limited understanding of non-physical forms of violence, and inconsistent convergence at sub-district levels highlight the need for deeper structural investments.



CHAPTER 4

Nayi Chetna 3.0: Reflections from Five States



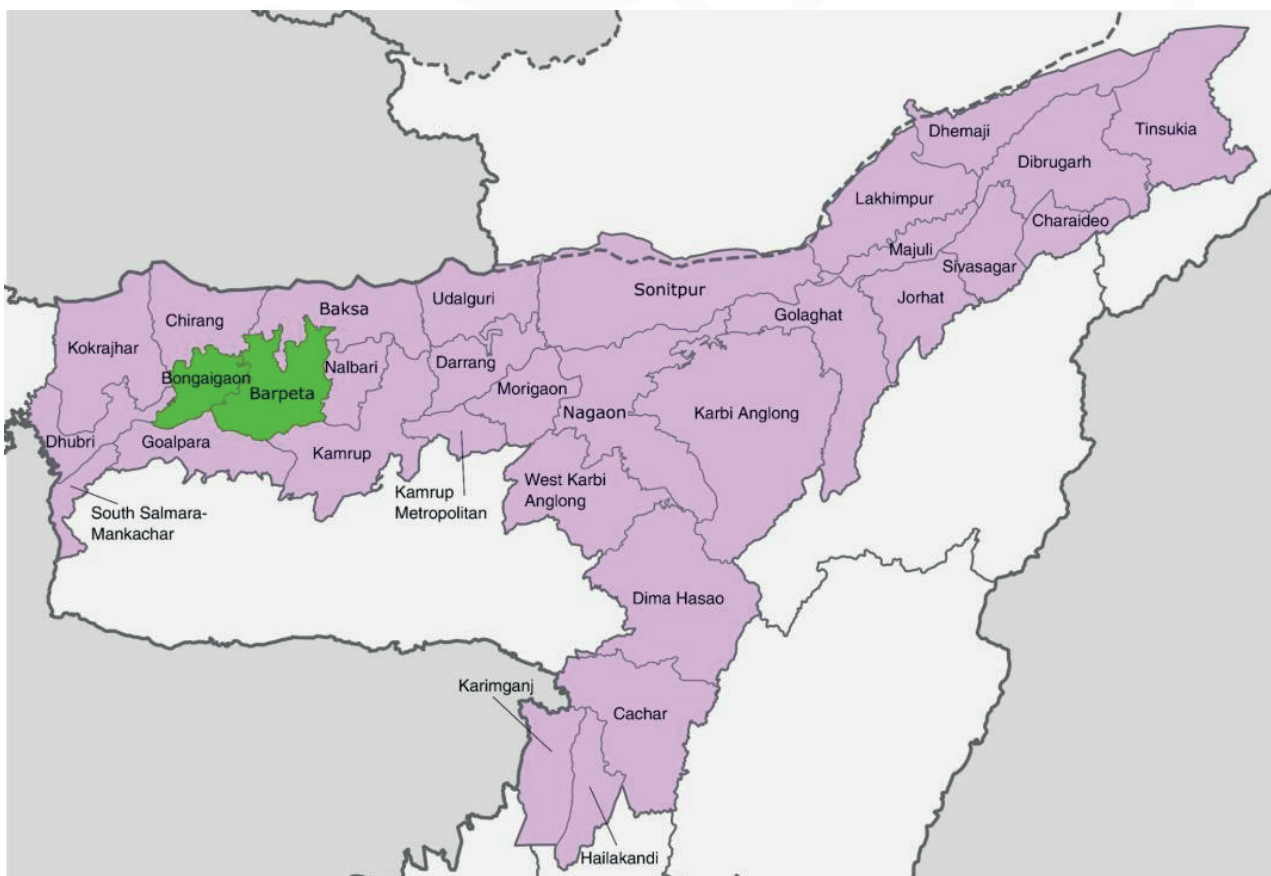
This chapter presents state-wise insights from the process assessment of *Nayi Chetna* 3.0, drawing on findings from Assam, Maharashtra, Nagaland, Puducherry, and Tamil Nadu. While the campaign's overarching pillars- awareness, capacity building, convergence, and communication- provided a common framework, each state adapted implementation to its own socio-cultural and institutional context. Variations in rollout timelines and strategies reflected local realities, including administrative calendars, festivals, and disruptions such as cyclones. The process sought to understand not only the campaign's reach and relevance but also the enabling and constraining conditions that shaped its effectiveness on the ground. (See Annexure 1 & 2 for detailed state-level action plans)

4.1 ASSAM

In Assam, the National Gender Campaign saw large-scale community engagement across 29 districts and 164 blocks. The campaign effectively raised awareness on gender-based issues through over 16,000 activities, engaging more than 500,000 participants. Key themes included child marriage, girls' education, substance abuse, and school dropout. Despite successes, gaps in training, inclusion, and resource allocation persisted. Notable outcomes included increased SHG- led activism, visible changes in community norms, and the emergence of grassroots women leaders.

The research team visited Barpeta and

FIGURE 10: District Visited in Assam



Bongaigaon districts in Assam to capture diverse implementation experiences of the Gender Campaign. These districts provided a mix of socio- cultural contexts and administrative responses for a comprehensive understanding of the campaign's reach.

a. Campaign Reach and Participation

The campaign raised awareness about gender-related issues, particularly at the grassroots level, through various community-led activities across 29 districts and 164 blocks, organising over 800 activities involving more than 50,000

participants. A total of over 500 CLFs implemented 1,400+ activities engaging nearly 76,281 participants. Notably, child marriage and girls' education emerged as themes in 18 districts, covering over 114 blocks and involving 243 CLFs.

As reported by MIS, Assam organised 2,915 rallies with 1,35,104 participants, 25 street plays (on child marriage and domestic violence) engaging 1,059 participants, and more than 1,000 gender sensitisation or training sessions involving 39,651 participants. A detailed table is in Annexure 14. Campaign issues in the visited districts included school dropout, drug addiction, child marriage, and domestic violence. Workshops were conducted

TABLE 3: Coverage, Number of Activities, and Participants in Assam

Level	Coverage	Number of Activities	Number of Participants
District	29	92	5,185
Block	164	702	43,487
CLF	500	1,446	76,281

TABLE 4: Number of Activities and Participants in Assam

Activity	Number	Total Participants
Total Activities	16,873	5,00,395
Amplification of key messages on social media	32	1,967
Awareness Rallies	2,915	1,35,104
Gender Pledge	8,452	1,91,285
Gender sensitisation or training of staff on GBV	9	484
<i>Nukkad Natak</i> - Street Plays on GBV	25	1,059
SHG Meeting Themed on Local Gender Issues	678	8,251



TABLE 5: State-Specific Themes Emerging During the Campaign (see annexure 10 - 13)

Levels	GBV	Child Marriage	Female Foeticide	Girls Education	Child Sexual Abuse	Declining Sex Ratio	Others
State	Yes	Yes	-	Yes	Yes	-	-
No. of Dist.	29	18	7	18	14	6	2
No. of Blk.	164	121	52	114	82	39	18
No. of CLF	515	363	155	343	237	118	38

and handbooks were distributed on basic gender concepts, but regional language availability remained a challenge.

The campaign used multi-platform communication, including social media, WhatsApp messaging, placards, wall paintings, and street plays. SHG meetings and community gatherings were key discussion spaces on GBV and women's rights.

b. Community Engagement: Strengths & Gaps

SHG women participated actively, including in co-creating placards and banners.

The campaign engaged 8,251 participants across 678 SHG meetings. A wide range of

stakeholders, including 6,344 SHG members, 842 ASHAs, teachers, nurses, and social welfare officials, participated. However, tribal communities (Boro, Garo) and PwDs were underrepresented. Only 12 events included PwDs, and tribal women participated in just two, as reported by the MIS.

Male engagement remained limited; only 126 out of 8,514 VO/CLF-level activities involved men/adolescent boys. However, women reported that some husbands supported their wives by sharing domestic responsibilities.

“

“When we have rallies, we make our slogans and placards, we also made a banner. We all come together to decide how we will make the placards, and discussed how to make this better. We make it ourselves, but sir (referring to BPM) also gave us the material”.
- FGD, GPP/SAC

“

“It is difficult to engage with the tribal community of Boro and Garo that are here; their issues are different, their lifestyle is different, even if we go to make them understand then there is a language barrier. We have tried to talk to the women from those communities, but it is not possible to bring them; we can't do it alone. We need to bring women from those communities into the leadership so that they can bring out their issues; otherwise, it is not possible. We can start by providing them with the leaflet in their language to cross that barrier”.
- GCRP, Assam



c. Relevance - addressing priority gender concerns

GCRPs and SHGs responded to domestic violence cases as first responders, often without formal training. Most complex cases were sent to One Stop Centres. A recurrent theme across discussions was that while the campaign played a critical role in initiating conversations and reducing the silence around GBV, persistent capacity gaps, particularly in case handling and referral, limited the effectiveness of local redressal mechanisms.



GCRPs also highlighted high dropout rates among boys and a rise in drug addiction among boys. Rallies were conducted against substance abuse with support from parents, teachers, and PRIs.

"In the 'Back to School' campaign, four children were enrolled in school, but some children ran away from us; they didn't want to get enrolled." - GCRP, Assam

While some children re-enrolled in school, others resisted, pointing to deeper challenges like a lack of trust and difficulty in changing behaviour.

Community action has extended to tackling drug abuse among adolescents. In one instance, SHG members collaborated with the police to apprehend drug dealers, with authorities maintaining the anonymity of informants.



"Adolescent boys are getting addicted to drugs. We approached the police, and they caught two dealers—we were assured our names wouldn't be disclosed."

This underscores the campaign's ability to foster partnerships between the community and local institutions, enhancing safety and accountability.

d. Planning, Training, and Resources

Weekly activity calendars were cascaded from the state to the SHG level. However, significant gaps existed in training, capacity building, and resource allocation.

Most cadres lacked structured training on GBV case management. Online sessions were conducted, but field staff preferred in-person workshops.



"The GRC in our area was inaugurated on the 25th November, 2024, after that we received one case of domestic violence. I didn't know what to do and how to manage that case, I haven't had any training on that. So, we called the one-stop Centre and referred the case there. I also went to the police station, and then they told us how to handle it". - GCRP, Assam

Block officials received ₹5,000 from the district for campaign activities, used for IEC materials, community mobilisation, and other expenses.

e. Evolving Gender Norms

Participants across multiple FGDs reported a perceived decline in domestic violence and early marriages over the past three years, which they primarily attributed to heightened awareness and increased community-level vigilance catalysed by the campaign.



“

“If the campaign continues, there will be a lot of changes in society. Earlier, there was a lot of liquor consumption and gambling, but now it’s much less. When I walk into those places, people leave. They still drink, but not in front of us”. — GCRP, Assam.

Such narratives point to the emergence of informal social deterrents, where public accountability, rather than internalised change, may be driving behavioural shifts. However, the performative nature of these changes suggests a surface-level compliance. This underscores the need for sustained, deeper engagement to challenge entrenched patriarchal behaviours and translate awareness into more durable transformation, both in public and private spheres.

f. Women’s Leadership and Resistance

Participants shared that the campaign had encouraged greater confidence and leadership among some SHGs. Women who once feared public speaking described taking on roles in community meetings and awareness efforts. However, many continued to face patriarchal backlash and feared domestic retaliation.

“

“Men abuse us and say, ‘Why do you even go out?’ We’re afraid of beatings, of divorce. But we want to stop living in fear. We want police support. We have the courage to move forward, but we need backing”. - FGD, GPP/SAC

This testimony reflects the dual realities voiced by many women: the emergence of collective confidence and the persistence of social control. While fear remains, growing solidarity and mutual support have become important sources of resilience for several women involved in the campaign.

g. Effectiveness and Institutional Support

Participants across districts cited increased community awareness and changing male attitudes as important milestones. The establishment of Gender Resource Centres (GRCs) served as a visible institutional symbol of state support for women, altering how men perceive women’s agency and legitimacy.

