

NAYI CHETNA - PAHAL BADLAV KI (Awareness - Awakening - Action)

A community-led National Campaign against Gender-based
Violence and Discrimination

November 25, 2022 - December 23, 2023

THE NEW AWAKENING

An initiative to bring change

A Publication by DAY-NRLM, Ministry of Rural Development
and IWWAGE - an initiative of LEAD at Krea University

This Coffee Table Book presents snapshots of the roll-out of ‘Nayi Chetna’, a nation-wide community-led campaign against gender-based violence and discrimination that generated awareness, mobilized the masses and set institutions into action. The narrative and the photographs in the document intend to reflect the message of the first year’s theme ‘Equity and Gender-based Violence’ and make it loud and clear to the audience.



Campaign Goal: Advancing the agency and rights of women and gender diverse individuals, by addressing structural barriers for dignified living with no fear of discrimination and violence based on their gender and intersectional identities.

गिरिराज सिंह
GIRIRAJ SINGH



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Message

In a remarkable journey spanning over a decade, the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) has rallied approximately 10 crore women into the formidable force of 90 lakh Self Help Groups. It has forged 4.5 lakh Village Organizations and propelled forward with 30,000 Cluster Level Federations. These initiatives, while fostering economic and social empowerment for women, highlight the urgency to confront and eradicate gender-based subjugation. The "Nayi Chetna: PahalBadlaav Ki" campaign, a resounding clarion call from November 25 to December 23, 2022, stands as a testament to our unwavering commitment. This Coffee Table Book serves as a chronicle of the resolute impact of the campaign, indelibly etching its mark upon the fabric of our society.

The success of this campaign is a testament to the tireless endeavors of our community mobilisers, the steadfast members of Self Help Groups (SHGs), and the diverse group of stakeholders who united with a singular purpose—to create safe spaces for women and equip them with the necessary resources to rise against violence. The triumphs documented in this book are not just milestones; they embody the spirit of resilience, empowerment, and hope that define this remarkable campaign.

Every story within these pages is a clarion call for change, a reminder that collective effort can break the shackles that confine us. 'Nayi Chetna: PahalBadlaav Ki' was not just a movement; it was a promise of a better tomorrow. It was a vision that took root in the hearts of communities, igniting conversations, eradicating stigmas, and fostering empathy. This campaign was a step towards a world where every woman can walk without fear, with her head held high, and her dreams unbound.

In the chapters that follow, we will encounter tales of women who found their voice, who emerged from the shadows of violence, and who stood strong in the face of adversity. These stories are our collective narrative of hope, and they pave the way for a society that acknowledges the strength within each individual. As we celebrate the triumphs of this campaign, we must also recognize that this is a continuous journey. Our resolve remains unshaken—to strive for a world that celebrates equality and rejects violence in all its forms.

Let us continue to be the torchbearers of change, standing united against gender-based violence. Let us ensure that the light of 'Nayi Chetna: Pahal Badlaav Ki' continues to shine brightly, illuminating the path to a safer, more inclusive world.

Special thanks to the DAY-NRLM and IWWAGE for their collaboration in bringing this narrative to life.

With warm regards,

(GIRIRAJ SINGH)

साध्वी निरंजन ज्योति
SADHVI NIRANJAN JYOTI



उपभोक्ता मामले,
खाद्य और सार्वजनिक वितरण एवं
ग्रामीण विकास राज्य मंत्री
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Dear Friends,

In the annals of social transformation, 'Nayi Chetna: Pahal Badlaav Ki' etches a significant chapter. A campaign set in motion by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) from 25th November to 23rd December 2022, this movement was an ode to change, a resolve to combat gender-based violence, and an endeavor to script a future where every woman's journey is defined by safety, respect, and equality.

The chronicles enshrined in this coffee table book unveil a profound narrative of dedication, resilience, and triumph. The success of this campaign is a collective achievement, a tribute to the relentless work of our community mobilisers, the unwavering spirit of Self Help Groups (SHGs) members, and the steadfast support of numerous stakeholders. Their commitment to carve out safe spaces for women and empower them with knowledge and resources stands as a beacon of hope and progress.

'Nayi Chetna: Pahal Badlaav Ki' resonated with the beating heart of our nation. It was not just an initiative; it was a catalyst for change. It encouraged communities to unite, to challenge stereotypes, and to shatter the barriers that have held us back. It sparked conversations and awakened a collective conscience that now propels us towards a society where every woman's voice matters.

The stories within this book are not merely narratives; they are testaments to the power of resilience and determination. They depict the journey of women who have risen above adversity, who have found strength in unity, and who have inspired change. Each story is a stepping stone towards a world where no woman lives in fear and every voice finds an echo.

As we immerse ourselves in the narratives, let us recognize that this is not the culmination but the beginning of a journey. A journey where 'Nayi Chetna: Pahal Badlaav Ki' lives on as a guiding light, urging us to strive for a more inclusive and compassionate society. Let us ensure that the echoes of this campaign reverberate through the corridors of progress, empowering women and transforming lives.

We extend our heartfelt appreciation to the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) and IWWAGE for their invaluable partnership in presenting this narrative of empowerment.

With warm regards,

[Sadhvi Niranjana Jyoti]

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FOREWORD

Within the tapestry of societal evolution, certain threads are woven with intent and purpose. The campaign 'Nayi Chetna: Pahal Badlaav Ki,' undertaken by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) from 25th November to 23rd December 2022, was one such transformative thread. It symbolized a clarion call to eradicate gender-based violence and instigate a ripple of change that would resonate across the nation.

