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भारत सरकार
MINISTRY OF RURAL DEVELOPMENT
GOVERNMENT OF INDIA
सत्यमेव जयते

NAYI CHETNA
Pahal Badlaav Ki

आजीविका
AAJEEVIKA





NATIONAL GENDER CAMPAIGN 4.0

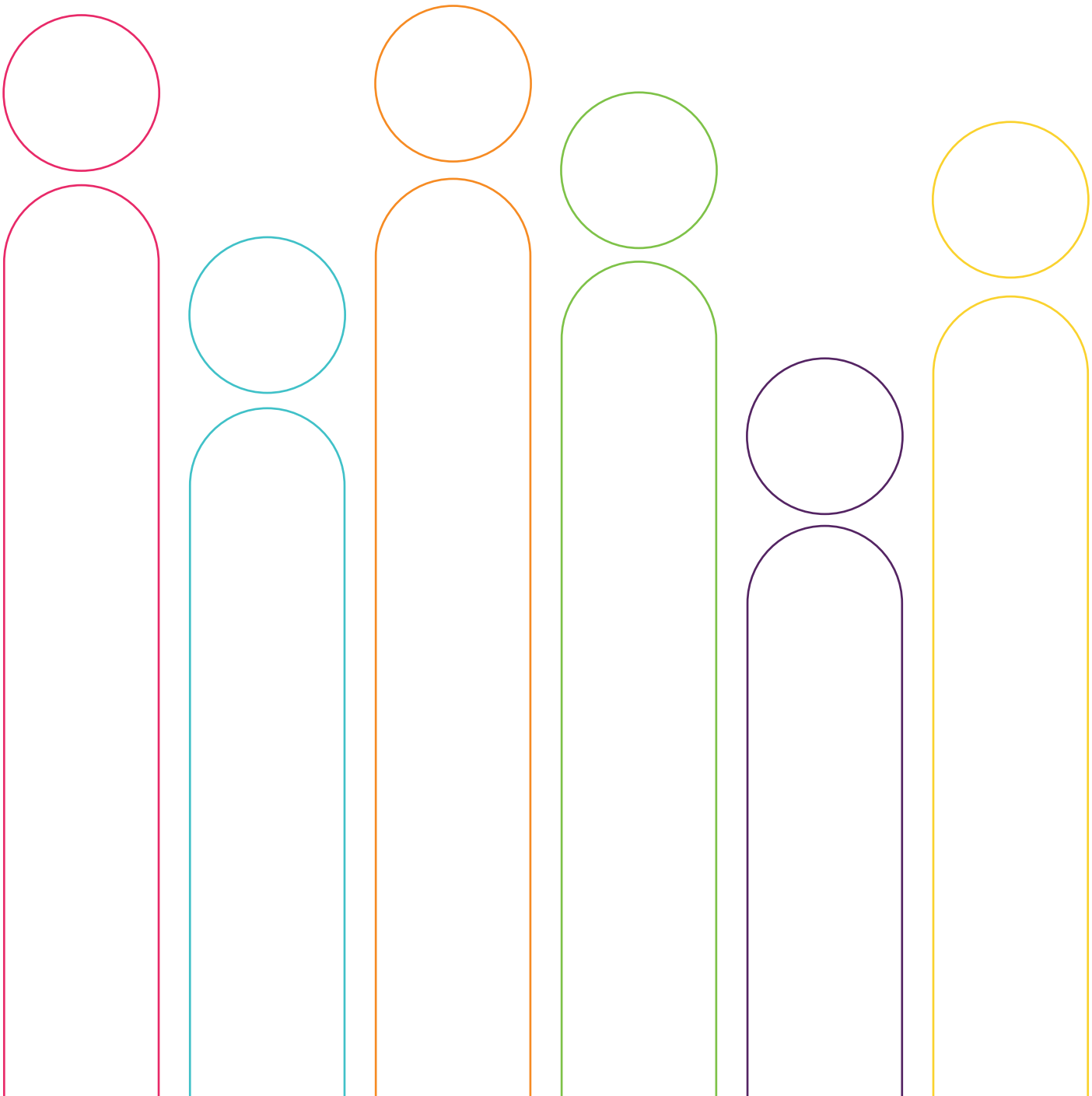
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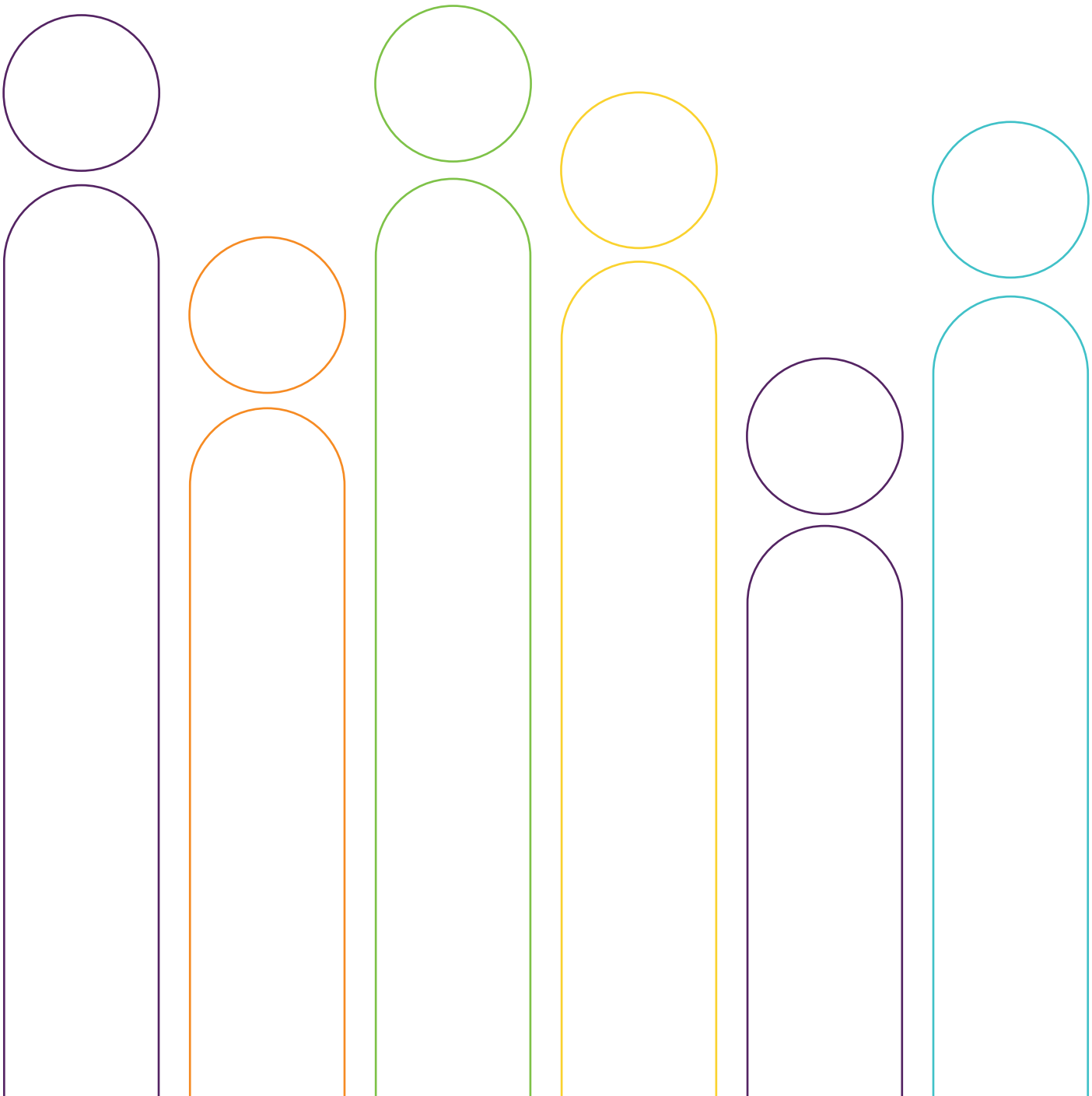
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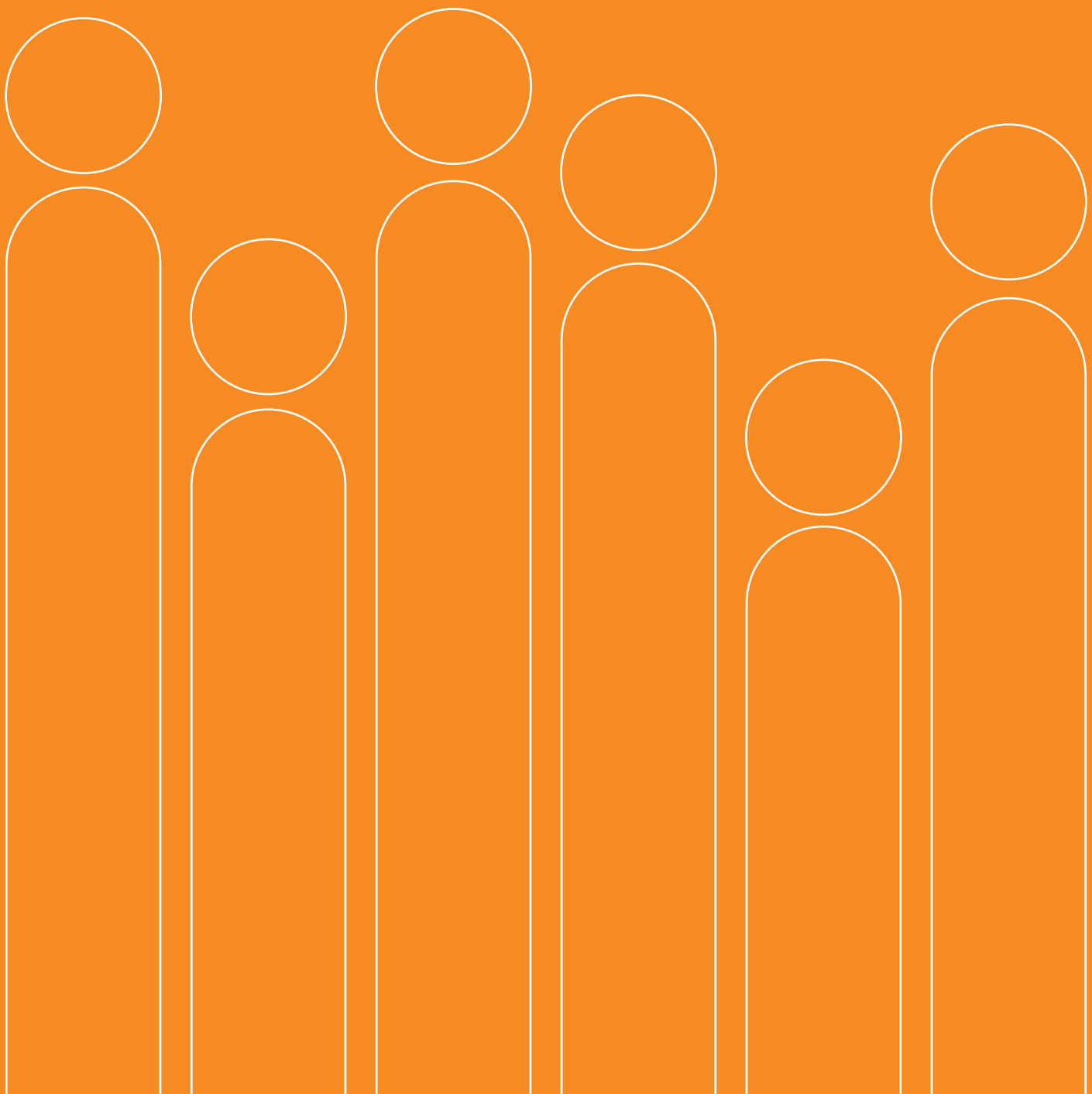
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NAYI CHETNA
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शिवराज सिंह चौहान
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FORWARD

Nayi Chetna began as a campaign under the flagship of DAY-NRLM gender initiative, but over four years it has grown into a conversation among rural women. When the first round was held in 2022, many women associated with Self-Help Groups had never discussed gender-based violence or gender issues, such as who decides how the household money is spent, or whether a girl may walk to the market on her own. The campaign was an initiative to spread awareness about these gender issues. I am happy to present this assessment of Nayi Chetna 4.0, prepared by IWWAGE and PRADAN, under the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission.