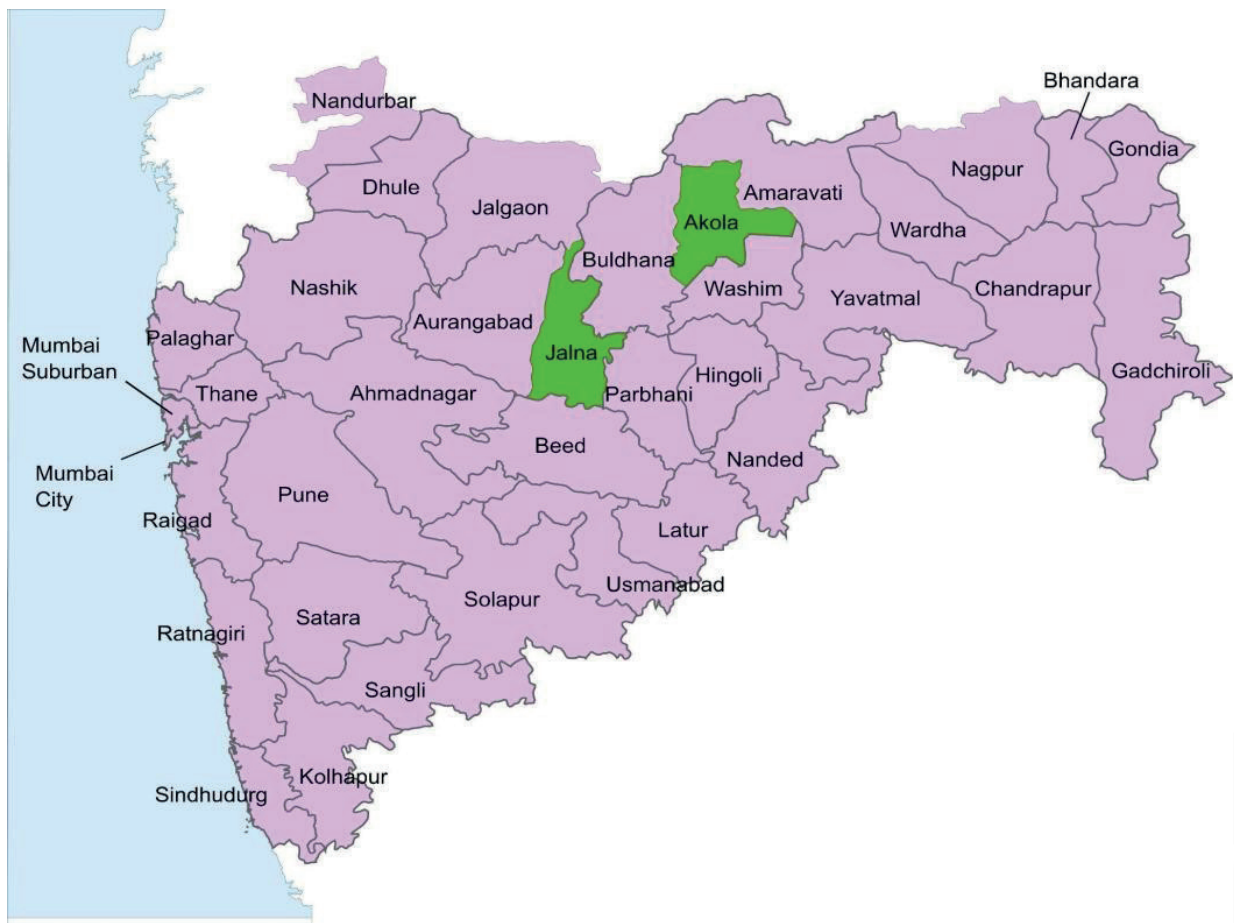
“

“Since the GRC came, if something happens to women, the men say, Now the administration is with them. We can’t speak to them anyway we want. I feel very good when I hear that men are having these discussions.” – FGD, SHG

Interviews and focus group discussions with SHGs indicated a perceived increase in awareness among men about the consequences of gender-based actions, as well as a recognition of institutional support for women through the GRC. While this does not necessarily indicate a widespread or permanent shift in power dynamics, it suggests that the presence of the GRC has begun to challenge the sense of male impunity in some contexts, at least in public discourse.



FIGURE 11: District visited in Maharashtra



4.2 MAHARASHTRA

In Maharashtra, the Gender Campaign reached diverse communities through over 67,000 activities and mobilised more than 10 lakh participants. While SHG women were well-informed and engaged, many lacked advanced training on GBV-related issues. The campaign's thematic focus on GBV, child marriage, and girls' education resonated with communities, yet gaps in intersectional inclusion and institutional preparedness limited impact. Community-led awareness, inclusive events, and increasing acceptance of SHG roles demonstrated positive change, but structural and capacity challenges remained.

The Gender Campaign assessment was conducted in Akola and Jalna districts. These locations offered valuable insights into the campaign's implementation across varied socio-economic and regional contexts.

a. Reach, Themes, and Community Engagement

The themes for *Nayi Chetna* 3.0 were primarily identified by SRLM: GBV, child marriage, and girls' education were prioritised. GBV awareness was addressed in 75 districts and 179 CLFs, while 47 districts focused on girls' education.

Campaign Activities

The campaign fostered broad participation through street plays, children's performances, rallies, and inclusion of PwDs. 1,281 rallies engaged 45,000 plus participants; 23 street plays with a thematic focus on GBV reached 800 plus people. Participants noted that rallies fostered cross-caste and intergenerational unity. A participant shared,

“

“When a rally is arranged, everyone gets involved in it. They were from different castes, and they were not of the same age; some were younger, some were older. We have made groups of persons with disabilities; we invited them too”.

TABLE 6: Number of Activities and Participants in Maharashtra

Activity	Number	Total Participants
Total Activities	67,098	10,04,507
Street Plays on GBV	23	837
Wall Painting	88	2,419
Rangoli-making	8,758	1,08,575
Sports Activities	109	3,560

Data from focus group discussions and interviews suggested that candle marches and rallies were perceived as impactful in raising awareness. Participation data further highlighted the scale of community engagement, with 88 wall paintings involving 2,419

participants, 8,758 rangoli-making activities engaging 108,575 participants, and over 100 sports events reaching 3,560 participants across CLF, VO, and SHG levels in Maharashtra. A detailed table of the number of activities organised and participants engaged is given in Annexure 15.

Inclusive Engagement

While the campaign made visible efforts to involve persons with disabilities (PwDs) in events and conversations on gender-based violence, reflecting an awareness of their heightened vulnerabilities. SHG members acknowledged the value of engaging PwDs and expressed commitment to future inclusion. The limited engagement of marginalised groups such as migrant workers and transgender persons points to an opportunity for future rounds of the campaign to adopt a more structured and intentional approach to intersectional inclusion.

b. Communication, Localisation, and Visibility

Digital tools (e.g., WhatsApp groups for stakeholders) were effectively used for coordination and visibility. Books, banners, slogans, and creative formats like rangoli-making and candle marches increased awareness. As reflected during the FGDs, awareness of institutional platforms like GRCs remained low, even among SHG members.

c. Preparedness and Capacity Building

Interactions with field-level participants revealed that while many had undergone prior foundational gender training, few had



received training specifically designed to support the implementation of the Gender Campaign. The foundational sessions covered key concepts such as gender roles, gender socialisation, and the identification of basic gender needs. These helped participants articulate campaign-relevant issues such as child marriage and girls' education.

However, this foundational training did not adequately equip participants to identify and respond to the more complex and sensitive aspects of gender-based violence (GBV). Many expressed discomfort and uncertainty in recognising the varied forms of violence or unpacking deeper processes of socialisation that reinforce inequality. This gap in conceptual depth and applied skills suggests a need for more intensive, campaign-specific capacity-building modules.

d. Relevance

A recurring theme was the connection between **alcohol consumption and domestic violence**. SHG members identified the normalisation of alcohol use among men as a key driver of physical, emotional, and economic abuse

within households. Participants noted that violence is often linked to episodes of alcohol use, reflecting a community perception that alcohol not only triggers but also obscures accountability for such behaviour. A participant stated,

“

“Violence is predominantly associated with alcohol consumption and incidents of violence typically occur following alcohol consumption”.

The campaign's emphasis on adolescent rights surfaced the entrenched practice of **child marriage** as a key issue. Both women's and men's groups recognised their harmful consequences, reinforcing the campaign's relevance in addressing long-standing gender inequalities.

Furthermore, the issue of **son preference** emerged as a critical area of concern, with participants articulating a pervasive societal norm that prioritised male heirs. One participant noted that, *‘in all houses everyone wanted a son’*, illustrating the implicit bias⁷ that informed the preference of a son over a daughter and treatment. Participants described how families consistently prioritised sons over

TABLE 7: State-Specific Themes During Campaign (see annexure 12 - 13)

Theme	Blocks	CLFs
Awareness on GBV	75	179
Child Marriage	45	96
Female Foeticide	34	80
Girls Education	47	110
Child Sexual Abuse	29	80
Declining Sex Ratio	25	57
Others	5	18

daughters in terms of attention, education, and resources. While daughters were often educated locally, sons were sent to better schools in district towns, with transport and logistical support disproportionately arranged for boys.

One participant noted,

“

'If a daughter wants something, we don't give it to her. But if a son demands anything, we fulfil it within five minutes.'

These narratives underline how the campaign helped illuminate invisible inequities and sparked conversations around gender bias in everyday family practices. Women also spoke about differential treatment between daughters and daughter-in-laws during FGDs.

e. Convergence and Public Action

The campaign also played a role in facilitating convergence with external institutions and encouraging women to seek redress through formal mechanisms. SHG members have approached police stations, dialed emergency helplines like 112, and sought community support to address domestic violence. A participant shared,

“

"In my home, I used to be beaten for 10 years because of my mother-in-law. My mother-in-law used to say to me I am like this, I am like that, she doesn't know how to cut onions, she doesn't know how to roast rotis (got married at a very young age, that's why), it's our mistake that we

married her. She used to teach this to my husband. So, most of the time I used to stay at my mother's place- but after I joined SHG and the didis came home to talk to my family members, the situation changed, and now my mother-in-law and husband both are nice".

f. Effectiveness

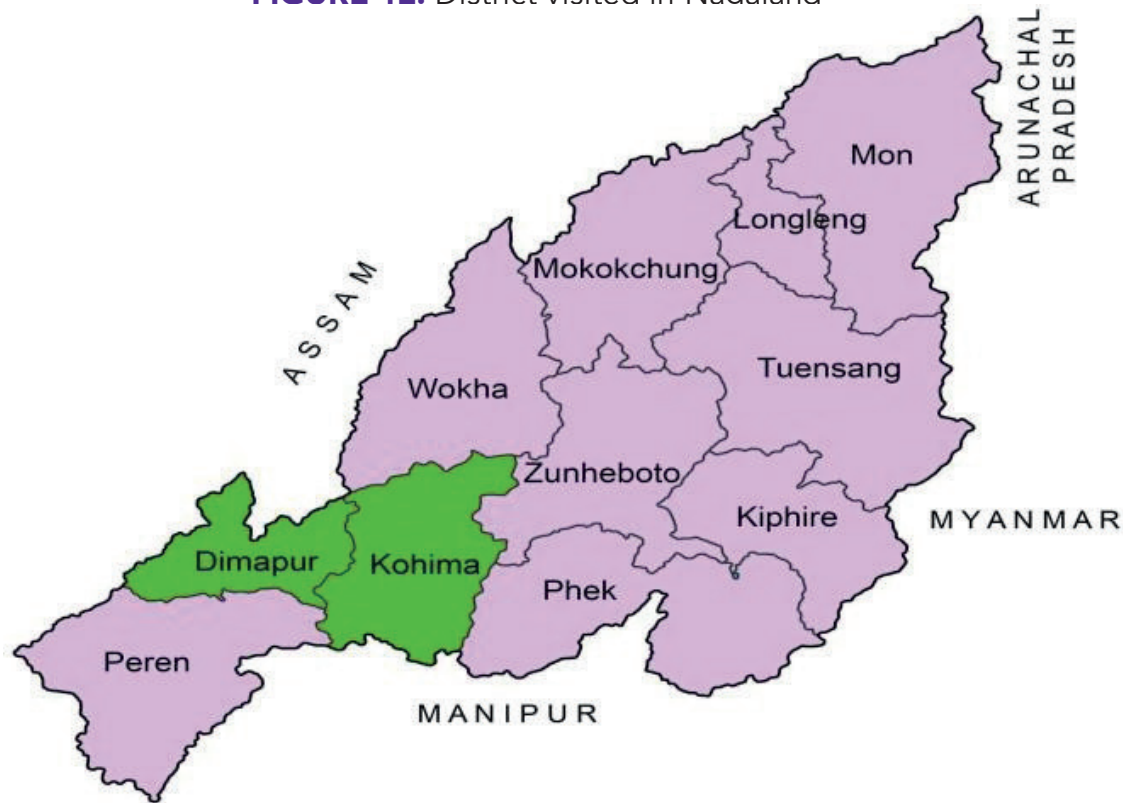
The campaign has effectively created space within SHG groups to identify and articulate multiple forms of GBV. Participants shared a growing capacity to critically reflect on their own experiences and internalised patriarchal norms, including the differential treatment of sons and daughters. However, without consistent capacity building, stronger institutional support, and functional GRCs, the momentum risks plateauing before translating into long-term systemic change.

4.3 NAGALAND

This chapter presents key findings from the assessment of the National Gender Campaign in Nagaland, based on field visits and stakeholder interactions. The campaign's rollout in the state was delayed due to the Hornbill Festival, but it gained momentum from January 2025. Despite institutional and resource constraints, the campaign engaged communities across blocks and CLFs, addressing locally relevant gender issues such as domestic violence, substance abuse, and girls' education. The

⁷ Implicit bias includes the subconscious feelings, attitudes, prejudices, and stereotypes an individual has developed due to prior influences and imprints throughout their lives.

FIGURE 12: District visited in Nagaland



chapter highlights the role of SHGs, GPPs/ SACs, and community leaders in driving awareness and collective action, while also identifying gaps in planning, training, and institutional support that affect the campaign's depth and sustainability.

The assessment in Nagaland was carried out in Dimapur and Kohima districts. These areas offered insights into evolving gender norms, women's leadership, and campaign visibility in different socio-cultural settings

Nearly 1,300 activities were organised across various levels: Block, CLF, VO, and SHG, engaging over 23,000 participants. As per MIS, these included 443 gender pledges with 6,811 participants, 195 SHG meetings focused on locally identified gender issues involving 2,647 participants, and 165 basic trainings on gender concepts reaching 2,746 participants. Additionally, 30 candlelight

walks ("night walks") were conducted at the VO level, emerging as one of the most widely recognised campaign activities. A detailed breakdown of activities and participation is available in Annexure 16.

a. Awareness and Reach

Districts with early and consistent gender training showed better awareness, proactive planning, and community ownership. GCRP-led training helped broaden the campaign's scope, engaging SHGs and reaching underrepresented groups like PwDs and the elderly.

WhatsApp was used to mobilise women, enabling fast outreach. However, accessibility was hindered by limited IEC materials in local dialects. Participants across locations stressed the need for translated content to enhance inclusion.