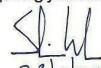
As we unveil this coffee table book, we step into a world where narratives speak louder than words. The success of this campaign reverberates in the stories captured here - a medley of tales that define resilience, courage, and the triumph of the human spirit. Each tale is a chapter in the larger story of a movement that sought to empower, educate, and enlighten.

The triumphs documented within these pages are a result of the tireless efforts of our community mobilisers, the resilient members of Self Help Groups (SHGs), and the various stakeholders who joined hands to create an ecosystem of support for women. Their collective dedication not only ensured the success of the campaign but also fueled the dream of a society where women are no longer shackled by fear and violence.

'Nayi Chetna: Pahal Badlaav Ki' was a canvas where every stroke represented the hopes, dreams, and aspirations of countless individuals. It was more than just a campaign; it was an expression of our determination to challenge the norms and carve a niche where equality and respect reign supreme. It encouraged dialogue, shattered silence, and set the stage for a more compassionate world.

As we traverse through the narratives presented in this book, let us be inspired by the resilience of those who stood strong. Let us carry forward the torch of change, nurturing the seeds sown during this campaign. For the echoes of 'Nayi Chetna: Pahal Badlaav Ki' must resonate not just today but tomorrow, ensuring a brighter future where the shadows of violence have no place.

Our sincere gratitude to the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) and IWWAGE for their collaborative effort in encapsulating this inspiring journey.


23/11/23
[Shailesh Kumar Singh]

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Dear Readers,

In the realm of societal transformation, few endeavours hold the potential to redefine our collective narrative. The campaign 'Nayi Chetna: Pahal Badlaav Ki,' an initiative against gender-based violence by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) from 25th November to 23rd December 2022, stands as a poignant example of such a transformative endeavour.

As we navigate through the pages of this coffee table book, we journey through tales of courage, tenacity, and hope. The success of this campaign is not just a story—it is a testament to the unrelenting dedication of our community mobilisers, the steadfast commitment of Self Help Group (SHG) members, and the unwavering support of the stakeholders who have worked in harmony to create safe spaces for women. Their efforts have propelled us towards a more equitable and secure society.

'Nayi Chetna: Pahal Badlaav Ki' was more than a movement; it was a call to conscience, a call to action. It ignited a spark within communities, sparking conversations, dispelling myths, and challenging stereotypes. This campaign urged us to envision a world where every woman can step out of the shadows of violence and embrace a future filled with promise and opportunity.

The stories encapsulated in this book echo the sentiments of empowerment and the strength of unity. They underscore the potential of collective action, illustrating that when we stand together, we can overcome the gravest of challenges. Each story is a testament to the indomitable spirit of women, who have found their voice and emerged as beacons of change.

As we turn the pages, let us acknowledge that this is not the end but a prologue to a greater journey. 'Nayi Chetna: Pahal Badlaav Ki' is an eternal flame that must continue to illuminate our path, leading us towards a society that thrives on equality, respect, and compassion. Let us ensure that the essence of this campaign lives on, transforming lives and creating a lasting impact.

Heartfelt thanks to the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) and IWWAGE for their collaborative vision in weaving this narrative of hope.

Best regards,

[Charanjit Singh]

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Esteemed Readers,

The campaign 'Nayi Chetna: Pahal Badlaav Ki' marked a significant juncture in the collective consciousness of our society. It was a stirring initiative against gender-based violence, orchestrated by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) from 25th November to 23rd December 2022. This campaign was not just a journey; it was a catalyst for change, a beacon that lit the path towards a future where women live free from the shadows of violence.

This coffee table book stands as a testament to the triumph of this movement. It encapsulates the stories of resilience, the spirit of unity, and the resounding success of the campaign. It is a testament to the unwavering dedication of our community mobilisers, the relentless effort of Self Help Groups (SHGs) members, and the unswerving support of the stakeholders who stood as pillars of strength, advocating for a society where women feel safe and empowered.

'Nayi Chetna: Pahal Badlaav Ki' was more than just an initiative—it was a promise of a brighter tomorrow. It was an invitation to challenge the norms, to break the barriers, and to shatter the silence surrounding gender-based violence. It kindled a flame within the hearts of communities, driving long overdue conversations.

The stories within this book are tales of empowerment and courage. They are a glimpse into the lives of women who have emerged stronger, who have stood tall against adversity, and who have inspired change. Each story is a chapter in the evolving narrative of a society that refuses to be bound by the chains of violence.

As we immerse ourselves in the narratives, let us recognize that this is a journey that must continue. The echoes of 'Nayi Chetna: Pahal Badlaav Ki' should reverberate in our actions, urging us to advocate for change, challenge the status quo, and nurture a world where every woman can walk without fear.

Special thanks to the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) and IWWAGE for jointly envisioning and crafting this empowering narrative.

Warm regards,


[Smriti Sharan]

Acknowledgements

The Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) and the Initiative for What Works to Advance Women and Girls in the Economy (IWWAGE) at LEAD have partnered to prepare this coffee table book to celebrate the journey through the month-long campaign - **Nayi Chetna - Pahal Badlav Ki**. The campaign is conceptualized to create awareness on Gender-Based Violence. The Campaign is not limited to only DAY-NRLM institutions but intersects with other line departments.