During Nayi Chetna 4.0, the campaign carried a wider message. Women's place in the household and village economy, their access to and control over resources, their freedom to travel safely and the heavy burden of unpaid care work were all discussed alongside gender-based violence. These concerns belong together. A woman cannot be fully safe if she is not free to move, and she cannot be free if she has no say over what she earns. The report also highlights where the campaign needs more support to progress, thereby assessing the gaps and recommending measures to close them.

One finding in this report reveals that in the first round, 27 per cent of the women surveyed said they would call a helpline if they faced issues related to gender or gender-based violence. By the fourth round the share had increased to 71 per cent. Behind everyone of those percentage points is a woman who now believes that someone will listen to her and provide the support she will need if she reaches the institutions. Such beliefs are built slowly over time, in village after village, by didis in the SHGs, by cadres who went from house to house, and by the Cluster Level Federations, Village Organisations and Gender Resource Centres that kept their doors open

The campaign also marks an important step towards strengthening inter-ministerial convergence through the Quadripartite MoU among the Ministry of Rural Development, Ministry of Women and Child Development, Department of Justice and National Legal Services Authority (NALSA) for the implementation of the Violence-Free Village Initiative. This partnership will strengthen coordinated efforts at the grassroots level to prevent gender-based violence, promote awareness of women's rights and ensure access to institutional support and legal services for women.

I thank the State Rural Livelihoods Missions, the National and State Resource Persons, the community cadres and, above all, the lakhs of women who gave their time and their trust to this effort. I also thank the teams at IWWAGE and PRADAN for producing a report with the voices of women at the grassroots level with responsibility and precision.

I wish that every girl in rural India will grow up in a home where she is heard, in a village where she feels safe, and in a country that gives her a fair chance to build her own life. This report brings us a little closer to that day, and I hope it will guide the next round of the campaign.

12/02/26.

(Shivraj Singh Chouhan)

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MESSAGE



It gives me great happiness to congratulate everyone associated with the publication of the assessment report on Nayi Chetna 4.0 and with the successful completion of the campaign.

The report found that women on average spend more than seven hours every day on unpaid domestic and care work, which is more than double the time spent by men. These tasks include cooking before sunrise, fetching water, looking after children and elders, nursing the sick, and then going out to work or to attend an SHG meeting. This work is categorised as "unpaid care work" she is not paid for it, nobody records it and its economic cost is not measured. In this edition of Nayi Chetna it was taken up as an important theme to understand the perspective of women on unpaid care work and how it poses a barrier to women's economic empowerment.

Across each level of the institutional mechanism, women spoke about unpaid care work not only in the meetings and rallies but, more importantly, at home. They asked fathers, husbands and sons to share the load. Such changes were captured during the campaign. There is still a long way to go, but a gradual positive shift among men and the community has started, which has been recorded in the report. Looking ahead, the report makes a few recommendations. One, gender-based violence (GBV) and women's economic empowerment should be addressed together, in an integrated manner, both during and after the campaign. Next, men, youth and families should be brought into the dialogue, since decisions on unpaid care work and assets are made at the household level. Lastly, convergence should be made real through joint planning between departments at the ground level, and assets registered in women's names should be tracked, so that the idea of Access to Agency is backed by evidence.

I congratulate the National and State Missions, the Community Resource Persons and cadres, and the teams of IWWAGE and PRADAN who have recorded this journey with sincerity. I also thank every woman who answered the survey and every official who stood behind this campaign in the districts and blocks.

With my best wishes to the entire Nayi Chetna team.

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ग्रामीण विकास राज्य मंत्री
भारत सरकार
Minister of State for Rural Development
Government of India



Message

I offer my warm congratulations on the publication of the assessment report on Nayi Chetna 4.0 and on the success of the fourth edition of Nayi Chetna. This report records the perspective of women on the identified barriers to achieving women's economic empowerment such as access to and control over assets, safe mobility and safety, non-recognition of women as economic contributors and unrecognised unpaid care work, along with the activities organised at different levels and the reach of the campaign in terms of participation during the campaign period.

During the campaign, around 7,000 sports activities were organised, and more than 2.5 lakh people took part in them. The idea of including sports activities is to encourage women to play without fear, and gradually it may translate into empowerment, where a women can walk to the market, speak in a meeting and lead her group without fear.

Nayi Chetna is an attempt to spread awareness about women's rights. It has created a space where women can not only participate but also understand, discuss, and carry the learnings to their community and households with confidence. The GRCs, CLFs and VOs will promote sports activities for women and girls in public spaces, and use these platforms to build confidence, visibility, access to opportunities and a sense of safety among them.

I thank the State Rural Livelihoods Missions, the Community Resource Persons, the leaders of SHGs, Village Organisations and Cluster Level Federations, and the National Mission team for their tireless work. I am equally grateful to IWWAGE and PRADAN for preparing this thoughtful report, which shows us what has been achieved and what remains to be done.

May we continue to open fields, doors and minds for every woman and girl in rural India.
Jai Hind.

Paswan

(Kamlesh Paswan)

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Department of Rural Development

MESSAGE

I am pleased to share this assessment report on Nayi Chetna 4.0, the fourth round of the National Gender Campaign under DAY-NRLM. Each year the campaign has asked a little more of us, and each year the women of the Mission and our State teams, have risen to it. This report is a way of saying thank you, and also of asking what we should do next.

Among the many findings, the assessment found that 37 per cent of women said that their husband alone decides how the money they have earned is spent. These are women who run enterprises, manage their groups and repay their loans on time. They have shown, again and again, that they can be trusted with money. Yet in many households, the final word on the income earned by women still belongs with their husbands. The Mission has helped women earn, save and borrow. The next important and crucial, but difficult, task is to help them become decision makers.

When Nayi Chetna started, the first goal was to make it possible for women to speak about violence without fear of shame. That has moved forward a great deal. Now the campaign is asking about voice in the household, about mobility, about the division of care work, and about ownership of assets. These are quieter questions than violence, yet they shape a woman's life.

Nayi Chetna has begun the effort of bringing ministries and departments together to work towards women's economic empowerment and to reduce gender-based violence. Building on this, in the Nayi Chetna 5.0 campaign, 14 line ministries will sign a Joint Advisory to facilitate their participation in the campaign, at both the national and state levels. The Joint Advisory will specify activities for each ministry. For example, the Ministry of Education (Department of School Education and Literacy) can organise school-based campaigns and creative activities, and identify and address barriers to girls' safe mobility and continued education. Similarly, the Ministry of Law and Justice (National Legal Services Authority) can organize legal literacy and awareness camps and strengthen linkages between GRCs, SHG institutions and Legal Services Authorities. Such convergence will help bridge the gap between access and agency.

I would like to thank the State Rural Livelihoods Missions, the district and block teams, the National and State Resource Persons and the community cadres who carried the message to every village. I also place on record my appreciation for IWWAGE and PRADAN, whose team travelled to the States, sat with women and officials, and wrote the report with recommendations.

I hope this report will be read closely by everyone who works with the Mission. Behind each table and figure are real women. We owe it to them to act on what is shared with us through the report.

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MESSAGE



The campaign has now completed four rounds, and when I look back at the way it has grown, I feel a quiet pride in the thousands of colleagues and community members who have built it patiently, year after year.

This round placed special emphasis on the safety and mobility of women and girls, and on the services that should reach them. For a woman to become economically empowered, she needs to have access to and control over productive assets, the opportunity to travel without fear and someone who can share her load of unpaid care work and recognise her as a contributor to economic activities. To address this, 747 inter-departmental consultations were held during the campaign to improve the mobility of girls and women and the delivery of services to them. Over 56,000 people took part in these discussions.

I find this encouraging because these discussions brought officials of different departments to the same table to listen to what women have been saying for years. Convergence needs to be seen as an effort by Panchayat members, a health worker, a police officer and an SHG leader to identify and understand the same problem and take responsibility for it together. The training and coordination should be targeted at involving more ground-level functionaries from the concerned departments to advance women's rights and entitlements, so that it is adequately covered in every scheme.

I congratulate the State Missions, the district and block teams, and the cadres who organised these consultations and carried the campaign into so many corners of the country. I also thank IWWAGE and PRADAN for the thorough and sensitive manner in which they have assessed the work.

I hope that the lessons recorded in this report will help us make the next round even more useful to the women it is meant to serve. They have given us their trust, and it is our duty to keep earning it.

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Message

The journey of Nayi Chetna over the past four years has been significant in bringing gender equality and gender-based violence into collective conversations across communities and institutions. I congratulate the Ministry of Rural Development, DAY-NRLM, State Rural Livelihoods Missions, community institutions, cadres and women leaders for sustaining and strengthening this national campaign. I also appreciate the efforts of IWWAGE and PRADAN in bringing together this assessment, which captures the progress, learning and emerging priorities of Nayi Chetna 4.0.

A particularly important development in this fourth phase has been the explicit inclusion of women's economic empowerment, recognising that gender equality is closely linked to women's access to and control over resources, mobility, unpaid care responsibilities and decision-making power. This represents a meaningful shift towards understanding the structural inequalities that shape women's lives and their vulnerability to violence.

The assessment highlights encouraging progress in awareness, institutional engagement and the growing role of SHGs, Village Organisations, Cluster Level Federations, Gender Community Resource Persons and Gender Resource Centres as spaces for dialogue and collective action. At the same time, it reminds us that women's economic participation does not automatically translate into economic agency. Control over income and assets, freedom of mobility, shared care responsibilities and influence over household decisions remain critical challenges. Changes in awareness and attitudes must therefore be accompanied by changes in everyday practices and power relations.

For PRADAN, the opportunity to engage with this journey through documentation and assessment has been particularly enriching. The learning reinforces the importance of moving beyond participation towards strengthening women's voice, choice, leadership and control over resources, alongside sustained engagement with men, families, community institutions and public systems.

I hope this report contributes to deeper reflection and informs future efforts to address the structural barriers to gender equality. The progress made through Nayi Chetna offers a strong foundation for sustained collective efforts to translate gender equality into meaningful changes in women's lives, strengthening their dignity, agency and economic empowerment.

S.K.Mahapatra

Saroj Mahapatra



Sushila Varma
Executive Director
IWWAGE

Message

I congratulate DAY-NRLM and all partners on the publication of this report on Nayi Chetna 4.0.

Over four rounds, Nayi Chetna has grown from opening conversations on gender-based violence to advancing a broader dialogue on women's economic agency, mobility and decision-making. This progress reflects the collective commitment of DAY-NRLM teams and the women leaders of the self-help group movement who are driving change in their communities.