TABLE 8: Number of activities and participants in Nagaland

Activity	Number	Total Participants
Total Activities	1,295	22,958
Gender Pledge	443	6,811
SHG Meetings on Gender	195	2,647
Basic Gender Training	165	2,746

“

"Village facilitator created a WhatsApp group of 69 women to circulate campaign updates and mobilise participation quickly. This approach enabled the timely dissemination of information in contexts where physical access may be limited". - FGD, SHG

Districts that received training requested more capacity building. Even districts without formal training showed high familiarity with campaign activities, indicating strong visibility but a need for deeper engagement. Though GRCs were formed, they remain non-functional due to

the absence of operational gender support structures. Institutionalisation was still in the early stages.

b. Relevance

Table 9 below presents the themes that emerged during the Gender Campaign in Nagaland as captured in the MIS. While 28 blocks and 13 CLFs reported activities aligned with the core campaign theme of gender-based violence (GBV), other priority areas like child marriage (8 blocks, 1 CLF), girls' education (14 blocks, 2 CLFs), and child sexual abuse (5 blocks, 1 CLF) were reported less frequently. Themes like

TABLE 9: Themes Emerged (as per MIS) (see Annexure 12-13)

Theme	Blocks	CLFs
Awareness on GBV	28	13
Child Marriage	8	1
Female Foeticide	1	0
Girls Education	14	2
Child Sexual Abuse	5	1
Others	-	1

female foeticide were minimally reported, and one CLF recorded an “Other” category.

However, qualitative insights from the field indicate that many campaign activities focused on locally specific gender concerns that were not fully captured in the MIS. For example, issues such as institutional delivery, healthcare access, and lack of care for the elderly and single women were widely discussed and acted upon by SHGs and community groups. These were not formally listed under the campaign’s thematic categories but were identified as urgent by local communities. This suggests a degree of thematic flexibility, where the campaign allowed for bottom-up articulation of gender issues, even if these did not align neatly with the central campaign framework or MIS categories. The “Others” category in the table likely reflects such local adaptation, highlighting the campaign’s contextual relevance and

responsiveness to community priorities. These themes resonated across SHGs, youth groups, and men.

c. Effectiveness

Alcohol-triggered violence was widely acknowledged as a serious concern, particularly during major festivals. In response, SHG members and women leaders undertook community monitoring and informal regulation. They shared,

“

“We go to places where alcohol is sold and impose fines on those selling them.”

Primary Health Centres were understaffed and located far from many villages, limiting access, especially for institutional deliveries. They shared, *‘Even for small wounds, we need to go to the town.’* This led to the campaign to prioritise promoting institutional deliveries as a key local goal, aligning health and gender outcomes.

FGDs with men and youth brought up unemployment and substance abuse as interconnected issues contributing to family tension and gender-based violence. Their feedback revealed a strong demand for masculinity-focused dialogue and training:

“

'Unemployment leads to frustration, and that results in alcohol consumption and fights at home.' - FGD, Youth

This reflects the effectiveness of the campaign in opening space for inclusive conversations, but also a gap in structured engagement with men and boys on gender roles, economic stress, and behavioural norms.

In districts where gender training was more rigorous, SHGs initiated a range of community service activities, including:

- Cleanliness drives are conducted jointly with the Family and Health Welfare Department.
- Assisting the elderly with housework, grocery shopping, and firewood collection, especially important given the hilly terrain and lack of mobility support.

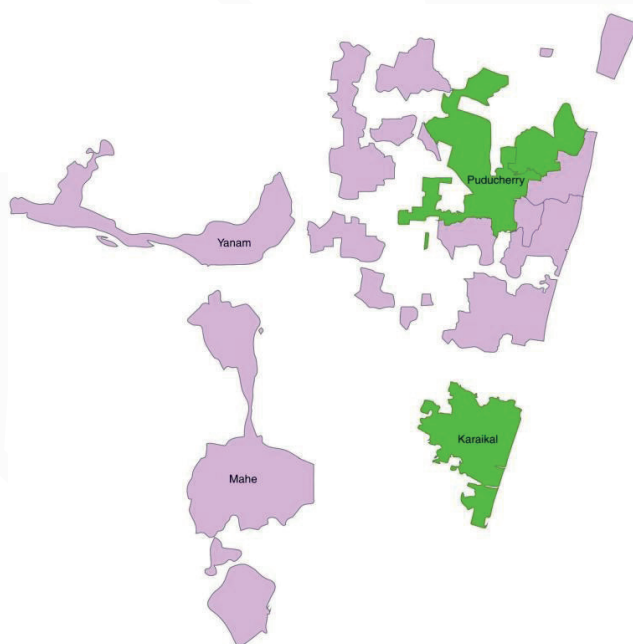
Despite its relevance and grassroots momentum, the Gender Campaign in Nagaland remains unfunded in the Annual Action Plan (AAP), which stakeholders consistently identified as a critical limitation. The absence of a dedicated budget constrained both the scale and continuity of activities, often leaving

block- and district-level teams to rely on ad-hoc arrangements or existing resources to implement campaign efforts.

4.4 PUDUCHERRY

The third edition of the *Nayi Chetna* campaign in Puducherry demonstrated notable reach and resonance. Over 19,000 participants engaged across 91 activities, with SHG members, Panchayati Raj representatives, youth, men, transgender persons, elderly, and persons with disabilities forming key stakeholders. Activities such as legal camps, puppet shows, rallies, and local folk-art forms like *Villu Paatu*⁸ enhanced participation. The campaign surfaced deep-rooted concerns such as alcohol abuse and drug addiction as locally pressing gender issues. Institutional linkages across SHGs, Panchayat Level Federations (PLFs), and Gender Forums

FIGURE 13: Districts visited in Puducherry



⁸ A Tamil song about women's empowerment sang and performed with drums and instruments.



enabled bottom-up redressal, though male engagement and resource sustainability emerged as continuing challenges.

The Gender Campaign assessment in the Union Territory of Puducherry was conducted in Puducherry and Karaikal districts. These sites offered insights into campaign implementation across both urban and semi-urban coastal contexts.

a. Reach and Awareness

The campaign significantly broadened awareness on gender issues through the strategic deployment of local cultural formats and accessible public spaces. Across 91 activities, the campaign reached 19,199 individuals (see *Annexure 17*). These included legal awareness camps, rallies, community gatherings on GBV, miking, and social media campaigns. Events were intentionally located in high-footfall zones such as MGNREGA worksites, schools, and community halls to enable maximum visibility and participation. SHG and PLF leaders facilitated face-to-face conversations with the public while distributing IEC materials, ensuring that materials were not only distributed but also interpreted. One cadre shared,



"Our cadres go to the MGNREGA site, issue pamphlets and notices, and explain why they are distributing these materials."

Participants in both interviews and FGDs emphasised the significant role of cultural mediums in embedding and conveying gender-related messages. The Villu Paatu, a folk-art form, was particularly effective

in fostering emotional engagement and message recall. In contrast, traditional notices or printed banners were often ignored due to visual fatigue and lack of interactivity. One participant shared,



"We performed Villu Paatu... a Tamil song about women's empowerment with drums and instruments." Another added, "If we create a Rangoli that visually represents gender equality, showing men and women together, people will take more interest in it."

b. Strengthening Local Systems for Gender Redress

Interviews with the government officials at the State/District and Block discussed the layered approach to preparedness and coordination adopted in Puducherry. At the state level, planning was driven by strategic engagement with departments such as Women and Child Development, Health, Police, Legal Services, Social Welfare, and Information Technology. These departments collaborated through consultative workshops to ensure interdepartmental coherence and contextual alignment.

At the community level, SHGs served as the first point of reporting for gender-based concerns. Escalation routes were established: from SHGs to PLF-based Gender Forums, and then onward to GRCs where institutional intervention was required. This cascade system reinforced community ownership while improving the responsiveness of redress mechanisms.



TABLE 10: Number of activities and participants in Puducherry

Activity	Number	Total participants
Total Activities	91	19,199
Legal awareness camps	7	434
Awareness rallies	1	500
Public gathering focused on generating awareness about GBV	5	2,500
Miking of Slogan	3	1,500
Amplification of key messages on social media	3	1,500

Training and capacity building were critical to campaign readiness. GCRPs led most community sessions, delivering content on gender-based violence, domestic abuse, dowry, and child safety. GRC members received both block- and panchayat-level training. A key initiative included community legal awareness camps focusing on property rights for rural women, addressing a notable knowledge gap on legal entitlements and protection mechanisms. One participant shared,

“

“GCRPs play a vital role; they talk, explain, and make the issues feel real for us.”

This observation underscores that the effectiveness of training sessions depended not only on content but also on relational dynamics between GCRPs and community members.

Participants across FGDs expressed a desire to move beyond traditional didac-

tic methods, advocating for more engaging, tech-enabled formats such as short videos, mobile apps, and animated explainers.

“

Community events such as puppet shows and rallies were integrated with training efforts to reinforce key messages. ‘During our puppet shows or rallies, men stop to watch and support us. They understand our cause.’ — BLF Leader

Orientation and MIS training were also carried out in conjunction with Andhra Pradesh and Telangana, ensuring uniformity in reporting practices. Around 15 stakeholders from Puducherry were trained in MIS protocols and campaign strategy, bolstering documentation and monitoring capacity.

Notably, the 2024 campaign cycle marked an improvement in inclusivity through resource allocation. Dedicated funds were allocated for the transgender community

to enable group counselling sessions, legal workshops in partnership with DLSA, and sports events to promote inclusivity. One participant noted,

“

“This is one of the campaign’s most positive changes—acknowledging and planning for the needs of the transgender community.”

c. Relevance

Field data underscored that the campaign’s strength lay in its grounding in real-life vulnerabilities. Domestic violence, alcohol-related abuse, and safety in public spaces were reported as pressing concerns, especially during community events and in everyday mobility. Participants consistently flagged alcohol and drug addiction as root causes of gender-based tensions, particularly among youth.

“

“Men becoming addicted to alcohol, sexual abuse, and domestic violence are the most prevalent issues. There are too many bars, and drug supply is increasing.”
- FGD, Men

These issues extended beyond individual households, shaping community well-being. A woman explained,

“

“If a girl experiences harassment in public space, her family might stop her from going out. She will be affected mentally, and alternatively, she may suffer from severe psychological distress.”

The campaign’s responsiveness to these issues was reflected in its community

actions. SHG members documented local alcohol vendors operating near schools and advocated for their relocation. One group shared,

“

“We discussed the wine shop in our SHG meetings and informed higher officials, it should not be near our children’s school.”

d. Effectiveness

The campaign catalysed early signs of attitudinal and behavioral shifts, particularly among SHG members who had previously lacked both the vocabulary and institutional channels to articulate gender-based grievances. These changes were not uniform but emerged more visibly in areas where women had been consistently engaged through structured dialogues and capacity-building processes. SHG members described an evolving sense of confidence in asserting their concerns publicly. One SHG member noted,

“

“Earlier, women didn’t know how to speak up. Now, they report issues to Gender CRPs at the panchayat level.”

Men’s involvement remained limited but showed signs of attitudinal shifts. While some male participants continued to resist or verbally oppose campaign activities, others acknowledged the positive influence of SHGs in transforming gender norms.

“

“Earlier, girls weren’t allowed to study or work. Now, parents are more supportive—thanks to women’s groups.” - FGD, Men



TABLE 11: The Gender Campaign MIS reflected on the state-specific themes that emerged during the campaign (see annexure 10, 12, 13)

Theme	Blocks	CLFs
Awareness on GBV	3	2
Child Marriage	3	1
Female Foeticide	2	—
Girls Education	3	1
Child Sexual Abuse	3	1
Declining Sex Ratio	1	1
Others	-	-

Leadership among women was also visibly strengthened. Women began participating in Gram Sabha meetings, accompanying children to school, and visiting police stations, spaces previously dominated by men.

“

“We now know whom to approach and when to speak up. That makes us feel confident,” said one SHG member.

Despite these gains, challenges persisted. Male resistance was particularly visible during anti- alcohol drives, where SHG women were met with criticism and disruption. One woman explained,

“

“Drunk men disrupt our events and ask why women are doing this. Some say we won’t be able to change anything.”