DAY-NRLM would like to extend special thanks to all the State Rural Livelihood Missions (SRLMs) for their kind support in conducting the activities, raising awareness, and the successful implementation of the campaign. DAY-NRLM would also like to extend gratitude to the SRLMs of Tamil Nadu, Puducherry, Odisha, Meghalaya, and Madhya Pradesh for their support in coordinating the interviews, and logistics to ensure these activities are captured.

Nayi Chetna was truly a community-led campaign and the programme team would like to thank everyone who was part of the campaign at all levels: district, block, states, Village Organizations (VOs), Cluster Level Federations (CLFs) and Self-Help Groups (SHGs). We also received constant support throughout the campaign from our partners such as PCI India, Roshni, and UNICEF.

The effort of IWWAGE is appreciated in bringing this Coffee Table Book collating the lived experiences of the women and the perceptions of the SRLMs during the campaign tenure. IWWAGE is an initiative of LEAD, an action-oriented research centre of IFMR Society (a not-for-profit society registered under the Societies Act). LEAD has strategic oversight and brand support from Krea University (sponsored by IFMR Society) to enable synergies between academia and the research centre. IWWAGE is supported by the Bill & Melinda Gates Foundation. The findings and conclusions in this report are those of the authors and do not necessarily represent the views of the Bill & Melinda Gates Foundation.

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List of Abbreviations

BBMU	Block Mission Management Unit
CLF	Cluster Level Federation
CSO	Civil Society Organisation
DAY-NRLM	Deendayal Antyodaya Yojana- National Rural Livelihood Mission
DDMU	District Mission Management Unit
DLSA	District Legal Services Authority
GBV	Gender-based Violence
MoRD	Ministry of Rural Development
NMMU	National Mission Management Unit
SMMU	State Mission Management Unit
PRI	Panchayati Raj Institution
SAC	State Action Committee
SHG	Self Help Group
VO	Village Organisation

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FOREWORD

Deendayal Antyodaya Yojana- National Rural Livelihoods Mission is a flagship scheme of the Government of India being implemented by the Department of Rural Development. DAY NRLM is premised on the principles of social and economic empowerment. The program adopts a multi-pronged strategy to reduce poverty. The strategies include building institution of women, strengthening capacities and enabling access to productive resources by women for economic opportunities in both farm and non-farm sectors.

Targeted interventions have been put in place to ensure these institutions of poor women are able to address range of issues from rights and entitlements to gender-based violence (GBV). The institutions are significant in collectivizing the voices of women and build linkages with the governance machineries to find solutions to a range of issues that inflict the lives of women and girls in the community. However, addressing GBV calls for a concerted approach in creating awareness, consciousness and actions.

Since GBV is pervasive, it has adverse outcomes that limit women's expression and participation in private and public spaces. Thus, DAY NRLM adopted a unique way to engage with different stakeholders, including different institutions of women from village to block level like SHG, gender point person, gender forum, social action committee at cluster level federation, social action committee at village level organization, gender resource centre

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along with male members of the household, adolescent girls and boys and line departments, to create a consciousness around prevention and to find solutions to address GBV.

In the above context, an annual national-level Gender Campaign is planned for coming years to address gender issues. The first-year theme is based on Gender-based discrimination. The campaign is titled as a 'Nayi Chetna- Pahel Badlav Ki' was initiated from 25th November 2022, marking the International Day for Elimination of Violence Against Women and Girls to 23rd of December, 2022. The goal of the campaign was to advance the agency and rights of women and gender diverse individuals, by addressing structural barriers for dignified living with no fear of discrimination and violence based on their gender and intersectional identities.

I congratulate the efforts of the NMMU, IWWAGE, BMGF, UNICEF, ROSHNI Centre, Project Concern International (PCI) in implementing such a large-scale campaign, running across all 28 states and 8 Union Territories of India. I appreciate the efforts put in by our partners, community members, various line departments, CSO partners, and the fact that the campaign was actively executed by all levels including the State, District, Block engaging the Community Institutions along with the extended community. I look forward to many such successes in the future.



01

THE CONTEXT

A nation's development rests on the contribution that every individual makes to its economy with the fullest realization of one's potential and self-worth. However, gender-based inequality in acknowledging women's role and gender-based discrimination in the form of violence against women, girls and gender-diverse individuals, is one of the biggest deterrents to achieving self-growth, well-being and dignity. The impact is more acutely felt by the marginalized in rural and tribal settings. Gender based discrimination and violence thus deters nation's growth due to its physiological and psychological impact on individuals' capacities for self-growth and for nation building.

In view of the above context, the **Deendayal Antyodaya Yojana- National Rural Livelihood Mission (DAY-NRLM)** under the Ministry of Rural Development (MoRD), believes that gender sensitization and social action should be mainstreamed in its framework and systems, to enable institutions and processes, achieve sustainable social and economic development. To this effect, DAY-NRLM mobilizes poor women in general and also undertakes special mobilization efforts for reaching women in exploitative situations or occupations such as survivors of violence, trafficked women, single women, divorced, separated, devadasis, HIV +ve women etc. In alignment with its goal of gender mainstreaming, DAY-NRLM seeks to gear up on building institutions which support women towards gaining: a) Identity: positive self-image and dignity, b) Solidarity: voice, decision-making and feeling of not being alone, c) Capacity: knowledge, skills , resources and ownership, d) Access : rights, entitlements and services, e) Well-being: livelihoods and lives; and therefore, f) Enhanced freedom and portfolio of choices.