Drawing on EQUAL MIS data, self-assessments from 53,366 women and fieldwork across six states, this report offers important insights. While 63% of women report having a say in livelihood decisions, only 39% hold leadership roles in community enterprises. The findings remind us that participation is an important beginning; the next step is to deepen women's leadership, ownership and control over economic decisions.

As Nayi Chetna moves into its next round, sustained community engagement, stronger convergence and a sharper focus on outcomes can help translate growing awareness into lasting change in women's lives.

IWWAGE is proud to support this journey through research, evidence and partnership. My congratulations to everyone who made Nayi Chetna 4.0 possible, especially the women whose leadership gives this movement its strength and purpose.

Warm regards,



Sushila Varma

ACKNOWLEDGEMENTS

At the Institute for What Works to Advance Gender Equality (IWWAGE) and Professional Assistance for Development Action (PRADAN), we feel deeply privileged to have partnered with the Ministry of Rural Development for the process assessment of Nayi Chetna 4.0. This year's campaign marked thematic expansion, moving beyond gender-based violence to place women's economic identity, access to resources, safe mobility, and unpaid care work at the centre of its agenda.

This report would not have been possible without the guidance of the Ministry of Rural Development, specifically Shri Rohit Kansal, Secretary, MoRD, Shri Vipin Kumar (IAS), Additional Secretary, Shri Amit Shukla, Joint Secretary, and members of the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission, for their continued support and direction. We are equally thankful to the State Rural Livelihoods Missions for their tireless effort and for welcoming our team into their states, in particular Shri. V. Siva Sankar Prashad, Director-Gender & Livelihood, Andhra Pradesh, Smt. Mahua Roy Choudhary, Programme Coordinator at JEEViKA, Bihar, Smt. Alice Lakra, COO, BIHAN, Chhattisgarh, Smt. Purnima Mukherjee, State Programme Manager, Jharkhand, and Smt. Memorial Kharmalki, State Mission Manager-Social Inclusion & Social Development, Meghalaya, Smt. Neeru, State Programme Manager, Rajasthan. We are grateful to PRADAN, for their invaluable support in completing the assessment.

Above all, we remain deeply grateful to the participants who made this assessment possible, the SHG members, CLF leaders, VO representatives, youth, men, adolescent girls, PRI members, and mission staff at the state, district, and block levels who generously gave us their time and shared their experiences with openness and candour. Their voices remain at the heart of this assessment, and it is a reminder that the true strength of this campaign lies in the people who carry it forward, every single day.

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ABBREVIATIONS

BDSP	Business Development Service Provider
BIHAN	Chhattisgarh State Rural Livelihoods Mission
BMMU	Block Mission Management Unit
BPM	Block Programme Manager
CEO	Chief Executive Officer
CIPP	Context, Input, Process, Product (evaluation framework)
CLF	Cluster Level Federation
COO	Chief Operating Officer
DAK	Didi Adhikaar Kendra
DAY-NRLM	Deendayal Antyodaya Yojana - National Rural Livelihoods Mission
DLSA	District Legal Services Authority
DMMU	District Mission Management Unit
DPM	District Programme Manager
FGD	Focus Group Discussion
FPO	Farmer Producer Organisation
GBV	Gender Based Violence
GRC	Gender Resource Centre
ICDS	Integrated Child Development Services
IEC	Information, Education and Communication
IFMR	Institute for Financial Management and Research
IWWAGE	Institute for What Works to Advance Gender Equality
JSLPS	Jharkhand State Livelihoods Promotion Society
KII	Key Informant Interview

MGNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
MIS	Management Information System
MoRD	Ministry of Rural Development
NC	Nayi Chetna
NFHS	National Family Health Survey
NMMU	National Mission Management Unit
OECD-DAC	Organisation for Economic Co-operation and Development - Development Assistance Committee
PLFS	Periodic Labour Force Survey
PMFME	Pradhan Mantri Formalisation of Micro Food Processing Enterprises (scheme)
POCSO	Protection of Children from Sexual Offences (Act)
POSH	Prevention of Sexual Harassment
PRADAN	Professional Assistance for Development Action
PRI	Panchayati Raj Institution
SAC	Social Action Committee
SHG	Self Help Group
SMMU	State Mission Management Unit
SPM	State Programme Manager
SRLM	State Rural Livelihoods Mission
VO	Village Organisation
WCD	Women and Child Development
WEE	Women's Economic Empowerment

Factsheet - National Gender Campaign 2025-26

National Indicators	Achievement (in number)
Number of activities conducted in Nayi Chetna 4.0	27,97,571
Number of recorded participations in the Nayi Chetna 4.0	5,36,87,024
Number of Inter-departmental consultations to improve girls'/women's mobility and service delivery.	747
Participation during the Inter-departmental consultations to improve girls'/women's mobility and service delivery.	56,184
Number of Inter-departmental consultations on joint drives to improve access to schemes/benefits.	618
Participation during the Inter-departmental consultations on joint drives to improve access to schemes/benefits.	52,876

CLF level Indicators	Achievement (in number)
Number of Sessions on Basic Gender Concepts and Gender Based Violence	4,789
Number of participants who attended the Session on Basic Gender Concepts and Gender Based Violence	2,11,436
Number of Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.) conducted	2,162
Participation in the Mapping of Women's access to local institutions (Venn Diagrams, Snake & Ladders, etc.)	1,06,771
Number of Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	1,183
Number of participants Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	56,143

VO Level Indicators	Achievement (in number)
Miking of Slogan/Awareness Rallies conducted	71,320
Participation in miking of slogan/awareness rallies	6,90,166
Organised activity on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	12,233
Number of participants that attended the activity on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	4,38,949
	6,998
Organised sports activities	
Number of participants who attended the organised sports activities	2,55,736

Key Findings from the Online Survey of SHG members-Indicator	Women (in%)
Women linked improved mobility to increased income potential directly	35%
Women have leadership roles in community enterprises such as market engagement and negotiation with buyers	39%
Equitable care work sharing in house would increase women's economic participation	45%
Women access to productive assets	49%

Actions considered by women encountering instances of GBV	
Reach out to GRC peers (include SAC)	68%
Reach out to SHG/VO/CLF peer (include SAC)	70%
Reach out to complain on the helpline number	71%

Data Source: ***EQUAL MIS and the analysis by author***

Table 1: State-wise No. of Activities & Participants in Nayi Chetna 4.0

State Name	Total Activities Conducted	Total Participants
ANDAMAN AND NICOBAR	32	695
ANDHRA PRADESH	380109	8798375
ARUNACHAL PRADESH	70	1632
ASSAM	6752	174350
BIHAR	578574	11429743
CHHATTISGARH	18218	375947
DD & DNH	36	2739
GOA	51	3865
GUJARAT	46502	793695
HARYANA	1247	17394
HIMACHAL PRADESH	4446	81551
JAMMU AND KASHMIR	917	29521
JHARKHAND	77359	1293791
KARNATAKA	424518	6860707
KERALA	557625	7190414
LADAKH	142	5820
MADHYA PRADESH	18788	368574
MAHARASHTRA	14983	245931
MANIPUR	2417	44572
MEGHALAYA	7992	154083
MIZORAM	480	5198

State Name	Total Activities Conducted	Total Participants
NAGALAND	5584	75101
ODISHA	258685	3847222
PUDUCHERRY	2544	44836
PUNJAB	3482	40493
RAJASTHAN	133712	2993555
SIKKIM	205	9571
TAMIL NADU	179065	7463149
TELANGANA	46	1447
TRIPURA	12932	200935
UTTAR PRADESH	2897	60452
UTTARAKHAND	51540	948426
WEST BENGAL	5621	123240
TOTAL	**2797571**	**53687024**

Note: *A detail list of activities and number of participants at the National level at different level is given in the Annexure 1.*

Nayi Chetna – The National Gender Campaign, implemented under DAY-NRLM, was launched to address entrenched gender inequalities and the often-invisible prevalence of gender-based violence in rural India. The self-help group movement has brought nearly 10 crore rural women into its fold and opened up access to finance and livelihoods, yet structural barriers continue to limit what women can actually do with that access. NFHS-6[1] and the Time Use Survey point to meaningful opportunities for the campaign: as more women join SHGs and economic life, there is scope to deepen support on safety, share care responsibilities more equitably, and expand women's access to earnings, land and digital tools.

Over its first three editions, Nayi Chetna focused on creating awareness on gender based violence followed by community actions. Community dialogues and programme-level learning increasingly highlighted that gender-based violence cannot be addressed in isolation from the structural inequalities that shape women's everyday lives. Restrictions on women's mobility, the undervaluation of their labour, unequal care responsibilities and limited control over resources not only perpetuate gender-based violence but also constrain their economic participation and agency. Recognising these interconnected barriers, Nayi Chetna 4.0 expanded its focus beyond addressing violence to explicitly foreground women's economic empowerment, bringing mobility, recognition of women's work, redistribution of unpaid care responsibilities, and access to and control over resources into a common gender-transformative agenda. care work, and limited control over resources as one connected set of barriers rather than separate issues.

Insights emerging from the assessments across the first three editions of Nayi Chetna highlighted that gender-based violence (GBV) is deeply interconnected with wider structural inequalities. Women's limited access to and control over resources, inadequate recognition of their identity as economic actors, disproportionate care responsibilities and restrictions on safe mobility continue to constrain their ability to access and benefit from economic opportunities. Recognising these interconnected challenges, Nayi Chetna 4.0 marked the campaign's strongest expression yet of an expanded gender-transformative agenda, bringing women's economic empowerment alongside the prevention of GBV and reinforcing the need for coordinated, whole-of-government action to address the structural barriers that limit women's agency and participation. It was launched on 25 November 2025, the International Day for the Elimination of Violence against Women, by Hon'ble Union Minister of Rural Development and Agriculture & Farmers' Welfare Shri. Shivraj Singh Chouhan together with Hon'ble Union Minister of Women and Child Development, Smt. Annapurna Devi, in the presence of the Hon'ble Ministers of State for MoRD, Dr. Chandra Sekhar Pemmasani and Shri Kamlesh Paswan. The campaign was anchored in a Joint Advisory signed by the Secretaries of twelve Ministries and Departments, expanding the inter-ministerial commitment from nine Ministries in NC 3.0, which set out each Ministry's convergence commitments and asked every State to convene inter-departmental consultations, nominate a State Nodal and report all activities on the EQUAL portal. A defining milestone of this edition was the Tripartite Letter of Intent between the Ministries of Women and Child Development, Law & Justice, and Rural Development for the Violence-Free Village Initiative, which carried the campaign towards a lasting, village-level standard of safety, justice and dignity for women. This marked an important step towards institutionalising the campaign's vision of a sustained, village-level standard of safety, justice and dignity for women. At the launch, the Union Minister set the tone for the campaign, declaring that violence against women will not be tolerated in any circumstance and that the Government's effort is to ensure that no woman ever has tears in her eyes.

The campaign's preparation followed the cascade-based approach established in earlier editions, with leadership and coordination extending from the national to the community level. A stock-taking meeting, chaired by the Joint Secretary, Ministry of Rural Development, reviewed campaign readiness with all States and Union Territories. This was further reinforced by the Secretary, Department of

[1] https://www.nfhsiips.in/nfhsuser/assets/National%20Family%20Health%20Survey%20(NFHS-6)%202023-2024%20Fact%20Sheets.pdf

Rural Development, who engaged with Chief Secretaries and heads of line departments to secure their participation and commitment.