Yet, SHG women devised adaptive strategies to ensure safety and continued mobilisation. The campaign was repeatedly described as a “festival” by participants, underscoring its symbolic and celebratory value. As a male participant remarked

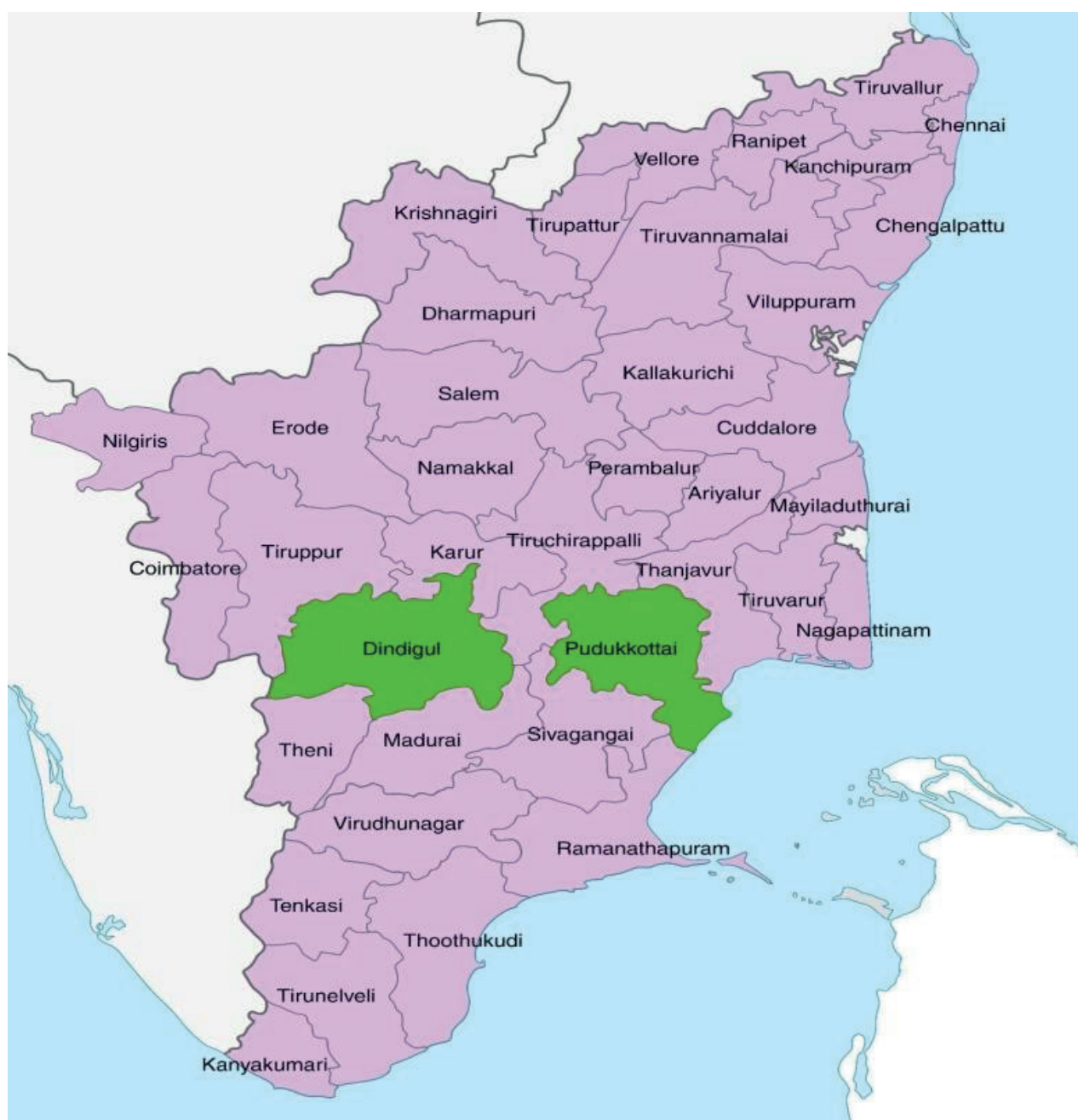
during the FGD, “The women’s group formation is a revolution.”

The National Gender Campaign in Puducherry illustrates that when community voices, cultural mediums, and institutional structures are aligned, they can create meaningful shifts in gender discourse and practice. Continued investment, both financial and social, will be essential to sustain this momentum and deepen its transformative potential.

4.5 TAMIL NADU

The third phase of *Nayi Chetna* in Tamil Nadu demonstrated the campaign’s growing maturity, marked by widespread community mobilisation, diverse communication strategies, and a strong emphasis on GBV awareness. Reaching over 10 districts and 90 blocks, the campaign activated more than 3.2 lakh activities, engaging 1.5 crore participants across SHGs, youth groups, schools,

FIGURE 14: District visited in Tamil Nadu



and community spaces. Building on institutional learning from earlier rounds, the campaign in Tamil Nadu reflected both scale and innovation, leveraging traditional platforms like rangoli and puppet shows, alongside digital tools and peer-led engagement, to address issues ranging from domestic violence and child marriage to drug use and menstrual hygiene.

The Gender Campaign assessment in Tamil Nadu was conducted in Dindigul and Pudukkottai districts. These sites offered valuable insights into inclusive engagement, behavioural change, and areas for strengthening grassroots planning and support.

a. Awareness and Reach

SHG women emerged as key disseminators of legal awareness, guided by Gender CRPs and GPPs. They engaged with peers on laws concerning domestic violence and promoted helplines like 181. Their participation in schools and community spaces not only expanded the campaign's reach but also highlighted SHGs' growing capacity as peer educators.

Adolescents were another important focus. SHG and SAC members led rallies, candlelight marches, and competitions such as kolam drawing and school-based film screenings to sensitise students on issues like child sexual abuse, POCSO, and menstrual hygiene. These activities resonated

strongly with students. One SAC member explained,

“

“We teach Good Touch and Bad Touch in schools and urge children to come forward if they face trouble.”

Another SHG member shared how lack of toilets led to dropouts among girls:

“

“We inspected facilities and raised this issue.”

The campaign also used a blend of traditional and digital communication. Posters, WhatsApp messages, and locally resonant media such as the film ‘Sembi’ were deployed, alongside participatory approaches like kolam art. Women across districts advocated for self-paced, digital videos.



“

“We need digital capsules; short, self-explanatory videos, customised for different audiences,” said an SHG participant.

“

“I received three days of training and learned about gender issues, but I need further training in counselling and legal awareness,”

b. Campaign Preparedness and Institutional Gaps

Tamil Nadu’s preparation phase reflected a strong emphasis on institutional training but revealed gaps in local planning ownership. A state-level orientation and MIS training on November 12, 2024, engaged over 350 stakeholders to review learnings from *Nayi Chetna* 2.0, introduce IEC materials, and familiarise participants with MIS data entry processes.

Massive outreach followed, including 57,791 basic training sessions reaching nearly 25 lakh people, over 2,600 legal awareness camps engaging 1.74 lakh participants, and gender sensitisation workshops for more than 6,700 staff. However, frontline workers such as GCRPs indicated the need for more specialised inputs.

one shared, signalling the need for deeper support in handling complex GBV cases.

Notably, SHGs, PLFs, and GCRPs were not adequately involved in planning activities. While they were central to execution, limited say in campaign design affected the local relevance of interventions, particularly among marginalised communities like transgender persons. Discussions with block officials also revealed constraints in budget categorisation. Since funding is largely tagged under IEC, critical needs such as capacity building, logistical support, and community outreach remain underfunded.

c. Relevance

In Tamil Nadu, the campaign prioritised the following issues: child marriage, domestic violence, drug use, and menstrual hygiene. SHG women, many of whom were second-

TABLE 13: Number of activities and participants in Tamil Nadu (see annexure 18 for details)

Activity	Number	Total Participants
Total Activities	3,29,116	1,51,12,375
Basic Training on Gender Concepts	57,791	24,99,764
Gender Pledges	1,26,626	54,50,024
SHG Meetings Focused on Local Gender Issues	18,768	6,43,330
Rangolis	33,731	13,30,934
Safety Audits	798	54,284
Public Gatherings on GBV Awareness	822	66,262



generation members, spoke of attitudinal shifts within families toward girls' education and delayed marriage.

At the same time, systemic stigma kept many survivors from reporting domestic violence. While Gender Resource Centres (GRCs) and legal awareness improved access to redressal, underreporting remained high, pointing to the need for community-based support ecosystems that can sustain engagement beyond awareness.

Youth and adolescents were engaged through over 1,000 extracurricular gender-related activities and 1,200 Bal Sabhas. Issues such as drug addiction and child abuse were surfaced through FGDs.

“

“Almost 30% of students are drug addicted, starting from 6th or 7th standard,” noted one youth group.

Meanwhile, PRI members voiced concern over liquor shops near schools, while transgender participants highlighted the need for targeted support around education and employment.

Despite rich community conversations, gender dialogue rarely penetrated private, intra-household spaces.

“

“SHG members on a collective platform discuss a range of GBV issues, but at home, the space shrinks,”

a GCRP observed. This highlights a clear opportunity for targeted messaging to involve male youth and men within households.

Discussions with district and block officials revealed the need for clearer budget categorisation. Currently, funds are primarily classified under the IEC (Information, Education, Communication) head, with no distinct allocations for: Capacity building, Logistical support, Field-level implementation needs

d. Effectiveness

Women reported increased control over property and finances.

“

“My property was supposed to be finalised in my husband's name, but we decided the house should be in both our names,”



said an SHG member. Among men, awareness of legal consequences contributed to a shift in behaviour.

“

“Men now know that violence can lead to jail time. This has created fear and reduced incidents,” noted a SAC member.

These narratives point to both deterrent effects and deeper shifts in perceptions. Legal awareness around domestic violence and child abuse was strongly felt, though alcohol-related violence persisted.

“

“Now people know that women can seek help, and they’re scared to cause trouble. But alcohol-related violence continues,” said one participant.

Young people reported a better understanding of laws and emergency helplines.

“

“We know about helplines like 1098 and 181. A complaint was lodged after a teacher abused a student,” FGD, Youth

The campaign institutionalised gender dialogues through 1,338 community group discussions and 2,600-plus legal awareness camps. Furthermore, 216 trainings on the POSH Act and Special Gram Sabhas, Mahila Sabhas were conducted.

In sum, Tamil Nadu’s *Nayi Chetna* implementation demonstrated a wide-reaching campaign with strong community mobilisation, particularly among women and youth. Its greatest contributions lie in changing gender discourse, building peer networks, and improving institutional touchpoints. To deepen impact, future iterations must invest in participatory planning, strengthen frontline capacity, and design sustained engagement with men and marginalised groups.





CHAPTER 5

Recommendations



Based on the insights gathered through the study, a set of actionable recommendations has been developed to enhance the reach, impact, and sustainability of the National Gender Campaign. These recommendations aim to address existing gaps in community engagement, institutional capacity, male participation, and awareness strategies.

A. From Generic to Targeted Campaign Design on GBV:

Over the past three years, community engagement on **gender-based violence (GBV)** has primarily focused on broad issues such as **child marriage prevention, back-to-school campaigns, and cleanliness drives**. While these efforts have been essential in initiating dialogue and building awareness, the time is opportune for the campaign to evolve into a **more focused and strategic interventions**.

B. Addressing Challenges in Community Engagement

Effective community engagement, especially in the context of gender sensitisation and addressing GBV, requires a multi-faceted approach that tackles resistance and promotes inclusivity. The following strategies are suggested to overcome common challenges:

- **Counter-Messaging Campaigns:** Design campaigns that directly address and debunk myths, stereotypes, and misinformation spread by demotivating actors. Use positive narratives that highlight the benefits of gender equality for everyone.

- **Facilitated Community Discussions by the cadres:** Organise moderated dialogues more frequently where community members, including skeptics, can voice their concerns in a respectful environment. This helps in identifying underlying fears and misconceptions that can be addressed constructively.
- **Safe Spaces for Open Conversations:** Establish forums where both men and women can discuss GBV, gender norms, and related issues without fear of judgment or retaliation.
- **Storytelling and Personal Narratives:** Use powerful case stories of survivors and community leaders to humanise the issues and foster empathy.
- **Engage Local Leaders and Influencers:** Involve **respected community figures**, including **religious leaders, elders, educators, and local influencers**, in gender sensitisation efforts to enhance credibility and community acceptance. Their endorsement can help **normalise conversations** around gender equality and GBV, **break resistance** by aligning messages with locally accepted values, and encourage broader participation by acting as **role models and trusted messengers**.
- Mentorship by pairing women leaders with emerging leaders to build confidence and leadership skills.
- Use local festivals and fairs as platforms to discuss these issues instead of the particular gender campaign week only.



C. Expansion and Structuring of Thematic Training Programmes

To enhance the effectiveness of the gender campaign, it is imperative to institutionalise comprehensive and timely training programmes that align with the campaign's thematic priorities. These include:

- **Integration During the Pre-Preparatory Phase:**

Training interventions should be initiated at the pre-preparatory stage of the campaign to ensure that field functionaries are adequately sensitised and prepared. This enables a foundational understanding before field-level engagement begins.

- **Focus on Strategic Gender Concepts:**

Training sessions must address core gender concepts, with a focus on reiterating the key topics covered in the Gender Modules:

- Distinction between practical and strategic gender needs
- Understanding of power dynamics and intersectionality
- Forms of GBV and Norms Perpetuating GBV
- Strategies to shift social and gender norms at the community level

- **Community-Level Communication Skills:**

Training modules should be designed to equip **Gender Point Persons (GPPs), Social Action Committee (SAC) members, and Gender CRPs (GCRPs)** with essential **facilitation**

techniques and interpersonal communication skills. These capacities are critical for enabling effective, respectful, and impactful discussions on **sensitive gender and GBV-related issues** in varied community contexts. Key focus areas of the module should include active listening and empathetic communication, managing resistance and navigating conflict, culturally sensitive facilitation methods, non-verbal communication and body language, and building trust and encouraging inclusive participation. Additionally, **specialised modules on GPP and Gender Forums** should emphasise their facilitative leadership, communication responsibilities, and role in mobilising collective dialogue and action on gender justice.

- **Specialised Skill Development:**

The curriculum must incorporate:

- **Counselling Skills:** For trauma-informed engagement with survivors.
- **Legal Literacy:** Basic awareness of laws related to GBV (e.g., PWDVA, POCSO, child marriage laws), protection mechanisms, and referral pathways
- **Crisis Response Protocols:** Guidance on immediate support, documentation, and referral to institutional services.

Expert committee or Advisory Committee to be constituted at the National or State level for guidance, strategic thinking, and handholding. The Members should be represented from the Government, CSO, and practitioners having grounded experience on gender, GBV, and NRLM.



D. Engaging with men, boys, and youth

To foster a more inclusive approach to gender sensitisation, it is essential to intensify efforts to engage male family members and youth in awareness programmes. Resistance from men and boys can be effectively addressed through interactive, dialogue-based engagement strategies, such as peer discussions and role-modeling exercises. Evidence from Puducherry and Tamil Nadu depicted that husbands of SHG members have proved to be allies to women in supporting them in their work and contributing to household chores. Engaging men as allies is crucial in counteracting negative attitudes and behaviors that discourage women's participation, ultimately promoting a more equitable environment for all genders. **Key ways could be partnering** with existing structures, like working with schools and colleges, and youth clubs, and local organisations to reach a broader audience. **Male champions** from within the community should be **identified, recognised, and provided with platforms** to serve as **strong advocates for gender equality and the prevention of gender-based violence**.