In order to add momentum towards this issue and to strengthen the systemic interventions to address Gender-based Violence (GBV), DAY-NRLM has designed the campaign with participation from NMMU, SMMU, DMMU , BMMU, community based organizations, communities and Civil Society Organizations. Hence, the five-year long national campaign '**Nayi Chetna**' has been launched as a harbinger of equality, rights and empowerment, with each year focussing on specific themes responding to issues of gender equity. By involving individuals, communities and institutions, the five-year national level campaign adds momentum and builds on the ongoing efforts of DAY-NRLM towards bringing a sustainable change through recognition of gender equality and rights that cuts across several themes and topics.

Women of Madhya Pradesh, stand together after the rangoli-making event. "Our golden smiles to stay and shine as we stand together to speak our mind".



A picture of a colorful Rangoli on women's rights and equality made by SHG members. "With joy in hearts and smile on lips, our rights speak with rangoli tips. With joy in hearts and smile on lips our future speaks with colour strips".



Women from the Rangoli event at Thiruvallur in Tamil Nadu district getting ready for the rally event with their slogans. "Here We Gather to Bring the Change Together".



02

THE CAMPAIGN

Nayi Chetna - Pahal Badlav Ki (or, the new awakening-an initiative to bring change), is a community-led mass stimulating campaign is a pan India initiative launched by DAY-NRLM, the flagship program of the Ministry of Rural Development (MoRD). Recognizing the fact that Gender-based Violence and discrimination is a hindrance towards achieving individual and social development, the campaign aims at steering necessary actions to create awareness around the different forms of violence and how institutional spaces are catalytic in addressing these issues with the relevant Departments for accessing referral services. Thus, advancing the agency of women and girls in the country.

During its very first year i.e., 2022, the nationwide campaign has started with an intensive and inspiring theme 'Equity and gender-based violence'. The idea behind the theme being, identification, recognition and acceptance of the main cause of discrimination that is, 'violence' in its various forms - visible as well as invisible! Envisaged as a month-long campaign launched across the length and breadth of the country, it began on the 25th of November, 2022 on the International Day for Elimination of Violence Against Women and Girls and concluded on the 23rd of December, 2022 with an inspiring agenda for the coming year.

Leveraging on the four strong pillars or components on which the framework of the campaign rests-i.e. acknowledge, speak up, seek support and show solidarity, the first year's theme of 'Equity and gender based violence' sought to make the

message clear; that violence, in any form, in particular against women, girls and gender diverse individuals is a social evil; that victims of violence must identify the visible and invisible ways in which violence is perpetuated; that they must have courage to speak up and seek support or help; and that convergent efforts of all stakeholders are needed to help build women's agency and rights.

The mass awareness campaign in its first phase, sought to educate women, particularly those living in rural areas, about gender-based violence, to assist them in recognizing acts of violence, and in preparing them to speak out at the local level and seek redressal through various institutional mechanisms. It made its mark by generating awareness at the grassroots level, awakening individuals, victims, survivors, collectives and multiple stakeholders across villages, districts, states and all across the Government level, who expressed solidarity and commitment towards the campaign's goal.

The gender equality campaign, Nayi Chetna, will be observed annually for the next five years, with a focus on specific themes responding to gender equity each year. Importantly, this is envisioned in the spirit of a 'Jan Andolan' or people's movement with follow-up actions planned for the rest of the year beyond the month-long campaign. It will thus gradually work towards deepening an intersectional approach to address multiple vulnerabilities and enhanced convergence and ownership across departments for multisectoral action in the coming times.



A woman holding a plaque card during the rally that says: “Respect, esteem, and love is the foundation on which my identity stands. Awakening on the rise.... Voices soar high”. “Awakening begins, voices come out, and the rally moves on”.



A woman during the rally in Kasi district in Meghalaya. “Gender based discrimination is a crime against humanity, not an excuse of ignorance. Crime against humanity has no gender, stop it forever”.



A joy-filled play with lots of laughter takes place in the Kasi Village in Meghalaya. “The show moves on.... As the convergence of awakened community and system’s representatives joined the street-plays to keep the hopes alive.



One of the Volunteers from the SHG community in Dharmapuri district tied up with a cloth during a campaign activity, to symbolically make a statement on how women are tied up from having freedom and their rights in reality too. “You can silence the senses but not the voice...SHG creates ripples to secure justice and rights”.



SHG women in Madhya Pradesh writing about women empowerment on the walls in Dhindhori District. “When minds speak and hands write...the community is steered to have its rights”.



03

THE CAMPAIGN IN ACTION

The nation-wide awareness campaign that swept across all states and Union Territories has been one of its kind. Working in coordination and unison around the same time by all states and UTs was a remarkable endeavour. The campaign was implemented by all states in collaboration with community institutions and partners, and actively executed at all levels i.e., villages, blocks and districts. It brought together all line departments and stakeholders to create a concerted effort in acknowledging, identifying and addressing issues of violence. The ripple effect of its impact extended far beyond, calling inviting and involving all key actors, structures and institutions who are the main drivers of change.