At the operational level, a national workshop prepared Master Trainers and Programme Managers, while State Nodal Officers and MIS Coordinators were oriented on the EQUAL MIS. Training was subsequently cascaded to district, block, Cluster Level Federation (CLF) and Village Organisation (VO) levels. A national IEC Resource Kit was also developed and adapted by States into local languages to ensure contextual relevance and wider outreach.

Building on these preparations, States developed week-wise action plans and oriented their respective teams and community cadres, extending the campaign's reach down to the SHG level. This multi-tiered preparation helped carry Nayi Chetna 4.0 across districts and blocks, strengthening institutional ownership and enabling coordinated community-level action.

Objective and Methodology

The assessment set out to understand the reach and reception of grassroots activities under the gender based violence and women's economic empowerment themes, and to examine how well state level convergence worked across departments and ministries. It combined the EQUAL MIS national data system with a self assessment covering 53,366 respondents, and added qualitative fieldwork across Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Meghalaya, and Rajasthan, drawing on 30 key informant interviews, 36 focus group discussions, and reflection workshops in each state. Bringing quantitative and qualitative evidence together this way allowed the findings to be both statistically grounded and rooted in what women, cadres, and officials actually experienced on the ground.

The assessment used the CIPP framework, which looks at Context, Input, Process, and Product together, moving on from the OECD DAC criteria used in earlier rounds. This shift reflected how much NC 4.0 had grown in scope, since the campaign now had a new thematic agenda, involved multiple cadre systems, converged with 12 line ministries, and used community tools built to track shifting norms rather than just spread awareness. CIPP made it possible to examine not only what the campaign produced but why it was designed this way, what was invested to deliver it, and how implementation actually played out.

Results and Discussion

Reach has Grown Faster than Control

NC 4.0 conducted nearly 28 lakh activities against 9 lakh in NC 2.0 and 13 lakh in NC 3.0, reached 5.36 crore participants, and drew in 12 line ministries against 9 during NC 3.0, and every state visited confirmed this growth on the ground. The assessment also found where the next gains lie. The data shows that only 39% of women hold leadership roles in community enterprises despite 63% having a say in livelihood decisions. Every second respondent reported having access to productive assets, and 37% of women say their husband alone decides how their own earned income is spent. This pattern was found in all the six-states visited during the quantitative survey, from women in Andhra Pradesh describing greater control over loans even as major asset decisions stayed with men, to an FPO member in Rajasthan whose account of labour without ownership echoed almost verbatim across Udaipur and Rajsamand. The same women who described this gap, those running FPOs, enterprises, and organic farming collectives, also emerged as the campaign's most credible messengers on economic empowerment, their lived testimony carrying more weight than any IEC material. This consistency across six very different states suggests that closing the participation control gap will need more than better delivery alone, since it points to a structural feature of how the campaign's economic identity tools currently work.

Trust in the institutions is growing

On gender based violence, willingness to contact a helpline rose from 27% in the first round to 71% in NC 4.0, and trust in SHGs, VOs, CLFs, and Gender Resource Centres as first points of contact rose from around half to roughly two thirds of respondents. This trust is now being matched by expanding capacity too, as the number of Gender Resource Centres participating in the NC 2.0 increased from 783 to 2,241 in NC 4.0. Though case management protocols and referral practices

still vary across states, a woman's willingness to approach a centre does not yet guarantee a centre equipped to respond consistently everywhere. On the women's economic empowerment indicators introduced this round, attitude is moving a step ahead of practice, since only 21% of women report male involvement in unpaid care work, while more than 80% of women say they would support a daughter's employment. This points to an opportunity to engage adolescent girls more directly, since they are already present in the campaign's aspirational framing but not yet reached as a distinct group in their own right. Awareness and institutional trust, which the campaign has spent four rounds building, are naturally running ahead of the everyday redistribution of labour and control that awareness is meant to enable, and that is a reasonable place for a four year old campaign to be, provided the next round treats it as a starting point rather than a destination.

Local Anchors act as the drivers of change on the Ground

Campaign effectiveness depended less on state level directives than on whether a functional grassroots structure existed, and every state added its own evidence to this conclusion. Bihar's implementation turned on whether a Didi Adhikaar Kendra was active in a block, Jharkhand's experience was built around Gender CRPs in the same way, and Meghalaya showed the clearest positive case with a core committee spanning Health, Police, Legal Services, Social Welfare, and Education. Even there, though, one block underused its IEC materials while a neighbouring block with the same preparation used them well, showing that strength at the state level still has to travel the last mile to the block. Where anchors were also resourced adequately and promptly, their functioning improved further, since Bihar's per CLF gender budget rose from Rs 5,000 to Rs 20,000 for NC 4.0 and cadres linked this directly to the campaign's visible energy on the ground, while thin or late budgets left even active anchors struggling to translate presence into activity.

Convergence Grew Nationally but Needs to Deepen Locally

Convergence at the national level grew meaningfully, from 9 line ministries in NC 3.0 to 12 in NC 4.0, with 94 districts holding inter departmental consultations on scheme access. Meghalaya remained the standout example of what convergence can look like in practice, with departments co-designing activities and running their own sessions rather than simply attending others. Elsewhere, a similar pattern showed up in different words, as Andhra Pradesh's convergence stayed largely limited to attendance at rallies, Chhattisgarh's district managers called departmental participation symbolic more than once, and Jharkhand's state programme manager repeatedly asked for a Chief Secretary level mechanism because letters alone were not moving other departments. Closing the distance between a ministry signing on nationally and a district functionary showing up to co-design an activity is where NC 4.0's convergence ambition still has the most room to grow.

The Same Barriers Recur Across Very Different States

What stands out across the assessment is less the differences between the six states than how often their barriers turn out to be the same in different settings. Restricted mobility after dark appeared almost identically in Bihar and Jharkhand, and reappeared in Rajasthan as fixed bus timings and long walking distances that keep remote and tribal blocks from reaching training at all. Unpaid care work followed a similar pattern, with only 21% of women reporting male involvement in care work against women spending 5.9 hours daily on cooking alone, echoed by a Chhattisgarh programme manager's observation that nuclear family formation is adding to women's time poverty. IEC and tool delivery also showed room to grow consistently, since Andhra Pradesh relied on placards for want of audio visual material, and Jharkhand's kits carried over from the previous year and arrived late. What the six state comparison adds is confirmation that these are not state specific issues to be solved one at a time, but structural features of how the campaign currently reaches its last mile.

Recommendations

Building on these findings, the assessment sets out recommendations across two areas, sharpening the campaign itself and strengthening the systems that carry it forward.

Sharpening the Campaign

- Keep gender-based violence and women's economic empowerment as one connected theme rather than two separate tracks.
- Build cadre capacity for the long-term by appointing a dedicated gender person at the district and block level, and by making quarterly training for Gender CRPs a standing part of the calendar rather than a one-time campaign add on.
- Get IEC material out at least four weeks before launch, make audio-visual content the default community level format, and prioritise participatory formats like role-plays and community dramas over static posters.
- Bring men, youth, and adolescent girls into the campaign directly, through a structured Men as Partners module, a Youth as Allies track, and household level conversations, rather than treating them as observers at events.
- Move convergence from attendance to shared ownership, with joint pre campaign planning workshops, Chief Secretary level directives where needed, and quarterly reviews through Block and Panchayat Gender Forums.
- Give women entrepreneurs and farmers a structured role as campaign champions, since their lived testimony already carries more weight in community meetings than any printed material.

Strengthening the Systems Behind It

- Expand Gender Resource Centre coverage to every block, with standardised case management and clear referral links to legal, banking, shelter, and health services, backed by a regular quality audit.
- Give the campaign a dedicated line in every state's Annual Action Plan, so budgets reach community institutions well before launch instead of arriving late or staying thin.
- Shift measurement from counting activities to tracking outcomes, by building follow through into the EQUAL MIS and expanding the self-assessment to cover male participation in care work and women's control over income and assets.

Conclusion

Across four editions, Nayi Chetna has moved from introducing the language of gender equality into SHG spaces to building real institutional infrastructure, including Gender Resource Centres, Gender CRPs, Gender Forums, and the EQUAL MIS itself. It has also moved from treating gender based violence as a private household matter to framing it as a public and collective concern, and in this round it made the connection between violence and economic exclusion explicit.

The evidence is clear that awareness is advancing well ahead of everyday behaviour change, and that is not a contradiction so much as a natural stage for a four year old to be at. What NC 5.0 needs is not more infrastructure but more consistent use of what already exists, so that Gender CRPs are having these conversations year round rather than only during campaign month, convergence means shared design rather than shared attendance, and the measurement system tracks what women actually own, decide, and control rather than only how many people showed up.

Table 2: Top Activities of the Six Study States at Each Level

State	Level	Activity Name	Activity Count	No of Participants
Andhra Pradesh	SMMU	Gender Pledge	2	2785
		Inter-departmental consultations on joint drives to improve access to schemes/benefits.	2	2745
		State level felicitation of Gender Champions	1	2700
	DMMU	Gender Pledge	46	7551
		District level felicitation of Gender Champions	23	4250
		Session on Basic Gender Concepts and Gender Based Violence	22	3166
	BMMU	Gender Pledge	1,295	85277
		Reflection meeting: CLFs & PGs as drivers of women's economic empowerment — gaps & way forward.	515	39920
		Block level felicitation of Gender Champions	353	23604
	CLF	Gender Pledge	747	68551
		Mapping of Women's access to local institutions (Venn Diagrams, Snake & Ladders, etc.)	129	10345
		Session on Basic Gender Concepts and Gender Based Violence	125	9542
	VO	Gender Pledge	26,756	1363943
		Mapping of Women's access to local institutions (Venn Diagrams, Snake & Ladders, etc.)	10,708	692804
		Session on Basic Gender Concepts and Gender Based Violence	6,761	297211
	SHG	Gender Pledge	1,34,689	1792601
		Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	29794	457052
		Session on Basic Gender Concepts and Gender Based Violence	16,428	231039

State	Level	Activity Name	Activity Count	No of Participants
	GRC	Women linked with livelihood	343	19811
		Training on Gender and Violence	313	19386
		Linking women with livelihood and other schemes	132	11428
Bihar	SMMU	Inter Vertical meeting on joint strategy for Gender & Livelihood.	1	50
	DMMU	Gender Pledge	91	4453
		Session on Basic Gender Concepts and Gender Based Violence	64	3054
		Inter-department consultations on joint drives to improve access to schemes/ benefits	35	2756
	BMMU	Gender Pledge	748	27977
		Training of staff on POSH	184	16453
		Training of all CLF members for orientation on schemes, role and responsibilities and support services available by various line departments on GBV	127	13570
	CLF	Gender Pledge	3,016	125744
		Mapping of Women's access to local institutions (Venn Diagrams, Snake & Ladders, etc.)	803	40389
		Miking of Slogan/ Awareness Rally	425	22582
	VO	Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.)	10,358	473970
		Gender Pledge	8,277	364664
		Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	2,679	128225
	SHG	Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	66,301	879079
		Gender Pledge	64,554	847776
		Miking of Slogan/ Awareness Rally	38,866	503760