E. Targeted Awareness and Sensitisation

The third edition of the Campaign has reflected upon some of the issues that need tailor-made approaches to address such complex social challenges. Implementing targeted sensitisation efforts aimed at parents is a crucial strategy for enhancing children's safety, addressing drug addiction, preventing child marriage, and promoting gender

awareness. Home visits have proven to be an effective strategy in states like Assam and Nagaland, offering a personalised approach that fosters open dialogue about safety and well-being. In parallel, school-based interventions should be introduced to provide educational programmes for children, parents, and teachers. These programmes should focus on understanding gender issues and the harmful impacts of drug addiction and child marriage. Additionally, customising communication strategies to suit different age groups and cultural contexts will significantly enhance the effectiveness of these initiatives, ensuring that the messages resonate deeply within the community. In addition to the training, it is imperative that the local leaders from Panchayats, SHG women to engage in discussions about the challenges and reach a consensus before undertaking any interventions.

F. Addressing Challenges in Community Engagement

Addressing challenges in community engagement requires a multi-faceted approach to counteract demotivation tactics from male community members. One effective strategy is to develop response mechanisms, such as counter-messaging campaigns and facilitated community discussions, aimed at promoting positive messaging and reinforcing the importance of inclusivity. Additionally, strengthening community dialogue is essential for encouraging conversations around gender-based violence (GBV) within



households, which can help challenge and dismantle restrictive gender norms. Collaborating with local leaders and influencers to create safe spaces for women's participation is also crucial, as it minimises the restrictions often imposed by male decision-makers and fosters an environment where women's voices can be heard and valued.

G. IEC materials

The implementation of Information, Education, and Communication (IEC) materials should encompass comprehensive details regarding the roles and responsibilities of the GRC and the GCRP. This material should also include crucial helpline numbers and other pertinent information beneficial to GPPs. Furthermore, it is recommended that an informational booklet be developed in vernacular languages, which would delineate key roles, responsibilities, and other essential details to enhance understanding among diverse populations.

The deployment of digital media, including cinematic productions and short video clips, has proven to be an efficient mechanism for communicating messages and achieving substantial audience reach with enhanced retention of information. Consequently, we propose the curation of a series of digital capsules that contain pertinent information regarding the campaign, as well as thematic concepts, which would serve to augment the overall effectiveness of the outreach efforts. Additionally, creating and distributing age-appropriate digital awareness

materials will enhance training sessions, home visits, and community meetings, ensuring that essential information is effectively communicated to diverse audiences.

H. Social and Behaviour Change Communication to stimulate social change at the local and national level to address GBV

SBCC plays a pivotal role in the effectiveness of the GBV campaign. It focuses on influencing individual behaviors, community norms, and social structures to promote gender equality and reduce the prevalence of GBV. The strategy is critical in dispelling myths as it addresses misconceptions, such as victim-blaming or justifications for violence, through targeted messaging and dialogue. It uses several channels/platforms like radio, television, social media, billboards, and posters.

I. Budgeting in Annual Action Plan

The Gender Campaign should be incorporated into the state's annual action plan budget. This budget should extend beyond printing IEC materials to also cover essential resources for activities, such as colours, sports materials, and refreshments for participants.

J. Strategic Alignment and Integration of Developmental Schemes in *Nayi Chetna 3.0*

To ensure the effective realisation of the goals envisioned under *Nayi Chetna 3.0*, it is recommended that the strategic alignment initiated through the Joint Advisory be



reinforced through a structured follow-up mechanism with States and UTs. While the Joint Advisory has been instrumental in promoting convergence of developmental schemes to address GBV and foster gender sensitivity, a comprehensive engagement with state and UT-level stakeholders is necessary

to; assess the status of implementation and integration of schemes, identify existing gaps and operational challenges, extend targeted technical support and capacity building where needed, and recommend context-specific policy revisions to strengthen the campaign's impact.



ANNEXURE 1: PREPARATIONS AT THE NATIONAL LEVEL, STATE LEVEL WENT INTO THE INCEPTION OF NAYI CHETNA 3.0



Preparation at the National Level

The preparation for the *Nayi Chetna 3.0* – National Gender Campaign commenced a month before the launch. The advisory on *Nayi Chetna 3.0* was shared with the SRLMs of all the States and UTs in the second week of October along with the concept note and activity plan. A stock-taking meeting on the preparation of the campaign was conducted with all the states in the last week of October under the chairmanship of the Joint Secretary, CEOs/SMD, and concerned SPMs of all states and UTs. The states were directed to initiate preparation to ensure that all CLFs carry out campaign activities from 25th November to 23rd December 2024, involving line departments, NGOs, front-line functionaries, with a special emphasis on engaging men and boys, youth, and gender diverse individuals. Secretary-RD also conducted an online meeting with the Chief Secretaries (CS) /Additional CS, Secretary RD, and heads of all concerned line departments and discussed the roll-out plan for *Nayi Chetna 3.0* and participation of line departments. Simultaneously, the IEC resource kit was shared with the States, the translation (in regional language), printing, and dissemination of all materials were done by the respective DMMU (District Mission Management Unit) till the VO level. States were further directed to develop, curate, and collate IEC materials relevant to their local context.

Before the launch of *Nayi Chetna 3.0*, an *Orientation on the Gender Campaign* was conducted for the Gender Campaign State Nodals and the MIS coordinators from all 34 states and union territories (UTs). This

orientation was led by the Joint Secretary and the Deputy Secretary. During the meeting, participants received training on how to enter data regarding daily activities at various levels, from the state down to Self-Help Groups (SHGs), throughout the campaign period. The training covered the activities to be conducted during the campaign and the process for logging data on the type of activities, the number of participants, and the types of participants attending these activities.

Participants who received this training were instructed to provide training to district, block, Community-Led Federation (CLF), and Village Organisation (VO) members involved in the campaign. Those selected for data entry also received training on using the MIS data entry portal. Links, login IDs, and manuals were shared with the states to ensure that data entry personnel had access to the portal for data input.

The National Mission Management Unit (NMMU) ensured that training on the Gender Campaign and Campaign MIS was provided to all involved members. Training sessions for district and block users of the Gender Campaign MIS were held in collaboration with state nodals, NMMU, and IWWAGE. Some states, like Andhra Pradesh, Bihar, and Maharashtra, required training for over 500 individuals and were organised into two batches. While states such as Himachal Pradesh, Mizoram, and Nagaland were clubbed together for training sessions. In total, more than 6,600 participants were trained during 21 sessions conducted from November 11 to 14 and November 18 to 21, 2024, with multiple training sessions held each day.



Launch Event

On November 25th, 2024, the Union Ministers of Rural Development and Agriculture & Farmers' Welfare, Shri Shivraj Singh Chouhan, and the Union Minister of Women and Child Development, Smt. Annapurna Devi, as well as State Ministers of Rural Development, Shri Kamlesh Paswan and Dr. Chandra Sekhar Pemmasani, inaugurated the third edition of the *Nayi Chetna*, Pahal Badlaav Ki, in New Delhi. This comprehensive month-long initiative is aimed at combating gender-based violence across the nation. Additionally, the inauguration of 227 new Gender Resource Centres across 13 states was a significant milestone in the campaign's efforts.

Nayi Chetna 3.0 represents a collaborative endeavour that embodies the "Whole of Government" approach, facilitating participation from nine distinct Ministries and Departments. These include the Ministry of Women and Child Development, the Ministry of Health and Family Welfare, the Department of School Education and Literacy, the Ministry of Home Affairs, Ministry of Panchayati Raj, the Ministry of Social Justice and Empowerment, Ministry of Youth Affairs and Sports, the Ministry of Information and Broadcasting, and the Department of Justice.

The primary objectives of *Nayi Chetna 3.0* primarily focused on empowering local institutions to take assertive measures against violence through convergence,



along with raising awareness of various forms of gender-based violence, fostering community engagement and advocacy for action, and ensuring access to support mechanisms for timely assistance. The campaign's slogan, "**Ek Saath, Ek Awaaz, Hinsa Ke Khilaaf**," encapsulates the call for collective action, emphasising the necessity of collaboration through convergence efforts that adopt a holistic societal and governmental approach⁹.

During the launch of *Nayi Chetna 3.0*, over **597,376** participants participated from the state to the CLF level, as reported by MIS. Among all the activities conducted, the Gender Pledge demonstrated significant outreach, being organised over **380,000** times across various state levels. Furthermore, approximately **290,000** foundational training sessions focused on gender concepts were conducted. These efforts also encompassed around

130,000 Self-Help Group (SHG) meetings addressing local gender-related issues, alongside more than **110,000** public gatherings aimed at generating awareness regarding gender-based violence (GBV).

Preparation at the State Level

Each State appointed a nodal person to coordinate the activities of the Gender Campaign. Under the overarching theme of Gender-Based Discrimination and Violence, the States identified context-specific issues through consultations with cluster-level federations (CLFs) and Core Committee Members, which include civil society organisation (CSO) partners, National Resource Persons (NRPs), local NGOs, experts, and relevant line departments. The states also established guidelines for implementation up to the Block Mission Management Unit (BMMU)

⁹ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2077020>



level, directing the organisation of orientations for CLF Executive Committee/ Organisational Block members, Social Action Committee (SAC) members, and Community Resource Persons (CRPs) to ensure effective execution. **Each State formulated a state action plan to organise week-by-week activities during the campaign period, extending down to the Self-Help Group (SHG) level.** Additionally, the states proactively developed joint strategies with line departments, and some even conducted inter-departmental consultations to plan collaborative activities.

State-Wise Action Plans

The *Nayi Chetna* Gender Campaign 3.0 has been designed to tackle GBV, gender discrimination, and related social issues through structured, multi-tiered governance models in all Indian states and UTs. While the core objectives remain consistent across all states, the approach, focus areas, and implementation strategies differ according to regional priorities and governance structures. The respective state action plans for *Nayi Chetna* 3.0 were provided by the State Rural Livelihood Missions (SRLMs). These plans helped the research team gain a better understanding of the local context and preparation in each state, and they also informed discussions with research participants. Below, we present a summary of each state's action plan, along with a comparative analysis of the action plans from Assam, Maharashtra, Nagaland, Puducherry, and Tamil Nadu.

A. Assam

Assam's implementation of the National Gender Campaign 3.0 was meticulously planned to ensure efficiency and effectiveness across multiple governance levels. Preparatory activities included issuing official guidelines, translating IEC materials into local languages, and conducting specialised training sessions for key stakeholders, such as Gender Resource Centres (GRCs), CLFs, and Community Resource Persons (CRPs). Legal literacy programmes introduced on women-related laws, financial readiness was ensured through fund disbursement and physical verification of GRCs. Clearly defined roles and responsibilities streamlined accountability with the State Mission Management Unit (SMMU) overseeing implementation, the District Mission Management Unit (DMMU) handling coordination and funding, and the Block Mission Management Unit (BMMU) managing grassroots-level awareness campaigns. Community organisations like CLFs, Village Organisations (VOs), and Self-Help Groups (SHGs) played a vital role in mobilisation, while Panchayati Raj Institutions (PRIs) and Civil Society Organisations (CSOs) contributed to governance integration, outreach, and advocacy efforts.

A multi-tiered outreach strategy ensured widespread engagement through awareness drives, capacity-building workshops, and institutional strengthening initiatives. District and block-level action plans guided implementation, while

Naari Xuraksha Kokh meetings facilitated discussions on gender-based violence (GBV). Training sessions for SHGs and community members focused on safety measures and helpline resources. Convergence with the Education Department was initiated to orient on spreading awareness among adolescent boys and girls on menstrual hygiene and good touch and bad touch programmes, and launched a '**Back to School**' Campaign. The activities included gender pledge ceremonies, awareness rallies, and media outreach, reinforced by district-level convergence meetings with key government departments.

At the state level, **ASOMI Saras Mela** was organised from 30th November to 15th

December in Guwahati and Dibrugarh, which also became a platform to raise awareness on GBV. During the *Saras mela*, one day was dedicated to the theme of GBV, which focused on engaging men and boys. The platform served to amplify the Campaign messages. Institutional sustainability was a priority, achieved through interdepartmental coordination and the establishment of Gender Resource Centres (GRCs) across 40 CLFs, serving as local hubs for GBV reporting, legal aid, and counselling. Additionally, Local Committees (LCs) were formed to ensure accessible legal redressal mechanisms, strengthening Assam's commitment to gender equity and long-term systemic change.



B. Maharashtra

Maharashtra's implementation of the *Nayi Chetna* Gender Campaign 3.0 followed a structured, phased approach to effectively address gender-based violence (GBV) through awareness, institutional strengthening, and grassroots mobilisation. The campaign commenced with the **Preparatory Phase**, where the State Mission Management Unit (SMMU) issued official guidelines, monitored district-level activities, translated IEC materials into local languages, verified funding for Gender Resource Centres (GRCs), and emphasised digital and media promotions. At the district level, nodal officers were appointed, oversight committees were formed, and interdepartmental coordination was facilitated through letters from District Collectors. Block Mission Management Units (BMMUs) led community sensitisation efforts by appointing Block Anchors and disseminating resource materials. Meanwhile, CLFs and VOs developed action plans, organised awareness events like

rallies and wall paintings, and conducted pledge-taking ceremonies within Self-Help Groups (SHGs).