PLANNING

A successful campaign depends on sharp strategy, meticulous planning and leveraging of the existing strengths from the grassroots to the national levels; zestfully involving individuals, community organizations, institutions and the government. It is noteworthy that in the campaign, active participation of women, girls and gender diverse individuals was taken as integral to amplify their voices against violence.

Planning and spadework for the campaign roll out had started early around October 2022 when the Secretary of the MoRD issued a notification, calling for concerted

action for the big launch. To meet the expectations of the campaign, some of the planning processes were shared by the Secretary at the initial stage itself. These involved: coordination of activities by a nodal person in every state, participation by all at the national level launch on 25th of November, 2022, consultative workshops at the national and state levels, instructions to all state counterparts for participation, (a) amplifying awareness generation through social media messaging and (b) preparing an action plan on key activities in every state, at every stage!

Key actors, structures and institutions- the drivers of change in the campaign:

- Women-led institutions (SHG/ VO/ CLF/ Village Organization Social Action Committee/CLF-SAC)
- Panchayati Raj Institutions (PRIs)
- Members of the Community (men, women, adolescent boys and girls, elderly, DAY-NRLM verticals)
- CSOs (Civil Society Organizations)
- Service providers (Police, hospital, one stop crisis centre, DLSAs, health and WCD etc)

PREPARATIONS

The roll out plan for the gender campaign encompassed a host of diverse activities to be carried out at multiple levels, within a time span of four weeks. All the states were given the opportunity to choose from the list of activities as per their priorities, convenience and ground realities.

Rigorous preparations for the big launch started as early as the first week of November and continued till the 20th of November 2022. Systematic allocation of work at the state (SIMMU), district (DIMMU), block (BIMMU), village (VO, CLF, SHG) levels helped equipped the actors to gear themselves for action!

Some of the key preparations included - formation of a core team to anchor the campaign, week-wise plan for campaign roll out and monitoring, conducting a national consultation on the theme and meetings with all partners on their roles and responsibilities, constituting a control centre, meeting with line departments, district, block and village officials for proper coordination. This was undertaken by the State Management Units. At the districts, preparations involved dissemination of IEC material, onboarding local media, disseminating resource material in the community and orienting the community institutions on the roll out process. At the block level, VO, CLFs, SHGs, PRIs – all were oriented, campaign resources informing about GBV and women's equality were distributed.

Women and children standing in front of the rally with a Nayi Chetna banner in Madhya Pradesh. "Today is the day to build your tomorrow"



THE ROLL OUT

Villages, blocks and districts in all 34 States and Union Territories were all set to move the campaign activities in full gear. In alignment with the theme of 'Equity and gender-based violence' and in consonance with its framework (acknowledge, speak up, seek support and show solidarity), the spirit of 'Nayi Chetna' was apparent and well pronounced! No less was the allegiance to the campaign goal in all directions i.e., "Advancing the agency and rights of women and gender diverse individuals, by addressing structural barriers for dignified living with no fear and discrimination and violence based on their gender and intersectional identities."

25th of November, 2022 was the big day when the campaign was flagged off at the National level and simultaneously in all the states. The movement

was smooth and systematic, as the key highlight of every week's activities was well in sync with the key components of campaign framework. The first week was dedicated to helping community identify and acknowledge the ingredients of gender based violence, second week generated awareness building on the significance of 'speaking up and seeking support'. The third and the last week's activities were completely focussed on expression of solidarity and coming together of all stakeholders to convergence and future action!

At the same time, expectations and enthusiasm surged as women, girls, men, boys, individuals, community level groups, village organizations, Self Help Groups, CLFs, stakeholders from the government, the police, the PRIs, the media- all came forward to amplify the call for gender equality and empowerment.

Reinforced actions at all levels

In order to envisage any change, a proactive involvement of all stakeholders is imperative. The first year of Nayi Chetna gathered momentum for the campaign through every stakeholder's strength and through the right set of tools in their hands that were utilized to fullest capacity.

Women participating in the Rangoli event which happened in front of the collector's office in Dharmapuri District. "Our Rangoli is not mere an art.... it's our clamour for rights which we colour with our hearts"



FILM SCREENING

Audio visual and immersive experiences appeal minds and emotions more powerfully than written or spoken words. Hence, film screening has been an influential communication medium since decades. With a view to reaching and engaging wider audiences, informing them about gender-based violence and inspiring change in the mindset, film screenings (or community cinema) were organized by the district offices in select locations.

Such films were chosen which could help or enhance advocacy of women's rights, equality of life choices and equal opportunities for future. Portrayal of reality about gender issues was the idea behind film screening. The viewers can easily identify with the characters in the film, better understand things as they are, classify types of gender-based violence and other realities previously overlooked.

Women and school children stand in during a speech in Dharmपुरi district which is a playground filled with slogans and posters on the campaign. "United we stand, with posters in hands to bring the change."



Women and children of the community walk to the film screening in Odisha. "Inching ahead for a better tomorrow".

Elderly woman teaching an adolescent girl to make rangoli. “Learn to be leaders tomorrow....colour your pathways today”.



Women in the Thiruvallur district applauding each other's rangoli drawings in the collector's office. “Colours that convey moments of joy their way”.



RANGOLI

When colours depicting positivity and self-expression of happenings in life and society become part of a campaign, they reflect the consciousness of the crusaders. “Nayi Chetna” got a spark for its momentum by the Rangoli event.