State	Level	Activity Name	Activity Count	No of Participants
	GRC	Training on Gender and Violence	9,996	674196
		Women linked with livelihood	6,718	326391
		Drives or Camps on Access to Schemes	4,188	285316
Chhattisgarh	SMMU	Inter Vertical meeting on joint strategy for Gender & Livelihood.	1	507
		Training/Orientation of SMMU Staff on Gender & Violence.	1	232
		Training/Orientation of SMMU Staff on Gender & Livelihood.	1	211
	DMMU	District level felicitation of Gender Champions	5	626
		Gender Pledge	6	507
		Training/ Orientation of DMMU Staff on Gender & Livelihood	7	495
	BMMU	Gender Pledge	31	1575
		Reflection meeting: CLFs & PGs as drivers of women's economic empowerment — gaps & way forward.	28	1187
		Training/ Orientation of BMMU Staff on Gender & Livelihood	33	992
	CLF	Miking of Slogan/ Awareness Rally	90	8601
		Felicitation of Gender Champions	65	6943
		Gender Pledge	105	5133
	VO	Gender Pledge	702	18521
		Mapping of Women's access to local institutions (Venn Diagrams, Snake & Ladders, etc.)	347	10245
		Miking of Slogan/ Awareness Rally	211	6547
	SHG	Gender Pledge	2,250	31475
		AV on Week-1 theme "Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors"	980	13773
		Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	893	12286

State	Level	Activity Name	Activity Count	No of Participants
	GRC	Training on Gender and Violence	26	900
		Drives or Camps on Access to Schemes	16	551
		Women linked with livelihood	13	366
Jharkhand	SMMU	Inter-departmental consultations on joint drives to improve access to schemes/benefits.	1	150
		Gender Pledge	1	150
		Training/Orientation of SMMU Staff on Gender & Violence.	1	60
	DMMU	Gender Pledge	22	765
		Engaging district-level influencers for key messaging	3	602
		Inter-department consultations on joint drives to improve access to schemes/ benefits	6	417
	BMMU	Gender Pledge	124	5119
		Block level felicitation of Gender Champions	65	3718
		Reflection meeting: CLFs & PGs as drivers of women's economic empowerment — gaps & way forward.	43	1810
	CLF	Gender Pledge	523	19396
		Session on Basic Gender Concepts and Gender Based Violence	164	5491
		Miking of Slogan/ Awareness Rally	152	5353
	VO	Gender Pledge	6,462	172209
		Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.)	1,045	29404
		Miking of Slogan/ Awareness Rally	997	29124
	SHG	Gender Pledge	22,078	281338
		Use of Access and Control Module	3,562	45893
		Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	3,057	44,867
	GRC	Training on Gender and Violence	88	3,070
		Drives or Camps on Access to Schemes	44	2,717
		Women linked with livelihood	63	2,368

State	Level	Activity Name	Activity Count	No of Participants
Meghalaya	SMMU	State level felicitation of Gender Champions	1	350
		Inter-departmental consultations on joint drives to improve access to schemes/benefits.	1	21
		Inter-departmental consultations to improve girls'/women's mobility and service delivery.	1	21
		Inter-departmental consultation on women's workload and unpaid care work, using National Time Use Survey data to inform strategies.	1	21
	DMMU	District level felicitation of Gender Champions	2	1,179
		Engaging district-level influencers for key messaging	1	1,170
		Session on Basic Gender Concepts and Gender Based Violence	8	673
	BMMU	Session on Basic Gender Concepts and Gender Based Violence	28	2,291
		Gender Pledge	19	1,733
		Block level felicitation of Gender Champions	11	1,052
	CLF	Session on Basic Gender Concepts and Gender Based Violence	147	7,775
		Gender Pledge	75	3,787
		Reflection meetings on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	25	1,734
	VO	Session on Basic Gender Concepts and Gender Based Violence	535	15,275
		Gender Pledge	305	8,611
		AV on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	131	4,771
	SHG	Session on Basic Gender Concepts and Gender Based Violence	2,434	27,573
		Gender Pledge	608	6,320
		Module on Gender Division of Labour	381	3,563
	GRC	Training on Gender and Violence	6	245

State	Level	Activity Name	Activity Count	No of Participants
		Safety Audits	1	59
		Drives or Camps on Access to Schemes	1	58
Rajasthan	SMMU	Session on Basic Gender Concepts and Gender Based Violence.	1	555
		Inter-departmental consultations on joint drives to improve access to schemes/benefits.	1	33
		Inter-departmental consultations to improve girls'/women's mobility and service delivery.	1	33
	DMMU	Gender Pledge	21	1,366
		Session on Basic Gender Concepts and Gender Based Violence	7	966
		Training/ Orientation of DMMU Staff on Gender & Violence	8	568
	BMMU	Gender Pledge	183	9,123
		Block level felicitation of Gender Champions	104	6,482
		Training/ Orientation of BMMU Staff on Gender & Livelihood	89	5,449
	CLF	Gender Pledge	624	39,550
		Miking of Slogan/ Awareness Rally	181	13,237
		Session on Basic Gender Concepts and Gender Based Violence	245	13,983
	VO	Gender Pledge	6,728	3,19,539
		Mapping of Women's access to local institutions (Venn Diagrams, Snake & Ladders, etc.)	2,367	1,14,721
		Session on Basic Gender Concepts and Gender Based Violence	1,708	48,583
	SHG	Gender Pledge	29,544	6,33,732
		Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	14,253	2,54,100
		Activity on women's awareness and access to resources and schemes	6,050	1,56,297
	GRC	Women linked with livelihood	26	1,923
		Training on Gender and Violence	28	1,776
		Linking women with livelihood and other schemes	14	1,084

Note: A detail list of activities conducted and number of participants in all the six states at different level is given in the Annexure 2

SNAPSHOT OF SIX STATES

The chapter applies the CIPP framework (Context, Input, Process, Product) to six states: Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Meghalaya and Rajasthan. It draws on field visits, state reflection workshops, KIIs and FGDs. It examines how well the national design met local institutional capacity and community realities.

States snapshots

- **Andhra Pradesh:** Reached all 28 districts and 625 blocks, with about 3.8 lakh activities and 87.98 lakh participants. It has a strong 25-year SHG/GRC base, and schools were a standout channel. Training was presentation-heavy, IEC materials were thin, and grassroots convergence was largely symbolic. Programme focus still skews towards savings and livelihoods.
- **Bihar:** The campaign budget per CLF rose from Rs 5,000 to Rs 20,000. Sports-based mobilisation and Didi Adhikaar Kendras drove engagement, and a CEO-level order helped bring verticals in. Convergence with line departments is weak, and intensity depends on District Programme Managers.
- **Chhattisgarh:** 18,218 activities reached 3.76 lakh participants. Buyer-seller meets linked remote Bastar women to Raipur markets, and the Gender Rath extended reach beyond SHG members. Nasha Mukti discussions were rated most effective (44%). GBV still crowded out the women's economic empowerment (WEE) agenda, and convergence was symbolic.
- **Jharkhand:** Reached 24 districts and 245+ blocks. Gender CRPs were the backbone of delivery, and participatory tools like Ludo, Tarazu and safety audits resonated. First-time joint action by police, WCD and schools was a notable breakthrough. IEC materials arrived late, and missing District Managers made coverage uneven.
- **Meghalaya:** Reached all 12 districts and 47 blocks, with 7,992 activities and 1.54 lakh participants. It has the strongest state-level convergence of the six, through a core committee of Health, Police, Legal Services, Social Welfare and Education. Locally relevant issues, such as teenage pregnancy and child protection, outperformed standardised messaging, and national branding barely registered in communities. Decision-making stays male-dominated despite the matrilineal context.
- **Rajasthan:** Institutionalisation is furthest along, through a state convergence committee and the Poshan Sakhi cadre system. Reframing from GBV alone to mobility, work-sharing and economic agency reduced backlash. Structured training had the widest reach (71%), while participatory tools were limited to blocks with strong cadres. Dedicated gender staff and timely materials are gaps.

Cross-cutting findings

Preparedness and convergence vary widely. They are structured in Meghalaya and Rajasthan, but event-limited in Andhra Pradesh and Chhattisgarh.

SHGs, VOs and CLFs are the most effective convergence points. They now function well beyond savings platforms.

A participation-control gap persists in nearly every state. Women are more visible in economic activity, but control over income, assets and major financial decisions remains largely with men.

Structured, cadre-led training has the widest reach. Participatory and experiential tools are unevenly distributed and depend on local facilitation capacity.

Structural barriers remain largely unresolved. Restricted mobility, unpaid care work and limited asset ownership persist despite sustained engagement.

Implication. The campaign has moved from awareness towards action, but durable change depends on dedicated gender staff, timely and audio-visual IEC materials, and convergence that is structured rather than symbolic.



Chapter 1

INTRODUCTION



1.1. Context

The Nayi Chetna campaign under DAY-NRLM was launched to address gender inequalities and the often-unseen prevalence of gender-based violence in rural India. Despite the significant expansion of the SHG movement mobilising nearly 10 crore rural women[2] and increasing access to finance and livelihoods, structural barriers still limit women's agency. NFHS-6[3] and the national Time Use Survey4 point to meaningful opportunities for the campaign. As more women step into SHGs and economic life, there is scope to deepen support on safety and freedom from violence, to share domestic and care responsibilities more equitably, and to expand women's access to cash earnings, land and digital tools. Shifting norms, safer mobility and stronger links with public institutions can help women make fuller use of the opportunities that SHG membership has opened up.

Over the four rounds of Nayi Chetna, the campaign's thematic focus has evolved in response to DAY-NRLM's growing emphasis on linking social empowerment with livelihood enhancement. While early editions focused primarily on gender-based violence, community dialogues and programme learnings highlighted that violence, mobility restrictions, weak recognition of women's labour, and limited control over resources directly undermine women's economic participation. Improvements in rural female workforce participation recorded in recent PLFS rounds remain limited, tempered by the fact that women's work remains informal, poorly compensated, and often invisible within household enterprises.

Against this backdrop, Nayi Chetna 4.0 moves beyond simply addressing GBV in isolation to foregrounding the deep interconnections between violence, gender norms, and women's economic empowerment. The campaign focuses on structural barriers, safe mobility, recognition of women's productive labour, redistribution of unpaid care work, and access to and control over resources, positioning women's agency and economic identity at the centre of change.

1.2. Key Barriers Addressed in Nayi Chetna 4.0 *(Context)*

- ***Lack of recognition of women as economic contributors:*** Women's work, especially in informal and unpaid family labour, is undervalued, limiting decision-making power, bargaining capacity, and economic identity.
- ***Lack of access and control over resources and decision-making:*** Limited access to property, financial assets, and community leadership restricts women's ability to exit violence, influence decisions, or build intergenerational security.
- ***Limited and unsafe mobility:*** Fear of violence, inadequate infrastructure, and patriarchal control limit women's movement, reducing workforce and education participation while normalising harassment and surveillance.
- ***Unequal distribution of unpaid care work:*** Disproportionate unpaid care limits women's time for paid work, opportunities for education and upskilling or leisure, reinforces stereotypes, and contributes to emotional and physical strain.

1.3. A Whole-of-Government Commitment: Inter-Ministerial Convergence *(Input & Process)*

Nayi Chetna was conceived by the Ministry of Rural Development as a whole-of-government and whole-of-society endeavour, resting on the conviction that ending gender-based violence and securing gender equality cannot be the responsibility of any single Ministry. Each edition has widened this circle of shared responsibility. Building on the nine Ministries and Departments that came together through the Joint Advisory for Nayi Chetna 3.0 in 2024, the fourth edition brought twelve Ministries and Departments of the Government of India onto a common platform and, for the first time, formalised a tripartite commitment between three Ministries to build Violence-Free Villages. Together, these instruments express the collective resolve of the Government of India that every woman in rural India should live with safety, dignity and economic agency.