The **Mid-Preparatory Phase** strengthened campaign efforts by training GRC Steering Committees, finalising district-wise action plans, and mobilising Community Cadres for grassroots implementation. Gender Action Plans were disseminated, and Gender Forums were established at the Gram Panchayat level. The **Campaign Implementation Phase** saw the inauguration of new GRCs, the launch of awareness activities like social media promotions and film screenings, and the establishment of Internal Committees (ICCs). Trainings on the Prevention of Sexual Harassment (POSH) and gender mainstreaming were conducted. Trainings were complemented by street plays, themed sports events, and public awareness initiatives. The campaign concluded with a progress evaluation, Gender Pledge ceremonies, and the inauguration of additional GRCs, ensuring a sustainable impact on gender advocacy and institutional mechanisms in Maharashtra.





C. Nagaland

The *Nayi Chetna* Gender Campaign 3.0 in Nagaland aimed to combat GBV, enhance legal awareness, and encourage community-led advocacy through a structured, multi-tiered approach. Launched on November 25, 2024, with activities running from January 6 to February 6, 2025, the campaign systematically engaged institutions from the SMMU down to SHGs led by the Nagaland State Rural Livelihoods Mission (NSRLM). The preparatory phase focused on establishing policy direction, mobilising resources, and training community institutions on GBV-related legal frameworks and support systems. Consultative workshops at district and block levels facilitated collaboration among NGOs, legal service authorities, police, and healthcare providers to ensure a cohesive response to GBV.

Social media platforms amplified gender awareness messages, while Internal Committees (IC) were formed across Mission Management Units (MMUs) alongside orientation sessions on the Prevention of Sexual Harassment (POSH) Act. Additionally, the contributions of Gender Champions were recognised, and interdepartmental coordination was strengthened to align the campaign with government policies. The Campaign's implementation plan focused on three key stages: *building awareness, fostering community-led action, and strengthening institutional support*. Awareness-building efforts included training sessions for SHGs, Village Level Organisations VLOs CLFs, and Gender Resource Centres (GRCs) on identifying and addressing violence.

Nagaland took a bottom-up approach where the GPP collective, SAC, and Gender Forums selected prioritised issues in their areas. Students' union, women and youth organisations, and the Church were mobilised for greater community outreach.

District and block-level mission units worked with law enforcement and legal bodies to enhance support mechanisms. As the campaign progressed, community-led initiatives such as rallies, public meetings, and village-level Gender Forums increased engagement, while success stories and case studies reinforced gender advocacy. SHGs played a crucial role in organising pledge-taking activities and discussions on gender rights. The final phase emphasised institutional convergence, linking GRCs with One Stop Centres, police, healthcare services, and legal institutions to create a strong referral network. Additionally, frontline workers, including police officers, medical professionals, and community health workers, received gender training, while SHGs continued peer-learning activities to ensure sustained grassroots involvement in gender-sensitive interventions.

D. Puducherry

The *Nayi Chetna* Gender Campaign 3.0 in Puducherry aimed to combat gender-based discrimination and violence (GBD&V) by promoting gender awareness, legal literacy, and community-driven initiatives through a structured multi-tiered approach. Led by the Puducherry State Rural Livelihoods Mission (PSRLM), the campaign engaged stakeholders from the State Mission Management Unit (SMMU) down to Self-Help Groups (SHGs). The



preparatory phase involved appointing a Nodal Person, formulating action plans, and translating and distributing Information, Education, and Communication (IEC) materials. Orientation sessions were held for officials, while a multi-departmental meeting with key government agencies and NGOs strategised interventions. The campaign was officially launched with a Gender Pledge, a mega rally, and a Women's Conference on GBV and legal literacy. Additional initiatives included the release of a book on women's welfare schemes, distribution of emergency contact numbers, recognition of Gender Community Resource Persons (CRPs) and Gender Point Persons (GPPs), and the inauguration of a gender-based enterprise for transgender individuals.

The campaign's implementation followed a tiered structure, beginning at the BMMU level with rallies, orientation sessions on GBV and the Prevention of Sexual Harassment (POSH) Act, and cybercrime awareness workshops. Block Level Federations (BLFs) contributed through Gender Fund Contribution Day, legal awareness programmes, and large-scale rallies. Panchayat Level Federations (PLFs) activated Gender Forums, hosted Rangoli competitions promoting gender equality, and organised community workshops on domestic violence. SHGs played a crucial role in grassroots advocacy, conducting awareness meetings, collecting gender-related issues, and arranging legal camps through PLFs. They also held symbolic village rallies using mud lamps and prominently displayed emergency contact numbers in households.

At the Block level, workshops on awareness of cybercrime were organised with the Police Department. Puducherry leveraged public infrastructure by displaying community posters on government buses (Puducherry Road Transport Corporation). Through these efforts, the campaign fostered institutional collaboration and grassroots engagement, ensuring a widespread and sustained impact against gender-based violence and discrimination.

E. Tamil Nadu

The *Nayi Chetna* Gender Campaign 3.0 in Tamil Nadu sought to address GBV, gender discrimination, and related social issues through a structured, multi-level approach. The preparatory phase involved translating IEC materials into Tamil, issuing advisory notifications, and conducting virtual orientation sessions for stakeholders. A key focus was on interdepartmental collaboration and capacity-building, ensuring all governance levels were well-prepared to execute the campaign effectively. State-level orientation sessions were held for BMMU staff and district officials, laying the groundwork for widespread awareness and action.

The campaign's implementation involved a phased approach, beginning with GBV orientation sessions at various governance levels, followed by district-level stakeholder meetings to promote collaboration. Public awareness campaigns featured processions, film screenings, and cultural events to engage communities in gender-related discussions. Special initiatives addressed social issues and broader social



concerns, including child protection, drug abuse, and child marriage, while observances like the International Day of Persons with Disabilities promoted inclusivity. Community engagement was emphasised through pledge-taking ceremonies, legal rights awareness sessions, survivor storytelling, street plays, and yoga programmes. The campaign concluded with a week of community mobilisation, including

rallies, performances, and discussions, reinforcing the importance of collective action against GBV. By integrating awareness with advocacy and community participation, the campaign aimed to foster lasting change in attitudes and behaviours toward gender equality in Tamil Nadu.



ANNEXURE 2: KEY CHANGES AND LEARNINGS ACROSS PHASES

Each phase of *Nayi Chetna* introduced a progressive and subsequent way to shift the dialogue from creating awareness and mobilisation (*Nayi Chetna* 1.0) to strengthening support mechanisms and reporting structures (*Nayi Chetna* 2.0), and ultimately embedding gender equality within governance and policy frameworks (*Nayi Chetna* 3.0). The planning and execution of the *Nayi Chetna* Chapter

is expected to map some of the priority areas that need attention in programme planning and budgeting. Thus, the action-packed one month of the Campaign brings different stakeholders and programme professionals for planning, implementation, and data feeding in the MIS, which serves as a platform to identify key areas for the annual plan.



Aspect	Nayi Chetna 1.0 (2022)	Nayi Chetna 2.0 (2023)	Nayi Chetna 3.0 (2024)
Focus Area	Awareness and Mobilisation	Reporting and Institutional Strengthening	convergence and strengthening institutional platforms
Key Stakeholders	SHGs, SRLMs, PRIs, Media, CSO	SHGs, SRLMs, PRIs, CSOs, Ministries	SRLMs, SHGs, CSO, PRIs, Ministries, Policy- makers
Main Activities	Awareness campaigns, social media outreach	Reporting mechanisms, support of federations and groups, convergence strategies	PRIs, Ministries/ Departments
What was intended to achieve	Breaking the silence on GBV	Encouraging reporting and strengthening redressal mechanisms	Policy alignment and convergence, capacity-building,



ANNEXURE 3: TOTAL NUMBER OF ACTIVITIES CONDUCTED IN YEAR 2 AND YEAR 3 IN THE STATES AND UTS DURING THE NATIONAL GENDER CAMPAIGN

State/UTs	Year 3	Year 2
Andhra Pradesh	262023	74847
Arunachal Pradesh	67	599
Assam	16873	4482
Bihar	125137	111904
Chhattisgarh	24084	10373
Goa	60	11
Gujarat	10427	4869
Haryana	0	2
Himachal Pradesh	2448	849
Jammu And Kashmir	2663	90
Jharkhand	88551	22661
Karnataka	167881	372801
Kerala	45967	20334
Ladakh	254	45
Madhya Pradesh	20718	956
Maharashtra	67988	15046
Manipur	383	1105
Meghalaya	1022	62
Mizoram	1131	165
Nagaland	1295	1030
Odisha	26887	26697
Punjab	2070	0
Rajasthan	81026	63708
Sikkim	997	52
Tamil Nadu	329116	210015
Telangana	34887	777
Tripura	347	490



State/UTs	Year 3	Year 2
Uttar Pradesh	802	153
Uttarakhand	1311	344
West Bengal	686	3994
Andaman And Nicobar	90	211
Lakshadweep	3	0
Puducherry	91	486
The Dadra and Nagar Haveli & Daman and Diu	6	0
Total	1317291	948461



ANNEXURE 4: SHG LEVEL GENDER CAMPAIGN ACTIVITIES, AND PARTICIPANTS COVERED

S.No.	SHG Level Activities	Number of VOs submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Conducting Gender Pledge	32,584	2,90,538	63,30,520
2	Identification of GPP at SHG	11,266	70,987	15,25,567
3	Organising Basic training on Gender concepts	24,760	2,43,023	47,30,443
4	Organising Rangoli Making Event	15,303	1,07,808	20,47,270
5	SHG meeting themed on local gender issues	16,062	1,31,215	22,10,846
6	Any Other Activity*	4,530	29,370	7,70,614
	Total		2,90,538	1,76,15,260

Note: * Any Other Activity includes Signature Campaign, Dance Competition, Mehendi Competition, Flash Mob

ANNEXURE 5: VO LEVEL GENDER CAMPAIGN ACTIVITIES REPORTED, AND THE NUMBER OF STAKEHOLDERS WHO PARTICIPATED

S.No.	VO Level Activity	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Awareness training of VO-SAC, EC, OB on GBV, Basic concepts of Sex and Gender, division of labour, mobility, gender, and livelihood	14,206	25,966	11,66,127
2	Conducting Bal Sabha	7,163	13,138	5,92,469
3	Conducting Gender Pledge	34,470	75,068	34,69,305
4	Experience sharing in public meetings, small groups, and forums during VO meetings	8,338	14,112	6,32,455
5	Extra-curricular activities/ Interaction with youth- activities in schools themed on gender equality and ending gender stereotypes	2,818	6,045	3,36,548
6	Felicitation of Gender Champions	3,821	6,600	3,11,147
7	Gender forum meeting at the Panchayat level	7,688	13,370	5,92,770

S.No.	VO Level Activity	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
8	Group discussion with men, boys, and community leaders as allies for promoting gender equality	4,136	7,209	3,47,096
9	Interactive and participatory activity through Gender Sensitisation Tools	2,325	4,338	2,06,038
10	Mandatory training of VOs, EC, OB, SAC on understanding GBV (different forms of violence, different place of violence, and support systems available)	4,006	6,803	2,98,333
11	Nukkad natak/Cultural events	1,402	2,662	1,36,555
12	Organising Abhisharan Shivir community interface with service providers- PRI members, Police and legal aid, front-line workers, and Line Departments	9,589	30,406	18,27,771
13	Organising Awareness Rallies	28,337	61,851	31,69,626
14	Organising Legal Awareness Camp	5,159	8,874	4,59,282
15	Organising Night Walk with candles	6,810	12,584	6,49,411

S.No.	VO Level Activity	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
16	Organising Rangoli Making Event	13,701	25,691	10,43,390
17	Orientation of VO members on safety measures, schemes, helpline numbers, and functionaries responsible for facilitating support against GBV	3,475	5,292	2,58,567
18	Safety Audits	2,164	3,952	1,97,452
19	Screening of films on gender sensitisation	1,534	2,989	1,50,646
20	Sport activities	3,289	6,016	2,59,561
21	Sports for SHG members- themed on breaking barriers	1,639	3,179	1,53,396
22	VO general body meeting to discuss local issues of Gender Based Discrimination and violence	8,081	14,247	5,86,694
23	Wall painting on themes of gender equality	2,060	4,022	1,77,128
24	Any Other Activity*	3,213	5,977	3,02,132
	Total		3,60,391	1,73,23,899

Note: * Any Other Activity includes Gender Quiz, Flash Mob, Poster Campaign, Signature Campaign

ANNEXURE 6: CLF LEVEL GENDER CAMPAIGN

ACTIVITIES REPORTED, AND THE NUMBER OF STAKEHOLDERS WHO PARTICIPATED

S.No.	CLF Level Activities	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Conduct Special Gram Sabha with support of PRI on addressing GBV	635	1,028	45,546
2	Conducting Gender Pledge at public gatherings	3,910	7,759	3,67,701
3	Convergence activity between all institutional mechanisms and service providers	584	939	40,343
4	Extra-curricular activities/ Interaction with youth- activities in schools themed on gender equality and ending gender stereotypes	451	784	39,399
5	Felicitation of Gender Champions	813	1,422	67,088
6	Group discussion with men, boys, and community leaders as allies for promoting gender equality	841	1,241	56,222
7	Initiation of CLF Gender Fund	478	913	41,329
8	Interactive and participatory activity through Gender Sensitisation Tools	358	542	21,128
9	Linking CLFs with Local Complaints Committee	439	661	27,372
10	Mahila Sabhas in collaboration with PRI	405	588	24,172