Women and girls facing discrimination and patriarchal preferences, communicated to the community through rangoli, their awareness about Violence as the biggest deterrents of self- growth, well-being and a dignified living. Hence gender-based violence was made the theme of the Rangoli event through which they raised their voice for a gender equal world where women and girls are free from violence, sexual-abuse, child-marriages and such other unjust practices.

All the women-led by the SHGs, took the Rangoli event as their medium to speak out their thoughts, draw their pains, sketch their rights and priorities to collectively demonstrate their support for the cause of the National Campaign. The District Collector visited the venue, appreciated their work and declared the winner.

A colorful rangoli in the Thiruvallur district made by women. The picture portrays a woman being held from her expression of opinion and freedom. “We are born equals so liberation is here to stay.”



CANDLE MARCH

Candle symbolizes light in the darkness of life which is the aim of Candle March. To generate positivity and hope amidst the biases and constructs around gender, thought provoking attention towards gender discriminations, inequality and violence was generated through Candle March in various districts. The zestful assembly of people carrying candles post sunset in the dusk to reflect support and conscious solidarity for women’s equality and rights.

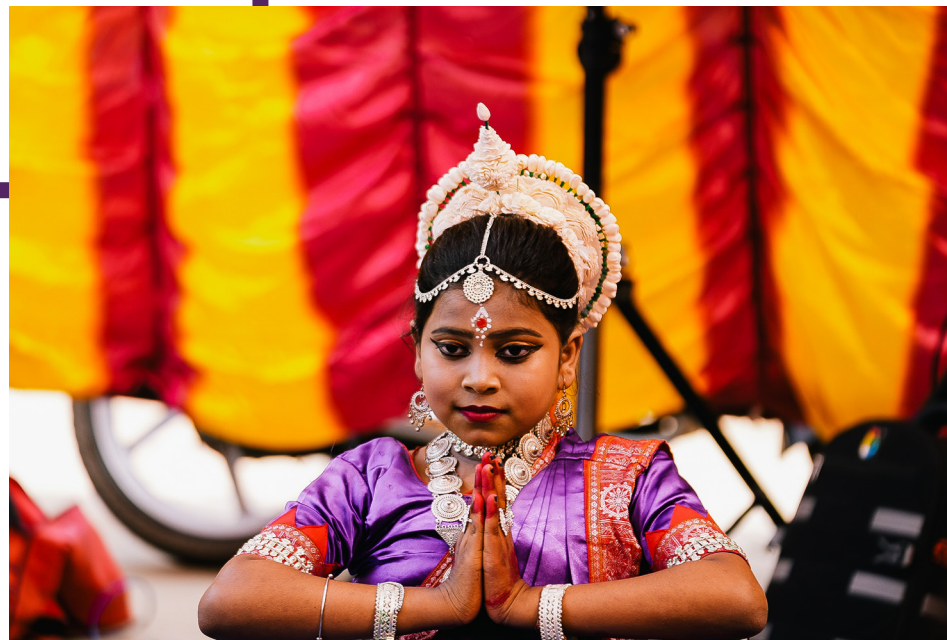
A number of inspirational and influential speakers from the community and various sections of society were brought together by SRLM members to add fuel and fervour, at the beginning of the march. They were local politicians, school headmasters and other local representatives who, with their motivating speech thoroughly explained the purpose of the Candle March. Women of all ages and also men who had love and respect for their loved ones marched across the streets with candles on their hands, symbolizing the rage and fire in their hearts against the negative consequences of gender inequality.

Men and Women during the candlelight march in Madhya Pradesh, the march contained over 50 men and women. “Together in action...no more tolerance...only assertion. That’s the way”.



The candlelight march symbolically indicates the spark of light in the dark lives of these women. “We will not stop as we are lighten ahead our pathways”.

A girl contributing to the event through an art form called Odissi. (An ancient dance of Odisha) "Participation and hope dancing together".



Three women pose behind each other as a goddess holding objects which they have been stuck with throughout their lives. It indicates how society has set roles for them, from being the only child-bearers to the caretakers of the house. "Bear, Care and Adhere to the norms... No, we are born to rise beyond."



RALLIES

As a positive and secure strategy to awaken the community, align the awakened concerns and to amplify their voices, rallies are a sound method for collectivising their will and strengthening their capacities to make issues heard far and wide.

The action began in the form of rallies that gave force to women's voice and collective strength. Everywhere the rallies went, peers, family members, VOs, SHGs, men, girls, boys, social influencers and CSOs-all come forward to participate and advocate against discrimination and violence. Taking shape as a 'Jan-Andolan', rallies happened alongside street plays and public meetings, wherein, women walked long distances through the villages to make the impact of their demands more powerful and to reflect solidarity. They expressed their anguish and anger through powerfully expressed slogans and adequately worded plaques, decrying gender-based violence and amplifying the campaign objectives.

With immaculate organisation of these rallies, women successfully communicated their awareness about significance of rights, need of equality treatment and opportunities. Through concerted action, they expressed their consciousness of how unified action and solidarity can enable them to achieve their maximum potential, well-being and a life of dignity. Rallies covered long distances as they passed through various states, districts, blocks and villages and carried wider influence across the length and breadth of the country.

Women holding posters in a play that say "Man equals to women", indicating equality. "We are all humans, we are all equals".