[2] Press Information Bureau, Ministry of Rural Development. (2025, October 23). Deendayal Antyodaya Yojana – National Rural Livelihoods Mission: A blue-print for empowering rural communities [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2181702

[3] International Institute for Population Sciences. (2026). National Family Health Survey (NFHS-6), 2023–24: India fact sheet. Ministry of Health and Family Welfare, Government of India. https://www.nfhsiips.in/url: https://www.nfhsiips.in/nfhsuser/assets/National%20Family%20Health%20Survey%20(NFHS-6)%202023-2024%20Fact%20Sheets.pdf

[4] Press Information Bureau, Ministry of Statistics and Programme Implementation, Government of India. (2025, February 25). Time Use Survey (TUS), January–December 2024 [Press release]. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2106113&reg=48&lang=2

1.3.1. Joint Advisory of Twelve Ministries and Departments

The Joint Advisory on Nayi Chetna 4.0 – A National Campaign Against Gender-Based Violence (D.O. No. J-11060/43/2022-RL, dated 18 November 2025) was issued under the joint signatures of the Secretaries of twelve Ministries and Departments and addressed to the Chief Secretaries and Advisors to Administrators/Lieutenant Governors of all States and Union Territories. The signatories were the Department of Rural Development; the Ministry of Home Affairs; the Ministry of Panchayati Raj; the Department of Youth Affairs; the Department of School Education & Literacy; the Ministry of Information & Broadcasting; the Ministry of Women & Child Development; the Ministry of Social Justice & Empowerment; the Ministry of Health & Family Welfare; the Department of Justice; the Ministry of Agriculture & Farmers' Welfare; and the Ministry of Micro, Small & Medium Enterprises. The Advisory was formally unveiled at the national launch of the campaign on 25 November 2025.

Recalling that the 2024 edition, through the convergence of nine Ministries, had conducted 13 lakh awareness activities and reached 4 crore citizens, the Advisory reaffirmed the Government's commitment to confront the root causes of gender-based violence and the structural inequalities and regressive social norms that sustain it.

The Advisory urged States and Union Territories to design joint strategies across four areas: enhancing awareness and capacity; a multidimensional communication strategy for social and behaviour change; strengthening institutional capacity for gender-responsive collective action; and strengthening local linkages to support services, livelihood schemes, resources and productive assets. It directed every State Rural Livelihoods Mission to host an inter-departmental consultation with the active participation of all line departments, requested each department to develop a roadmap of joint activities with planning, monitoring and review mechanisms and, where necessary, a dedicated task force, and called for the nomination of a State Nodal to spearhead Nayi Chetna 4.0.

The Advisory also established a common framework of accountability. All Ministries were to record the activities conducted and their outreach on EQUAL – Evidence for Equality, the gender MIS developed by the Ministry of Rural Development, with data entry at every level from the national to the block, and to submit a consolidated report by 31 January 2026. The response to this call is reflected in the 747 inter-departmental consultations held across the country to improve women's and girls' mobility and service delivery, engaging 56,184 participants, and the 618 consultations on joint drives to improve access to schemes and benefits, engaging 52,876 participants.

Each Ministry and Department brought its own mandate, institutions and schemes to the campaign. The commitments set out in the annexure to the Joint Advisory are summarised in Box 1. Together, they show how the machinery of Government, from Gram Sabhas and police stations to schools, Krishi Vigyan Kendras and Doordarshan, was mobilised behind a single national purpose.



Box 1: Convergence Commitments of Ministries and Departments under the Joint Advisory for Nayi Chetna 4.0

Ministry / Department	Signatory	Key convergence actions committed in the Joint Advisory
Ministry of Rural Development (Department of Rural Development)	Shri Shailesh Kumar Singh, Secretary	Village-level awareness rallies; showcasing the Lakhpati Didi initiative and departmental convergence; mandatory Block and Panchayat forum meetings between SHGs and departments; training of SHGs, VOs and CLFs on forms of GBV, unpaid care work, women farmer identity and ownership of assets; legal literacy camps with WCD and District Legal Services Authorities; capacity building of Gender Resource Centres on access to schemes, employment and financial inclusion; felicitation of Gender Champions; Gender Pledge at all levels; nukkad nataks, sports events, wall paintings and film screenings; dialogues with men and boys; sensitisation of ASHAs, ANMs, Anganwadi workers, local police and field functionaries; awareness drives and distribution of land records to women by the Department of Land Resources.
Ministry of Women and Child Development	Shri Anil Malik, Secretary	Awareness on income opportunities and schemes such as PMEGP, Stand-Up India and MGNREGA; skill demonstrations, micro-training and mentoring by successful women entrepreneurs; gender sensitisation of frontline workers in AWCs, CCIs, One Stop Centres, Shakti Sadan and Sakhi Niwas; awareness on helplines 112, 181 and 1098, Domestic Incident Reports, One Stop Centres and CWCs; linkage between Gender Resource Centres and One Stop Centres; awareness on the PWDV Act 2005, the SH Act 2013 and the POCSO Act 2012, Internal and Local Complaints Committees and SHe-Box; thematic webinars on child marriage, workplace sexual harassment and domestic violence.
Ministry of Home Affairs	Shri Govind Mohan, Secretary	Orientation for women's safe access to work and markets through the 112 Emergency Response Support System and Women Helpline 181; awareness and enforcement of protective laws and victim compensation; support infrastructure such as One Stop Centres, Shakti Sadan and Sakhi Niwas; gender sensitisation of beat officers, police professionals and Mahila Thanas; awareness on Zero FIR, DIR and Women Help Desks.
Ministry of Panchayati Raj	Shri Vivek Bharadwaj, Secretary	Mahila Sabhas and Special Gram Sabhas on GBV, women's access to productive assets, employment and gender-sensitive infrastructure, integrated with the Gram Panchayat Development Plan; gender sensitisation of PRI officials and elected representatives; training of Panchayat committees on schemes and legal frameworks; monthly Gender Forum meetings between PRIs and CLFs/VOs.
Ministry of Agriculture & Farmers' Welfare	Dr. Devesh Chaturvedi, Secretary	Gender sensitisation of extension officers and KVK staff; KVK awareness drives on schemes for women; exposure visits to KVKs, mandis, dairies, cooperatives, FFS and FPOs; awareness on agricultural finance, KCC and APMC markets; demonstration of drudgery-reduction tools and of women operating tractors and farm equipment; felicitation of Mahila Kisan leaders and Agri Entrepreneurs; Mahila Kisan and Udyami Sammelans; village fairs of women farmers' innovations.

Ministry / Department	Signatory	Key convergence actions committed in the Joint Advisory
Ministry of Micro, Small & Medium Enterprises	Shri S.C.L. Das, Secretary	Udyam registration drives for women; digital skills for payments, accounting and marketing; enterprise financing drives; training on branding, packaging and e-commerce on-boarding; linkage to PMFME and PMEGP; enterprise clinics; awareness on TREAD, SAMARTH and CGTMSE; use of SHG-CLFs, producer groups and Badlav Manch as entry points to MSME schemes.
Ministry of Health & Family Welfare	Smt. Punya Salila Srivastava, Secretary	Gender sensitisation of frontline health functionaries; awareness on addressing GBV through a health systems approach; awareness on the role of medical professionals in responding to violence.
Department of School Education & Literacy	Shri Sanjay Kumar, Secretary	Gender sensitisation of students, teachers and staff; workshops on girls completing school and pursuing higher or vocational education; vocational, digital literacy and entrepreneurship sessions for adolescent girls; awareness on Skill India and NAPS; girl child enrolment drives; awareness camps on gender and good touch–bad touch; Bal Melas, quizzes, wall paintings and debates on gender equality.
Department of Justice (with NALSA)	Shri Niraj Verma, Secretary	Legal literacy camps at Panchayat level and with SHG members through DLSAs; promotion of Tele-Law services; webinars and awareness activities on legal remedies and the Bharatiya Nyaya Sanhita.
Ministry of Social Justice & Empowerment	Shri Amit Yadav, Secretary	Integration of Nayi Chetna with the Nasha Mukt Bharat Abhiyaan; awareness on gender-based discrimination and violence through Let's Talk, Break the Cycle and Empower Her; joint strategy with the National Council for Transgender Persons and DAY-NRLM.
Department of Youth Affairs	Dr. Pallavi Jain Govil, Secretary	Awareness activities, webinars and workshops with MY Bharat and the National Service Scheme on the role of youth in preventing violence; sports tournaments in villages and schools challenging gender stereotypes.
Ministry of Information & Broadcasting	Shri Sanjay Jaju, Secretary	Talk shows, editorials and awareness activities; regional conferences; programmes on gender equality on DD Kisan and Doordarshan.

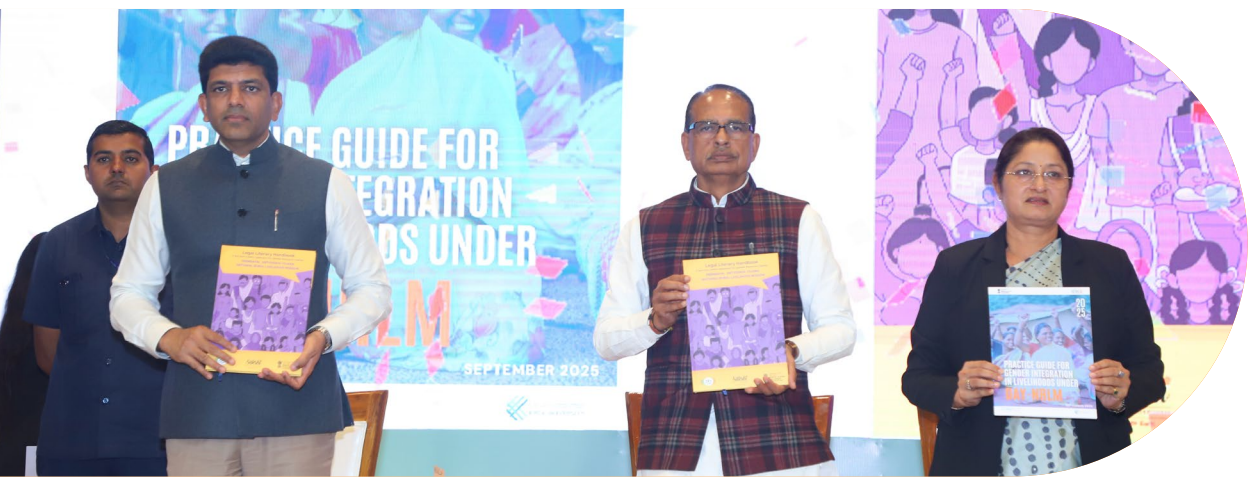


Exhibit 1: Joint Advisory on Nayi Chetna 4.0 signed by the Secretaries of twelve Ministries and Departments





Cover page of ***the Joint Advisory*** (left) and page bearing ***the signatures of the twelve Secretaries*** (right).