S.No.	CLF Level Activities	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
11	Mandatory Awareness training of CLF-SAC. EC and OB members on GBV, Basic concepts of Sex and Gender, division of labour, mobility, gender, and livelihood	927	1,415	67,299
12	Mandatory meeting/training of CLF on understanding Gender Based Violence (different forms of violence, different place of violence, and support systems available)	843	1,294	53,527
13	Mandatory Panchayat forum meeting-CLFs to present campaign plan	385	594	23,719
14	Meeting with PRI to discuss strategies for locally identified issues	243	401	16,910
15	Miking of slogans	850	1,303	60,634
16	Nukkad Natak - street plays on Gender Based Violence	119	197	8,869
17	Organising Awareness Rallies	5,366	12,685	6,59,327
18	Organising Bal Sabha	1,065	1,992	96,495
19	Organising Legal awareness camp	1,408	2,266	1,09,686
20	Organising Rangoli Making Event	2,040	3,852	1,52,492
21	Orientation of all VOs within the CLF on safety measures, schemes, helpline numbers, and functionaries responsible for facilitating support against GBV	477	689	33,149

S.No.	CLF Level Activities	Number of CLFs submitted the data on the activities conducted	Number of activities conducted	Number of participants
22	Public gathering for awareness generation on Gender Based Violence	1,247	1,905	93,255
23	Safety audits with PRIs/ Youth	213	334	11,985
24	Screening of films on gender sensitisation	315	483	17,511
25	Sports for SHG members-themed on breaking barriers	401	640	23,981
26	Training and sensitisation of front-line workers	269	410	17,006
27	Training for strengthening Gender perspective and inter-linkages within institutional mechanisms (GPP, GPP Collective, VO SAC, CLF SAC, Forums, GRC).	521	833	38,329
28	Wall Painting	258	487	17,467
29	Any other Activity	650	1,776	69,075
	Total		49,433	23,01,016



ANNEXURE 7: BMMU LEVEL GENDER CAMPAIGN ACTIVITIES REPORTED, AND THE NUMBER OF STAKEHOLDERS WHO PARTICIPATED COVERED

S.No.	BMMU Level Activities	Number of blocks submitted the data on the activities conducted	Number of activities conducted	Number of participants
1	Abhisaran Shivir (Facilitating interface between CBO, PRI, and Line Departments or service providers)	606	2,002	1,43,642
2	Block-level felicitation of the Gender Champions	1,299	3,633	2,66,165
3	Conducting Gender Pledge at the block offices	1,608	5,148	3,88,298
4	Conducting Gender Pledge in Public gatherings	1,154	3,802	2,70,104
5	Consultative workshop with line departments	366	789	73,751
6	Engaging block-level influencers for key messaging	302	607	57,201
7	Gender Basic concepts training of all CRPs of all verticals	965	2,473	1,82,539
8	Legal literacy training (for all CLF EC/OB members, GRCs, and CRPs with support of DLSA/ NGOs/NRPs/WCD or para-legal volunteers)	483	1,204	89,369
9	Mandatory Block gender forum meeting chaired by BDO with participation of all CLF EC/OB and all line departments	277	751	59,515
10	Miking of Slogan	511	1,183	1,02,316
11	Organising a Public Gathering	820	2,274	1,73,839



S.No.	BMMU Level Activities	Number of blocks submitted the data on the activities conducted	Number of activities conducted	Number of participants
12	Presentation of CLF activity/Plans, and strategy to the Block forum	422	924	64,329
13	Social media key messaging	406	764	73,886
14	Training and sensitisation of line departments	264	530	52,952
15	Training of all CLF members for orientation on schemes, roles and responsibilities, and support services available by line various departments on GBV	526	1,231	85,067
16	Training of staff on POSH	431	956	70,030
17	Training of staff on Gender Based Violence	709	1,823	1,13,839
18	Any other Activity*	443	1,724	1,10,231
	Total		31,818	23,77,073



ANNEXURE 8: DMMU LEVEL GENDER CAMPAIGN ACTIVITIES REPORTED, AND THE NUMBER OF STAKEHOLDERS WHO PARTICIPATED

S.No.	DMMU Level Activity	Number of districts submitted data on the activities conducted	Number of activities conducted	Number of participants
1	Amplification of key messages on social media	121	240	27,678
2	Conducting Gender Pledge at the district office.	249	539	61,206
3	Consultative workshop on GBV with multiple stakeholders	125	213	28,209
4	District-level felicitation of Gender Champions	162	303	44,885
5	Documentation of Case stories/ Success stories	40	62	6,523
6	Engaging district-level influencers for key messaging	55	85	11,909
7	Gender sensitisation/ Training of staff with a focus on Gender Based Violence and remedial measures	172	332	40,704
8	Interface meeting between CLF leaders-line departments-DMMU	88	132	12,103
9	Linkage between GRC/CLFs and one-stop centres/ DLSAs	76	124	13,743
10	Training of staff on POSH	126	225	21,835
11	Any Other Activity*	97	329	48,282
	Total		2,584	3,17,077

Note: * Any Other Activity includes Auto rally, carnival play, District Level Dance Competition, District Level Gender Quiz, flash mob, Self Defence Training



ANNEXURE 9: SMMU LEVEL GENDER CAMPAIGN ACTIVITIES REPORTED, AND THE NUMBER OF STAKEHOLDERS WHO PARTICIPATED

S.No.	SMMU Level Activities	Number of states that submitted data on the activities conducted	Number of activities conducted	Number of participants
1	Amplification of key messages on social media	5	8	381
2	Conducting Gender Pledge	1	32	2,080
3	Consultation with all verticals on gender integration strategy	4	6	177
4	Consultative workshop on GBV with multiple stakeholders	9	7	569
5	Core Committee meeting	4	14	417
6	Gender sensitisation/ Training of staff with a focus on Gender Based Violence and remedial measures	8	16	956
7	Interdepartmental webinar for awareness of schemes to address GBV	1	12	2000
8	Interface meeting between CLF leaders-line departments-SMMU	2	5	287
9	State-level felicitation of Gender Champions	10	3	280
10	Training of staff on POSH	20	10	1,074
11	Training/ Workshop of frontline workers, service providers, line department functionaries, and other stakeholders	8	6	838
12	Any Other Activity*	7	16	7,175
	Total		124	16,234

Note: * Any Other Activity includes Gender Quiz & Debate, Inter Thematic Discussion Regarding Gender, Karaoke Singing programme, Media Workshop, State Level Tot



ANNEXURE 10: THEMES SELECTED BY SMMU LEVEL FOR THE NAYI CHETNA 3.0

State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Andhra Pradesh	Yes	Yes	Yes	Yes				4
Assam	Yes	Yes		Yes	Yes			4
Bihar							Yes	1
Chhattisgarh	Yes	Yes		Yes				3
Goa	Yes	Yes	Yes	Yes	Yes			5
Himachal Pradesh	Yes	Yes		Yes				3
Jammu And Kashmir	Yes		Yes	Yes	Yes	Yes	Yes	6
Jharkhand	Yes	Yes	Yes	Yes	Yes			5
Karnataka	Yes	Yes	Yes	Yes				4
Kerala	Yes				Yes			2
Madhya Pradesh	Yes	Yes	Yes	Yes			Yes	5
Maharashtra	Yes	Yes		Yes				3
Manipur	Yes	Yes		Yes				3
Meghalaya	Yes							1
Mizoram	Yes							1
Odisha	Yes	Yes	Yes	Yes	Yes			5
Puducherry	Yes	Yes			Yes			3
Punjab	Yes			Yes	Yes		Yes	4
Rajasthan	Yes	Yes		Yes	Yes			4
Sikkim	Yes				Yes		Yes	3
Tamil Nadu	Yes	Yes	Yes	Yes	Yes	Yes	Yes	7
Telangana	Yes	Yes	Yes	Yes				4
Uttar Pradesh	Yes	Yes	Yes	Yes				4
Uttarakhand	Yes	Yes	Yes	Yes	Yes	Yes		6
Total	23	17	11	18	12	3	6	

Note: Any Other category, includes themes such as the Drug abuse theme selected by Jammu And Kashmir and Tamil Nadu, School Dropout theme selected by Sikkim, work labour force participation theme selected by Bihar.



ANNEXURE 11: THEMES SELECTED BY DMMU LEVEL FOR THE NAYI CHETNA 3.0

State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Andhra Pradesh	13	5	4	4	4	3	2	35
Arunachal Pradesh	2	0	0	0	0	0	1	3
Assam	29	18	7	18	14	6	2	94
Bihar	20	14	10	9	10	10	0	73
Chhattisgarh	23	15	12	19	16	10	2	97
Goa	2	1	2	2	1	0	0	8
Gujarat	13	4	4	7	4	3	1	36
Himachal Pradesh	9	6	4	4	4	3	0	30
Jammu And Kashmir	12	7	9	8	10	10	5	61
Jharkhand	15	9	5	8	7	3	1	48
Karnataka	23	14	8	16	12	7	2	82
Kerala	11	2	0	2	1	1	4	21
Ladakh	1	1	0	1	1	0	0	4
Madhya Pradesh	38	21	18	22	15	14	3	131
Maharashtra	5	0	0	0	0	0	0	5
Manipur	4	1	1	1	1	1	1	10
Meghalaya	12	10	3	9	7	0	2	43
Odisha	2	2	2	2	2	2	0	12
Punjab	9	5	2	5	3	2	0	26
Rajasthan	26	16	10	17	12	9	2	92
Tamil Nadu	17	15	10	11	12	9	3	77
Telangana	1	1	0	0	0	1	0	3
Tripura	1	1	0	0	1	0	1	4
Uttar Pradesh	11	8	7	10	6	7	0	49

State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Uttarakhand	5	4	1	5	3	1	0	19
West Bengal	6	4	1	1	3	0	0	15
Total	310	184	120	181	149	102	32	

Note: Any Other category includes themes such as the Drug abuse theme selected by Rajauri, Kishtwar districts in Jammu and Kashmir, Transgender awareness programme theme selected by Thiruvananthapuram district in Kerala, the Health and Nutrition theme selected by Ramanagara district in Karnataka, and Warangal district in Telangana.

ANNEXURE 12: THEMES SELECTED BY BMMU LEVEL FOR THE NAYI CHETNA 3.0

State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Andaman And Nicobar	6	5	4	5	4	4	0	28
Andhra Pradesh	333	206	124	153	136	109	37	1,098
Arunachal Pradesh	9	5	3	8	4	2	5	36
Assam	164	121	52	114	82	39	18	590
Bihar	165	116	75	80	74	59	8	577
Chhattisgarh	71	50	42	54	37	22	7	283
Goa	4	0	0	0	0	0	1	5
Gujarat	83	41	34	52	22	11	12	255
Himachal Pradesh	64	25	18	32	20	15	7	181
Jammu And Kashmir	97	55	50	64	55	41	11	373
Jharkhand	157	101	78	90	75	56	14	571
Karnataka	151	102	59	89	48	29	5	483
Kerala	26	3	2	6	7	0	11	55
Ladakh	17	7	6	9	8	2	0	49
Lakshadweep								0
Madhya Pradesh	158	102	76	98	71	66	11	582
Maharashtra	75	45	34	47	29	25	5	260
Manipur	7	4	0	4	1	0	0	16
Meghalaya	31	22	11	16	19	6	2	107
Mizoram	11	3	2	3	3	2	1	25
Nagaland	28	8	1	14	5	0	0	56
Odisha	13	7	6	6	5	4	0	41
Puducherry	3	3	2	3	3	1	0	15

State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Punjab	71	27	13	26	18	9	3	167
Rajasthan	217	129	74	126	89	53	13	701
Sikkim	23	11	5	12	12	4	0	67
Tamil Nadu	337	148	90	117	112	58	22	884
Telangana	177	162	96	145	103	79	23	785
Tripura	11	11	4	8	7	0	4	45
Uttar Pradesh	48	34	32	38	28	22	6	208
Uttarakhand	54	38	21	44	23	17	2	199
West Bengal	52	46	20	35	30	21	7	211
Total	2,663	1,637	1,034	1,498	1,130	756	235	

Note: "Any Other" category, includes themes such as Child Labour (Tadepalle block in Guntur, Andhra Pradesh and Maynaguri block in Jalpaiguri, West Bengal), Domestic violence (Thrizino block in West Kameng, Arunachal Pradesh, Mahagama block in Godda, Jharkhand, and Maynaguri block in Jalpaiguri, West Bengal), School dropout (Thrizino block in West Kameng, Arunachal Pradesh), Dowry (Doongi block in Rajauri, Jammu And Kashmir), Drug abuse (Qazigund and Larnoo block in Anantnag, Jammu And Kashmir, Doda block in Doda, Jammu And Kashmir, Kakapora block in Pulwama, Jammu And Kashmir, Budhal New block in Rajauri, Jammu And Kashmir, Jubarajnagar block in North Tripura, Tripura, Samrala block in Ludhiana, Punjab, and Mahagama block in Godda, Jharkhand), Nutrition (Mall block in Lucknow, Uttar Pradesh, Birsing Jarua block in Dhubri, Assam, and Hili block in Dinajpur Dakshin, West Bengal).