POSTERS & BANNERS

The entire atmosphere of the campaign surged with voices of equality and rights as the self-designed posters, banners and slogans gave momentum to rallies everywhere. With an assertion of their voices against gender- based violence and discrimination, the entire atmosphere got awakened and sensitization became the watchword. The community, locals, CSOs, NGOs, PRIs, and all stakeholders took notice of the consciousness on the rise that may initiate change and policy making. Information and gender issues thus became the common communication point and Nayi Chetna's mission of securing individual and social development through potential and self-growth of all women and girls seems achievable.

Women in Meghalaya walk in the rally event through Kasi town. The rally consisted of around 500 women chanting slogans. **"When hope and resolve march ahead, barriers break away".**



ROLE OF MEDIA

The role of media as an all-empowering tool of communication and connectivity is an acknowledged fact. As such, media became the lifeline for the campaign. "Nayi Chetna", being a government led campaign judiciously used all kinds of media tools like traditional, print, video bytes, electronic and social media updates for its core objective of community awakening and sensitisation. It served as an advocacy tool for making women and girls pronouncing their own identities and rights. Daily news and social media updates about the campaign, the messages and reports about gender violence and the need of making women, girls and gender diverse individuals aware of their existing rights reinforced the campaign atmosphere all across the nation. Mechanisms through which they can resolve their issues and secure justice created a positive mindset in the public and a consciousness was created everywhere. To generate an enabling environment and a readiness for corresponding multisectoral approach from the government sector, media sought the grounds well for furthering the movement. The community, CSOs, SHGs, VOs, VO-SACs, CLF-SACs, local representatives, PRIs, NGOs, and related ministries and departments were sensitized to share responsibility for dismantling of gender issues and inequality of treatment and opportunities.



“Walking through hurdles, she built her **agency.**”

Asha's tale of liberation is very inspirational and exemplary. She fought multiple battles at the societal, patriarchal, systemic and institutional levels to survive the onslaught of domestic violence. For an Adivasi woman of a backward region, it was no less a miracle! With her relentless fortitude, Asha kept on correcting the abusive environment within her household and nearby areas. One fine day she emerged successful in breaking the cycle of violence within her household and this conveyed a strong message.

Asha belongs to the Gond tribal community of Bastar region of Madhya Pradesh. Gonds are a group of aboriginal people, who are hunters and nature-worshippers, with forest-dwelling being their lifestyle. These natural traits must have shaped Asha's fighter spirit. On her husband's side, generations of women faced domestic violence of different categories. This dark reality made her restless and determined till she ended this injustice and abuse in her household and surroundings.

Her lack of education and insufficient knowledge of rights and entitlements could not deter her from invoking the resolution mechanisms of Cluster Level Forum (CLF) existing in her area. The leadership tenets she acquired in her long encounter with domestic abuse led her to seek redressal for her community of women victims of gender discrimination and domestic violence.

Her perseverance was her weapon with which she fought. She spoke up for her community, made her voice register at systemic level and then sought justice from institutional mechanisms- the CLF's resolution !! It was her remarkable role that got noticed and valued by the Sagar CLF and she was made an office bearer of the forum in Niwas, Mandla. With her continued support and responsibility, Asha has now become the talk of the town and inspires many other women immensely!

If a woman is equipped with agency and confidence to speak up for her rights and justice, support is sure to come and discriminatory practices end eventually!

Asha, Bastar, Madhya Pradesh

“Awakened from denial, Kuppammal liberates herself and her community for justice and rights.”

Kuppammal's life story is one such evidence of her searing resolve to fight and liberate. Emboldened by an incident, she collected her self-confidence to bring positive change and build agency in her community.

Hailing from a tribal community, Kuppammal has grown up in the midst of age-old ways of treating tribals in a subjugated or partial manner- a practice that restrains womenfolk from realizing their potential towards growth. Kuppammal lives in a tribal region of Tamil Nadu, is married to Thirunavakarasu and has a daughter. Circumstances of her tribal status and socio-economic perceptions of her community led her to drop out of school when she was in her adolescence and in an important learning stage of grade 8. She worked at a rice mill to help her family economically.

A number of mills operated in that area and all belonged to the tribal community of Kuppammal. Normally, it is indicative of the socio-economic strength or entrepreneurial capability of that tribal community to own five or more such mills in a particular area. But the same fact becomes disheartening when instead of acknowledging or recognizing the contribution of tribal community, an individual or woman (Kuppammal in this case) , is deplored and prevented from seeking opportunity of growth.

One day Kuppammal took her daughter to the school near the mill for admission. Her spirited approach took a nosedive, hearing the words of the headmaster -“In this neighborhood, there are 5 mills, all of them come from your community, not once has

anyone come asking for admission”. And then she was asked to call the owner of the mill and come again. The mill owners’ statement on her meeting for help was even more humiliating of the identity of Kuppammal’s community when he thwarted- “You have worked in this rice mill, your husband has worked here, and tomorrow even if your daughter is educated she will come to work in my mill, not go to the collector’s office”. Such disgraceful perceptions towards any community and gender based status or identity, needs correction and enhanced consciousness towards equity and rights.

The demeaning words of the headmaster and the mill owner triggered her conscience and worked as a blessings in disguise. Kuppammal instantly felt a surge to bring transformative change in the socio-institutional positioning of her community and help all girls and women aspire to nothing less than a dignified living.