1.3.2. Tripartite Letter of Intent: The Violence-Free Village Initiative

A defining highlight of Nayi Chetna 4.0 was the Joint Letter of Intent on the Violence-Free Village Initiative, signed by the Secretaries of the Ministry of Women and Child Development, the Ministry of Law & Justice and the Ministry of Rural Development. The Letter sets out a shared vision: **"To build Violence-Free Villages, where every woman lives free from fear, supported by community institutions that prevent violence, protect survivors, ensure access to justice, and enable reintegration through livelihoods and dignity."**

This tripartite commitment carries the campaign beyond an annual month of mobilisation towards a lasting, village-level standard of safety and justice for women. It brings together the protection and survivor-support mandate of the Ministry of Women and Child Development, the access-to-justice mandate of the Ministry of Law & Justice, and the community institutions and livelihood platforms built by the Ministry of Rural Development under DAY-NRLM. Unveiling the Letter at the national launch, Smt. Annapurna Devi, Union Minister of Women and Child Development, underscored that it **"will advance the development of model villages under the Violence-Free Village Initiative, ensuring safety, rights, and empowering opportunities for girls and women in rural India."**[5] Announcing the initiative, Shri Shivraj Singh Chouhan, Union Minister of Rural Development, stated that a broad-based public campaign would be launched to establish violence-free villages and that violence against women would not be tolerated in any circumstance.[6]

[5] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168

[6] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Ministers Shri Shivraj Singh Chouhan and Annapurna Devi launch 'Nayi Chetna 4.0' national campaign for gender equality and women's empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194293

Exhibit 2: Joint Letter of Intent on the Violence-Free Village Initiative



Government Of India

VIOLENCE-FREE VILLAGE INITIATIVE

JOINT LETTER OF INTENT

Shared Vision

To build Violence-Free Villages, where every woman lives free from fear, supported by community institutions that prevent violence, protect survivors, ensure access to justice, and enable reintegration through livelihoods and dignity.

Secretary,
Ministry of Women and Child Development

Secretary,
Ministry of Law & Justice

Secretary,
Ministry of Rural Development

MINISTRY OF WOMEN AND CHILD DEVELOPMENT

MINISTRY OF LAW & JUSTICE

MINISTRY OF RURAL DEVELOPMENT GOVERNMENT OF INDIA

1.4. Preparation for the Campaign *(Input & Process)*

As in every edition, the Ministry of Rural Development, through the National Mission Management Unit (NMMU) of DAY-NRLM, led a structured cascade of preparation that carried the campaign from the national level to every State, district, block and community institution. The preparation for Nayi Chetna 4.0 built on the systems established over three previous editions, while equipping States for the expanded agenda on women's economic empowerment.

1.4.1. Preparation at the National Level

Preparation for Nayi Chetna 4.0 commenced well ahead of the launch. The campaign Advisory, Concept Note, activity lists and the Joint Advisory were shared with all State Rural Livelihoods Missions to guide planning. A stock-taking meeting on campaign preparedness was convened with all States and Union Territories under the chairmanship of the Joint Secretary, Ministry of Rural Development, with the participation of State Chief Executive Officers/ State Mission Directors and State Programme Managers. States were directed to initiate preparation so that every Cluster Level Federation would carry out campaign activities from 25 November to 23 December 2025, involving line departments, NGOs and frontline functionaries, with special emphasis on engaging men and boys, youth and gender-diverse individuals.

At the highest administrative level, the Secretary, Department of Rural Development, held an online meeting with the Chief Secretaries and Additional Chief Secretaries of States and UTs, State Secretaries of Rural Development and heads of the concerned line departments, to discuss the roll-out plan for Nayi Chetna 4.0 and the participation of line departments. This meeting carried the whole-of-government commitment of the Joint Advisory directly to the leadership of State Governments.

To build capacity for implementation, DAY-NRLM conducted intensive orientations with State teams. A two-day in-person national workshop in New Delhi brought together Master Trainers and Programme Managers to introduce the campaign themes, the week-by-week tools, IEC materials, the campaign mascot and the MIS process. This was followed by an online briefing led by the Joint Secretary, Ministry of Rural Development,


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for State Chief Executive Officers and senior officials, reinforcing expectations and timelines. Two further online sessions, in Hindi and English, were held for State, District and Block Programme Managers to ensure clarity on campaign materials, processes and implementation protocols.

Particular attention was given to building a robust reporting system. An orientation on the campaign and on EQUAL, the gender MIS of the Ministry of Rural Development, was conducted for the Gender Campaign State Nodals and MIS coordinators of all States and Union Territories, covering the activities to be conducted and the process for recording daily data on the type of activity, the number of participants and the categories of participants, from the State down to the Self-Help Group. The National Mission Management Unit, together with State Nodals and IWWAGE, then conducted training sessions for district and block users of the MIS, and those trained in turn oriented district, block, CLF and VO members involved in the campaign. Portal links, login IDs and user manuals were shared with all States so that data entry personnel at every level could report on the campaign.

A national IEC Resource Kit was developed and shared with the States. It carried the campaign's identity assets, a thematic logo, Avni the mascot, and a jingle and song, along with weekly thematic posters and banners, informative videos for cadres, week-wise implementation planners, activity lists and key publications, including the Legal Literacy Handbook and the Gender Integration in Livelihoods Handbook. A four-week thematic calendar gave each theme a defined window for activities, and a new set of participatory community tools was introduced to support the economic empowerment agenda (see Section 2.6). The EQUAL MIS served as the common platform for recording activities and participation at every level, from the State to the Self-Help Group.

1.4.2. Preparation at the State, District and Block Levels

Guided by the Joint Advisory, which called on each State to nominate a State Nodal and convene inter-departmental consultations, States prepared action plans with week-by-week calendars extending down to the SHG level. IEC materials were translated, adapted and contextualised in local languages and disseminated in both print and digital formats. Orientations cascaded from the State Mission Management Units to district and block teams, and onward to CLF and VO leaders, Gender Community Resource Persons, Social Action Committee members and Gender Resource Centres, so that every tier understood the campaign's themes and its reporting requirements. Inter-vertical meetings on gender and livelihoods were held at the State Mission Management Unit level in seven States.

The States studied for this assessment illustrate the depth of this preparation. Bihar substantially enhanced campaign resources, raising the allocation per CLF from Rs 5,000 to Rs 20,000; a State-level orientation was held with all 38 District Managers and line departments, district programmes were conducted in 20 districts, and each district was assigned a mentor to support blocks. Meghalaya constituted a State core committee with representatives of Health, Police, Legal Services, Social Welfare and Education, oriented departments with instructions to cascade guidance to districts and blocks, transferred funds directly to CLFs, and launched the campaign at the SARAS Fair with line departments as speakers. Rajasthan formed a State-level gender convergence committee, with corresponding committees at district, block, Panchayat and VO levels, and trained its Poshan Sakhi cadre on gender, nutrition and women's property and ownership rights. Andhra Pradesh held orientation sessions for State, district and block functionaries alongside large-scale cadre orientations with the participation of ICDS, Police and Agriculture departments. Chhattisgarh oriented district teams, trained Block Resource Persons, conducted GRC-level orientations and organised exposure visits for Krishi Sakhis, Pashu Sakhis and Gender CRPs, while Jharkhand planned activities through a week-by-week Gender Abhiyaan Calendar, with District Managers orienting Block Managers in every block. Detailed State accounts are presented in Chapter 4.


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


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ट्रीय ग्रामीण आजीविका
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MINISTRY OF RURAL DEVELOPMENT
GOVERNMENT OF INDIA
जेंडर समानता और
महिला सशक्तिकरण
पर
राष्ट्रीय अभियान
25 नवंबर, 2025
सुषमा स्वराज भवन
नई दिल्ली
नई चेतना


MINISTRY OF RURAL DEVELOPMENT
GOVERNMENT OF INDIA
नई चेतना


JOINT ADVISORY NAYI CHETNA 4.0
MINISTRY OF RURAL DEVELOPMENT
GOVERNMENT OF INDIA
[Shailesh Kumar Singh]
Secretary
Department of Rural Development
[Govind Mohan]
Secretary
Ministry of Home Affairs
[Vivek Bharadwaj]
Secretary
Ministry of Panchayati Raj
[Niraj Verma]
Secretary
Department of Justice
[Dr. Pallavi Jain Govil]
Secretary
Department of Youth Affairs
[Sanjay Kumar]
Secretary
Ministry Of School Education & Literacy
[Sanjay Jaju]
Secretary
Ministry of Information & Broadcasting
[Dr. Devesh Chaturvedi]
Secretary
Ministry of Agriculture & Farmers' Welfare
[Anil Malik]
Secretary
[Amit Yadav]
Secretary
[Punya Salila Srivastava]
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राष्ट्रीय ग्रामीण आजीविका मिशन
श्री चंद्रशेखर पेम्मासानी
श्री शिवराज सिंह चौहान
श्रीमती अन्नपूर्णा देवी
श्री कमलेश पासवान
श्रीमती पूनम
श्रीमती शबनम खान

1.5. Launch of Nayi Chetna 4.0 *(Process)*

Nayi Chetna 4.0 was launched on 25 November 2025, the International Day for the Elimination of Violence against Women, at the Pravasi Bharatiya Kendra, Sushma Swaraj Bhawan, New Delhi. Shri Shivraj Singh Chouhan, Union Minister of Rural Development and Agriculture & Farmers' Welfare, inaugurated the campaign along with Smt. Annapurna Devi, Union Minister of Women and Child Development, in the presence of Dr. Chandra Sekhar Pemmasani, Minister of State for Rural Development and Communications; Shri Kamlesh Paswan, Minister of State for Rural Development; and Shri Shailesh Kumar Singh, Secretary, Department of Rural Development.[7] Representatives of the participating Ministries and Departments, officials of State Rural Livelihoods Missions, women SHG members from across the country, Anganwadi workers and partner civil society organisations attended the launch. The presence of the same Union leadership that had inaugurated Nayi Chetna 3.0 on 25 November 2024 reflected the sustained commitment at the highest levels of Government that has carried the campaign through four editions.

1.5.1. Messages from the Dignitaries

Delivering the keynote address, Hon'ble Union Minister **Shri Shivraj Singh Chouhan** reaffirmed the Prime Minister's resolve that no sister should remain in poverty and that every women should attain dignity, confidence and prosperity as a Lakhpati Didi, noting that more than two crore SHG women had already become Lakhpati Didis.[8] He described how the campaign had evolved into a mass movement to strengthen the security, dignity and economic participation of women in rural India, and affirmed that it is the Government's duty to ensure that women's voices are heard at every level of society and governance. In his words: ***"Our effort is to ensure no woman ever has tears in her eyes. No one should have to beg; every woman should smile, and we are working to make every woman a 'Lakhpati Didi'. Nothing can stop the progress of women, and our Didis are continuously working toward this goal."***[9]

The Union Minister called for an urgent change in discriminatory attitudes towards daughters, and declared that violence against women will not be tolerated in any circumstance, observing that ***"Women are divine; without respect for women's dignity, neither country nor society can progress."*** Identifying addiction as one of the major causes of violence, he urged women to lead awareness against substance abuse in every village, and called on the Government, society and women together to make this a campaign.[10]

Hon'ble Union Minister of Women and Child Development Smt. Annapurna Devi underscored that the tripartite Letter of Intent between the Ministry of Women and Child Development, the Ministry of Law & Justice and the Ministry of Rural Development will advance the development of model villages under the Violence-Free Village Initiative, ensuring safety, rights and empowering opportunities for girls and women in rural India.[11]

Hon'ble Minister of State, MoRD Dr. Chandra Sekhar Pemmasani highlighted that the collective strength of 10 crore rural women mobilised through Self-Help Groups has transformed Nayi Chetna into a robust grassroots movement. He noted that the campaign ***"not only empowers women to seek timely support but also inspires them to speak up and bring long-suppressed issues to the forefront",*** thereby strengthening community-led efforts towards a violence-free and gender-equitable rural ecosystem.[12]

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[7] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168

[8] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168

[9] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Ministers Shri Shivraj Singh Chouhan and Annapurna Devi launch 'Nayi Chetna 4.0' national campaign for gender equality and women's empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194293

[10] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Ministers Shri Shivraj Singh Chouhan and Annapurna Devi launch 'Nayi Chetna 4.0' national campaign for gender equality and women's empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194293

[11] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168

[12] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168

Hon'ble Minister of State, MoRD, Shri Kamlesh Paswan underscored the pivotal role of education in addressing gender inequality, describing education as a powerful tool that enables individuals and communities to break long-standing barriers.[13]

The launch saw the unveiling of the Inter-Ministerial Joint Advisory on convergent efforts between twelve line Ministries and Departments, together with the Inter-Ministerial Tripartite Letter of Intent for the Violence-Free Village Initiative.[14] The Advisory embodies the spirit of a whole-of-government approach, leveraging the strength of each collaborating Ministry and Department to eliminate gender-based discrimination and violence. Two Gender Champions from Bihar and Rajasthan shared their journeys of overcoming discrimination and leading change within their communities, reminding the gathering that the campaign's purpose is realised in the lives of women themselves.