ANNEXURE 13: THEMES SELECTED BY CLF LEVEL FOR THE NAYI CHETNA 3.0

State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Andaman And Nicobar	4	2	1	1	2	1	1	12
Andhra Pradesh	147	94	44	65	45	38	13	446
Arunachal Pradesh	3	2	0	2	2	0	0	9
Assam	515	363	155	343	237	118	38	1,769
Bihar	338	250	158	177	141	109	17	1,190
Chhattisgarh	234	175	151	178	130	77	26	971
Goa	1	0	0	0	1	1	0	3
Gujarat	235	117	109	137	72	45	37	752
Himachal Pradesh	79	37	30	39	25	15	2	227
Jammu And Kashmir	80	51	43	53	44	35	3	309
Jharkhand	481	329	217	242	211	129	41	1,650
Karnataka	2741	1954	982	1612	815	434	81	8,619
Kerala	504	109	43	94	86	25	39	900
Ladakh	6	2	1	4	2	0	2	17
Madhya Pradesh	484	330	234	312	230	199	29	1,818
Maharashtra	179	96	80	110	80	57	18	620
Manipur	7	5	0	6	3	0	0	21
Meghalaya	68	50	22	39	45	19	7	250
Mizoram	20	3	2	3	1	1	0	30
Nagaland	13	1	0	2	1	0	1	18
Odisha	227	123	66	77	70	43	2	608
Puducherry	2	1	0	1	1	1	0	6



State	Awareness on GBV	Child marriage	Female foeticide	Girls' education	Child sexual Abuse	Declining Sex Ratio	Any Other	Total
Punjab	47	26	24	28	21	17	2	165
Rajasthan	560	324	213	275	205	129	28	1,734
Sikkim	29	12	7	14	17	6	0	85
Tamil Nadu	810	349	204	252	198	88	29	1,930
Telangana	91	66	51	63	53	42	6	372
Tripura	30	26	13	23	19	5	4	120
Uttar Pradesh	64	32	27	35	23	17	6	204
Uttarakhand	34	11	15	19	7	2	0	88
West Bengal	82	58	32	53	49	22	4	300
Total	8,115	4,998	2,924	4,259	2,836	1,675	436	

Note: Any Other" includes these such as Cancer (Laskein block in West Jaintia hills, Meghalaya), Diabetes & Substances Abuse (Laskein block in West Jaintia Hills, Meghalaya, Kalacherra block in North Tripura, Tripura, and Mahagama block in Godda, Jharkhand), Alcohol ban, Dowry, Drug, Anaemia, Maternal and child Health and Nutrition, highlights a localised approach to gender advocacy.

ANNEXURE 14: GENDER CAMPAIGN ACTIVITIES, AND PARTICIPANTS COVERED IN ASSAM

S.No.	Activity	Number	Total participants
1	Total Activities	16,873	5,00,395
2	Abhisaran Shivar	68	3,555
3	Amplification of key messages on social media	32	1,967
4	Awareness Rallies	2,915	1,35,104
5	Bal Sabha	97	4,403
6	Basic Training On Gender Concepts	1,952	57,588
7	Conduct Special Gram Sabha With Support Of PRI On Addressing GBV	15	758
8	Consultative workshop on GBV	50	2,976
9	Convergence Activity Between All Institutional Mechanisms And Service Providers	8	436
10	District-level felicitation of Gender Champions	2	68
11	Documentation of Case stories/ Success stories	1	43
12	Engaging Influencers for Key Messaging	13	512
13	Experience Sharing in Public Meetings, Small Groups, and Forum During VO Meetings	228	7,947
14	Extra-curricular Activities/ Interaction with Youth-Activities in Schools Themed on Gender Equality and Ending Gender Stereotypes	41	1,718
15	Felicitations Of Gender Champions	152	9,103
16	Gender Forum Meeting	129	6,164
17	Gender Pledge	8,452	1,91,285
18	Gender sensitisation/ Training of staff with a focus on Gender Based Violence and remedial measures	9	484
19	Group Discussion with Men, Boys, and Community Leaders as Allies for Promoting Gender Equality	64	2,869
20	Identification Of GPP At SHG	251	2,866
21	Initiation Of CLF Gender Fund	18	706



S.No.	Activity	Number	Total participants
22	Interactive And Participatory Activity Through Gender Sensitisation Tools	17	738
23	Interface meeting between CLF leaders-line departments-DMMU	7	627
24	Legal Awareness Camp	136	6,158
25	Legal Literacy Training (for All CLF EC/OB Members, GRCs, and CRPs With Support of DLSA/ NGOs/NRPs/WCD Or Para Legal Volunteers)	9	451
26	Linkage between GRC/CLFs and one-stop centres/ DLSAs	8	321
27	Linking CLFs With Local Complaints Committee	4	210
28	Mahila Sabhas In Collaboration With PRI	12	862
29	Meeting With PRI To Discuss Strategies to Locally Identified Issues	8	413
30	Miking Of Slogan	57	2,916
31	Night Walk with Candles	182	7,702
32	Nukkad Natak - Street Plays on Gender Based Violence	25	1,059
33	Presentation Of CLF Activity/Plans and Strategy to Block Forum	15	1,148
34	Public Gathering for Awareness Generation on Gender Based Violence	145	9,108
35	Rangoli	332	8,393
36	Safety Audits	5	135
37	Screening Of Films on Gender Sensitisation	26	1,099
38	SHG Meeting Themed on Local Gender Issues	678	8,251
39	Sport Activities	44	1,364
40	Sports For SHG Members- Themed on Breaking Barriers	28	1,086
41	Training of staff on POSH	13	637
42	Wall Painting	28	930
43	Any Other	597	16,235

ANNEXURE 15: GENDER CAMPAIGN ACTIVITIES, AND PARTICIPANTS COVERED IN MAHARASHTRA

S.No.	Activity	Number	Total participants
1	Total Activities	67,988	10,04,507
2	Abhisaran Shivir	601	24,246
3	Amplification of key messages on social media	12	1,451
4	Awareness Rallies	1,281	45,460
5	Bal Sabha	362	11,338
6	Basic Training on Gender Concepts	17,395	2,57,670
7	Conduct Special Gram Sabha with Support of PRI On Addressing GBV	14	504
8	Consultative workshop on GBV	11	507
9	Convergence Activity Between All Institutional Mechanisms and Service Providers	9	384
10	District-level felicitation of Gender Champions	6	265
11	Engaging Influencers for Key Messaging	6	253
12	Experience Sharing in Public Meetings, Small Groups, and Forum During VO Meetings	370	12,333
13	Extra-curricular Activities/ Interaction with Youth-Activities in Schools Themed on Gender Equality and Ending Gender Stereotypes	165	6,262
14	Felicitations Of Gender Champions	200	7,315
15	Gender Forum Meeting	895	29,562
16	Gender Pledge	11,617	1,69,999
17	Gender sensitisation/ Training of staff with focus on Gender Based Violence and remedial measures	1	53
18	Group Discussion with Men, Boys, and Community Leaders as Allies for Promoting Gender Equality	167	5,641
19	Identification of GPP at SHG	3,142	34,942
20	Initiation of CLF Gender Fund	15	471



S.No.	Activity	Number	Total participants
21	Interactive and Participatory Activity Through Gender Sensitisation Tools	43	1,964
22	Interface meeting between CLF leaders-line departments-DMMU	1	53
23	Legal Awareness Camp	119	4,993
24	Legal Literacy Training (for all CLF EC/OB Members, GRCs, and CRPs with support of DLSA/ NGOs/NRPs/WCD or Para Legal Volunteers)	15	1,665
25	Linkage between GRC/CLFs and one-stop centres/ DLSAs	1	85
26	Linking CLFs with Local Complaints Committee	26	821
27	Mahila Sabhas In Collaboration With PRI	12	726
28	Meeting With PRI To Discuss Strategies to Locally Identified Issues	6	224
29	Miking Of Slogan	26	1,286
30	Night Walk with Candles	95	3,037
31	Nukkad Natak - Street Plays on Gender Based Violence	23	837
32	Presentation Of CLF Activity/Plans and Strategy to Block Forum	10	987
33	Public Gathering for Awareness Generation on Gender Based Violence	29	2,113
34	Rangoli	8,758	1,08,575
35	Safety Audits	59	1,909
36	Screening Of Films on Gender Sensitisation	23	728
37	SHG Meeting Themed on Local Gender Issues	21,372	2,45,257
38	Sport Activities	32	1,034
39	Sports For SHG Members- Themed on Breaking Barriers	77	2,526
40	Training of staff on POSH	14	1,730
41	Wall Painting	88	2,419
42	Any Other	890	12,882

ANNEXURE 16: GENDER CAMPAIGN ACTIVITIES, AND PARTICIPANTS COVERED IN NAGALAND

S.No.	Activity	Number	Total participants
1	Total Activities	1,295	22,958
2	Abhisaran Shivir	1	20
3	Amplification of key messages on social media	1	13
4	Awareness Rallies	91	3,514
5	Basic Training on Gender Concepts	165	2,746
6	Engaging Influencers for Key Messaging	3	69
7	Experience Sharing in Public Meeting, Small Groups, and Forum During VO Meetings	27	533
8	Extra-curricular Activities/ Interaction with Youth-Activities in Schools Themed on Gender Equality and Ending Gender Stereotypes	5	120
9	Felicitation of Gender Champions	5	68
10	Gender Forum Meeting	33	779
11	Gender Pledge	443	6,811
12	Group Discussion with Men, Boys, and Community Leaders as Allies for Promoting Gender Equality	9	223
13	Identification of GPP at SHG	3	38
14	Interactive and Participatory Activity through Gender Sensitisation Tools	3	60
15	Legal Awareness Camp	2	44
16	Legal Literacy Training (for All CLF EC/OB Members, GRCs, and CRPs With the Support Of DLSA/NGOs/ NRPs/WCD Or Para Legal Volunteers)	4	134
17	Night Walk with Candles	30	1,119
18	Public Gathering for Awareness Generation on Gender Based Violence	8	288
19	Screening Of Films on Gender Sensitisation	19	486
20	SHG Meeting Themed on Local Gender Issues	195	2,647
21	Training of staff on POSH	5	80
22	Any Other	243	3,166



ANNEXURE 17: GENDER CAMPAIGN ACTIVITIES, AND PARTICIPANTS COVERED IN PUDUCHERRY

S.No.	Activity	Number	Total participants
1	Total Activities	91	19,199
2	Abhisaran Shivar	1	80
3	Amplification of key messages on social media	3	1,500
4	Awareness Rallies	1	500
5	Basic Training on Gender Concepts	11	1,992
6	Consultative workshop on GBV	1	105
7	Convergence Activity Between All Institutional Mechanisms and Service Providers	1	115
8	Core Committee meeting	1	34
9	Experience Sharing in Public Meetings, Small Groups, and Forum During VO Meetings	1	75
10	Felicitation Of Gender Champions	1	120
11	Gender Pledge	37	7,138
12	Legal Awareness Camp	7	434
13	Miking Of Slogan	3	1,500
14	Public Gathering for Awareness Generation on Gender Based Violence	5	2,500
15	Rangoli	16	2,249
16	Training of staff on POSH	2	857

ANNEXURE 18: GENDER CAMPAIGN ACTIVITIES, AND PARTICIPANTS COVERED IN TAMIL NADU

S.No.	Activity	Number	Total participants
1	Total Activities	3,29,116	1,51,12,375
2	Abhisaran Shivir	3,416	2,16,822
3	Amplification of key messages on social media	179	23,427
4	Awareness Rallies	22,354	15,08,124
5	Bal Sabha	1,217	88,558
6	Basic Training On Gender Concepts	57,791	24,99,764
7	Conduct Special Gram Sabha With Support Of PRI On Addressing GBV	92	6,769
8	Consultative workshop on GBV	172	22,644
9	Convergence Activity Between All Institutional Mechanisms and Service Providers	87	6,124
10	Core Committee meeting	1	50
11	District-level felicitation of Gender Champions	45	11,894
12	Documentation of Case stories/ Success stories	9	744
13	Engaging Influencers for Key Messaging	133	13,051
14	Experience Sharing in Public Meetings, Small Groups, and Forums During VO Meetings	1,626	1,18,026
15	Extra-curricular Activities/ Interaction with Youth-Activities in Schools Themed on Gender Equality and Ending Gender Stereotypes	1,035	66,720
16	Felicitations of Gender Champions	2,079	1,69,987
17	Gender Forum Meeting	4,837	2,73,645
18	Gender Pledge	1,26,626	54,50,024
19	Gender sensitisation/ Training of staff with focus on Gender Based Violence and remedial measures	52	6,776
20	Group Discussion with Men, Boys, and Community Leaders as Allies for Promoting Gender Equality	1,338	84,947
21	Identification Of GPP At SHG	18,852	7,04,901



S.No.	Activity	Number	Total participants
22	Initiation of CLF Gender Fund	73	5,632
23	Interactive and Participatory Activity Through Gender Sensitisation Tools	443	26,740
24	Interface meeting between CLF leaders-line departments-DMMU	13	1,864
25	Legal Awareness Camp	2,605	1,74,471
26	Legal Literacy Training (for All CLF EC/OB Members, GRCs, and CRPs with Support Of DLSA/NGOs/NRPs/WCD or Para Legal Volunteers)	278	25,491
27	Linkage between GRC/CLFs and one-stop centres/ DLSAs	12	2,551
28	Linking CLFs With Local Complaints Committee	53	3,758
29	Mahila Sabhas In Collaboration With PRI	45	2,713
30	Meeting With PRI To Discuss Strategies to Locally Identified Issues	65	4,402
31	Miking Of Slogan	373	43,278
32	Night Walk with Candles	6,593	3,98,953
33	Nukkad Natak - Street Plays on Gender Based Violence	283	19,070
34	Presentation Of CLF Activity/Plans and Strategy to Block Forum	135	14,751
35	Public Gathering for Awareness Generation on Gender Based Violence	822	66,262
36	Rangoli	33,731	13,30,934
37	Safety Audits	798	54,284
38	Screening of Films on Gender Sensitisation	428	26,960
39	SHG Meeting Themed on Local Gender Issues	18,768	6,43,330
40	Sport Activities	918	49,517
41	Sports For SHG Members- Themed on Breaking Barriers	417	22,772
42	Training of staff on POSH	216	20,737
43	Wall Painting	668	36,100
44	Any Other	19,438	8,64,808











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IWWAGE
Institute for What Works to Advance Gender Equality



IWWAGE - An Initiative of LEAD at Krea University

Block M 6, Second Floor, Kharera,
Hauz Khas New Delhi, Delhi - 110016

 www.iwwage.org