Though she was rescued from bonded labour in 2005, she worked very hard through her ways to attain the Presidentship of the Rescued Bonded Labour Rehabilitation Organisation at the district level. More creditworthy was to achieve its Secretaryship at the State level. These powerful positions strengthened the hands of Kuppammal to bring out more people like her from her community from partiality, domestic abuse and denial of equal status and opportunities by taking various initiatives in the society in general and also working proactively at policy and processes level. Hence it is rightly said that actions originate after awakening and fortitude!!

Kuppammal, Tamil Nadu



“ With a change in **perspective**, **Harini** braves the **challenge**. ”

As societal attitudes shift, new standards are born and equity sets in. Harini's story represents this fact. Harini does not feel shy in acknowledging her status as a transgender and the journey to creating her place in the community was not without challenges!

Harini lives in Thiruvallur District (Kakkalur Panchayat) in Tamil Nadu. Over the developmental years, sudden changes made her experience a physiological alteration in her body at the tender phase of adolescence when she was barely in class 7. This strange change made her experience starkly different feelings and emotions of a feminine gender. Inside of her heart, she spoke a feminine language.

However, more than this strange occurrence to her was the fear of the problems her family would face in the society due to this bodily and emotional change in her being. Without a realization that this behaviour of nature is beyond human control, the stigma attached to her transformed gender related status led Harini to leave her family and home after completion of her diploma in electrical engineering.

Harini's education amplifies the fact that the natural and complex nature of gender never discriminates when it comes to in brilliance, ambitions and capabilities. The time was fortunate when the Thiruvallur district collector organized the “World Transgender Day” in April with quite a motivating speech which, for Harini, proved a turning point in life. She got “a new perspective, a voice, an identity and a recognition”, says Harini with a smile that reflects contentment.

This recognition made Harini fair well in an examination conducted by the Tamil Nadu SRLM with first class marks. She was selected as the “Block Resource Person” for Thiruvallur Block. Harini remembers the day she received the order letter from the collector as a really beautiful day of her life. It is the positivity and equity in attitude towards a transgender woman and acknowledgement of her brilliant academic performance that has made her look forward in life. It has also motivated her to help and revive other transgender individuals who are striving to evolve against discriminatory norms in several places- homes, schools, communities and workplaces.

Harini, Thiruvallur, Tamil Nadu



With the shift in societal attitude that is visible on many a terms, these hands display equity and irreversible fervour to accept the true identity of oneself. This identity is portrayed by wearing such jewellery that puts you on the society's equilibrium.



04

MOMENTUM
STRENGTHENED THE
FOUNDATION FOR NEXT YEAR



A multistakeholder participation by multiple stakeholders has emboldened the foundation of the campaign. Follow up activities in every state until the next round of 'Nayi Chetna' were also well planned and are in progress already. The first year of the campaign on Gender-based Violence has been successful in creating an awareness about violence in its many forms, particularly among women and other key stakeholders. As women came about to speak out their experiences, stakeholders have come to recognise different forms of violence across the life-cycle.

Awareness and sensitization having been achieved to a certain extent, its time now for social action! As time moves on, and follow up actions are continuously undertaken, it is expected that the impact of the campaign can be seen through Increased sharing about GBV within community institutions and CSOs, increased reporting on violence by speaking up without any fear, reduced social stigma and taboos against violence, increased awareness of rights and entitlements by women, girls and gender diverse individuals. Enhanced responsiveness of service providers to address violence in all its forms and take concrete actions towards ensuring equality, entitlements and rights has been one of the most anticipated outcomes of the campaign.



Coming together of community and purposefully collecting at a place too had its own conveyance and meaning as every step created a milestone. "Joint action with collective determination, will help reach the destination".



Women in Dharmapuri district light a candle during an awareness speech for the women in the community. "Our journey begins... let's lighten the lamp and clear our way".



Women in Madhya Pradesh during a film screening. "That is the way..watching the film and soaking away... to speak aloud one day".



Middle school children hold handwritten banners on gender discrimination. "The young warriors - children to become the torchbearers".

Women in the first row of the rally in Kasi village in Meghalaya. Holding slogans that are based on not tolerating violence against women. "Triumph is in the air and force in the play, Violence to end, and rights on the welcome way".



Women performing a street play in Madhya Pradesh. The women are trying to enact the setup of Lok Adhikar Kendra. "With dignity the catchword and freedom the search... the campaign rolls into movement as they enact and spread the word."





A picture of all the women participating in the rally in Thiruvallur District, Tamil Nadu.
 “Women power poised to fuel the rally with faith and fervor”.



A picture in the Dharmapuri district with all the local representatives in the collector's office.
 “With confluence of vision, mission and action in sight, Hope for a gender equal world becomes bright”.

CONCLUDING NOTE

Convergence from the grassroots to the national level has instituted an unsaid ‘call for action’ as a result of this nation-wide campaign. In order to achieve the Gender Action Plans at the village level and consolidated plans at cluster level, the campaign has reinforced the commitment and actions of VOs and CLFs to converge with relevant departments like Women and Child Department, Social welfare department, Police department, Education department, Health department, Agriculture department, Horticulture department, Animal Husbandry department, District Industries Centre etc. at all levels.

Over the coming years, this campaign will incorporate an intersectional approach, deepening the understanding of gender and generating relevance and ownership in all departments and verticals with a multisectoral approach to address violence and inequity for times to come.