The essence of the launch was a collective call, from the highest levels of Government to the SHG member in every village, to carry Nayi Chetna 4.0 forward in the spirit of a Jan Andolan, a people's movement led by the extensive SHG network of DAY-NRLM. Its message was clear: that ending gender-based violence and advancing women's economic empowerment are one shared national endeavour, and that safe mobility, recognition of women as economic contributors, shared responsibility for unpaid care work, access to assets, credit, skills and markets, and gender-responsive policies and budgets together make gender equality a lived reality in rural India.

1.6. Assessment of Nayi Chetna 4.0: Collaboration of IWWAGE and PRADAN

The fourth edition of Nayi Chetna marks a strategic shift towards examining how gender-based violence intertwines with women's livelihoods, mobility, and economic agency. To document the campaign and draw lessons for future editions, the Ministry of Rural Development, through DAY-NRLM, partnered with IWWAGE and PRADAN for this assessment. In this phase, the two organisations formally collaborated to integrate their complementary strengths into a unified assessment and monitoring framework. PRADAN provided extensive grassroots experience in livelihoods and community institutions, while IWWAGE contributed analytical and research expertise grounded in gender-responsive evidence generation. Previously, PRADAN led process documentation, and IWWAGE conducted independent assessments of Nayi Chetna, but their convergence created a more coherent structure for capturing both implementation processes and community-level outcomes of the campaign. By combining qualitative process insights with rigorous analysis, the partnership enabled a holistic, practice-oriented understanding of how economic vulnerability and gender norms shape women's experiences, strengthening the campaign's learning agenda and its ability to inform future programme design.



[13] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168

[14] Press Information Bureau, Ministry of Rural Development. (2025, November 25). Union Minister of Rural Development and Agriculture & Farmers Welfare, Shri Shivraj Singh Chouhan, launches Nayi Chetna 4.0 - National Campaign on Gender Equality and Women Empowerment [Press release]. Government of India. https://www.pib.gov.in/PressReleasePage.aspx?PRID=2194168




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Chapter 2

METHODOLOGY



2.1. Objective

The assessment of the National Gender Campaign aims to understand the reach, and reception of grassroots-level activities implemented under the Gender-Based Violence (GBV) and Women's Economic Empowerment (WEE) theme. It also examines State-level convergence efforts and the extent of convergence across line departments and Ministries. The assessment will identify the enabling and constraining factors affecting WEE, a key pillar of the Nayi Chetna 4.0 campaign, while highlighting opportunities and providing actionable recommendations to strengthen future iterations of the National Gender Campaign.

To structure this inquiry, the assessment draws on the CIPP framework (Context, Input, Process, Product), which allows the campaign to be examined across its design and delivery. This makes the model well suited to an assessment concerned with both what was delivered and how, rather than only whether predetermined targets were met.

Against this backdrop, Nayi Chetna 4.0 moves beyond simply addressing GBV in isolation to foregrounding the deep interconnections between violence, gender norms, and women's economic empowerment. The campaign focuses on structural barriers, safe mobility, recognition of women's productive labour, redistribution of unpaid care work, and access to and control over resources, positioning women's agency and economic identity at the centre of change.

2.2. Assessment Framework: The CIPP Model

The assessment is grounded in the CIPP Model (Context, Input, Process, and Product), developed by Daniel Stufflebeam in the 1960s.[5,6,7] The model is well - suited to an assessment concerned with both what was delivered and how, rather than focusing only on whether predetermined targets were met. The model will cover the Context that shaped the introduction of these new themes, the Inputs mobilised to deliver them, the Process through which activities reached communities and institutions engaged with one another, and the Product, or the results this produced for women's economic empowerment, gender based violence and for inter-departmental and inter-ministerial convergence.

Context

Within the CIPP framework, the Context dimension will cover rationale for introducing four new themes of women's economic empowerment, along with the ongoing GBV theme as an extension based on learning from previous rounds. It sets out the campaign's evolving objectives and the reasoning behind this thematic shift.

Input

The Input dimension assesses the resources, preparedness, and institutional readiness supporting Nayi Chetna 4.0 at all levels. It covers the orientations, training, and capacity-building provided to state, district, and block teams, as well as to community cadres such as Gender CRPs to enter the campaign related activities in the EQUAL MIS during the campaign. These orientation and training briefs the list of IEC material that are curated to be used and activities can be designed as per the states' priorities during the campaign. Inputs also include the availability and timely distribution of IEC materials—posters, banners, audio-visual content, and thematic guides—as well as budget allocations at SMMU, DMMU, BMMU, and CLF levels. Equally important are coordination mechanisms, such as state-level gender convergence committees and structured engagement with departments like Health, Education, Police, Women and Child Development, and Social Justice.

Process

The Process dimension examines how Nayi Chetna 4.0 unfolded on the ground across the study states, focusing on the implementation of tools and participatory activities such as SHG and VO discussions, safety audits, nukkad nataks, sports events, rallies, counselling sessions, school activities, and reflection workshops. It assesses how consistently and deeply the four thematic barriers restricted mobility, non-recognition of women's economic roles, unequal unpaid care work, and limited access to resources and decision-making were addressed across different groups.

[5] This framework evaluates a programme systematically across four dimensions — the conditions within which it operates, the resources invested, how it is actually implemented, and what it produces — making it well suited to understanding the mechanisms and outcomes of a multi-state, community-embedded campaign.

[6] Stufflebeam, D.L. (1983). The CIPP Model for Program Evaluation.

[7] Susanto, Ferri & Hamzah, Syukri. (2022). The Context, Input Process, Product (CIPP) evaluation model as a Comprehensive Framework for evaluating online English learning towards the industrial revolution era 5.0. International Journal of Educational Research & Social Sciences. 3. 2235-2247. 10.51601/ijersc.v3i6.544.

Product

The Product dimension captures the outputs, reach, participation, and perceived effectiveness of Nayi Chetna 4.0. It draws on EQUAL MIS data to assess the number of activities conducted, participants engaged across institutional tiers, geographical coverage, and the diversity of constituencies reached, including women's collectives, line departments, men and youth, adolescent girls, and PRI members. It also examines the campaign's effectiveness in advancing intended outcomes such as greater awareness of gender equality and economic empowerment, shifts in norms around mobility, work, and decision-making, stronger institutional responses to gender issues, and early signs of increased participation and agency among women.

2.2.1. From OECD-DAC to CIPP: Rationale for the Methodological Transition

The first three rounds of the Nayi Chetna assessment were organised under the OECD-DAC evaluation criteria of Relevance, Effectiveness, Efficiency, Coherence, and Sustainability. The framework was well-suited for evaluating whether a programme has met its stated objectives and used its resources appropriately. As the campaign matured into its fourth edition, the assessment priorities shifted as well. NC 4.0 introduced a substantively new thematic agenda on Women's Economic Empowerment, alongside the involvement of multiple cadre systems, convergence with 12 line ministries departments, and community-level tools designed to understand shifting norms rather than merely spreading awareness. In this context, the CIPP model (Context, Input, Process, Product) offered a more appropriate analytical structure. The model examines not only what the campaign produced but why it was designed the way it was, what was invested to deliver it, and how implementation actually unfolded on the ground. While the two frameworks are not directly equivalent, the substantive concerns they address largely overlap, where the OECD-DAC's Relevance maps onto CIPP's Context; Efficiency and Coherence inform the Input dimension; Effectiveness corresponds to Product; and Process cuts across all four OECD-DAC criteria by highlighting the mechanisms through which outcomes are achieved or not Year-on-year comparisons presented in this report on shifts in awareness, GRC expansion, and institutional reach are drawn from the EQUAL MIS and SHG self-assessment data, which have been consistently collected across all four rounds using standardised tools. These quantitative trends therefore, remain comparable across NC 1.0 to NC 4.0, even as the analytical framework organising the qualitative interpretation has evolved. Due to inadequate data collected in round 3, indicators from round 3 are not compared with any other round.

2.2.2. Application of the CIPP Model Across the Report

The CIPP framework is used not only as the analytical approach but also to organise the report itself, with each chapter corresponding to one or more dimensions of the model. Chapter 1 (Introduction) and Section 2.3 (Assessment Framework) establish the Context; it specifies the structural conditions and rationale that shaped the introduction of the four new Women's Economic Empowerment themes alongside the ongoing GBV focus. Section 2.6 (Tools and IEC Material) and the state-wise "Preparedness" sub-sections in Chapter 4 capture the Input dimension covering the resources, orientation, training, and materials mobilised to deliver the campaign. The Process dimension runs through Section 3.6 (What Worked), Section 3.7 (Convergence), and the "Tools and Activities," "Agenda and Key Issues," and "Stakeholders and Convergence" sub-sections within each state chapter in Chapter 4, which examine how implementation actually unfolded on the ground. The Product dimension is addressed in Sections 3.1 through 3.5, which draw on EQUAL MIS and qualitative data to present the campaign's reach, thematic outcomes, and shifts in awareness and attitude, as well as in the "Campaign Reach" sub-sections of each state chapter. Finally, Chapter 5 (Recommendations) summarises the report by organising recommendations under the CIPP dimensions. ***To make this structure transparent to the reader, each relevant section heading throughout the report is tagged with its corresponding CIPP dimension (Context, Input, Process, or Product).***

Table 3: Below operationalises the CIPP framework by linking each research question to its corresponding data source and method.

CIPP Dimension	Research Question	Primary Data Sources & Methods
Context	Why did NC 4.0 shift from GBV-only to GBV–WEE?	Campaign design documents (National Advisory, Concept Note, Joint Advisory) for Desk review; EQUAL MIS for secondary analysis for trend comparison
Input	How adequate was preparedness and resourcing across levels?	IEC Resource Kit records; training/ orientation data from EQUAL MIS; preparedness data from KIIs with SPMs/ DPMs/BPMs and thematic leads
Process	How was NC 4.0 implemented across institutional tiers?	EQUAL MIS activity records; field observation of tool deployment, KIIs, FGDs, and Reflection Workshops with Bindi Exercise
Product	What outcomes did NC 4.0 produce?	EQUAL MIS reach/participation data; SHG self-assessment module (n=53,365); four-round comparative data for trend analysis, FGDs and Reflection workshops

2.3. Assessment Approach and Data Sources

The assessment of Nayi Chetna 4.0 employed a mixed-method approach, combining quantitative data from the EQUAL MIS with qualitative primary data collected through multiple methods across six study states.[8] This combination enables triangulation across data sources, ensuring that findings are both statistically grounded and contextually rich.

2.3.1. Quantitative Data

Quantitative data was sourced from the EQUAL MIS, the national platform that records real-time campaign activities and participant numbers across all institutional levels—SMMU, DMMU, BMMU, CLF, VO, SHG, and GRC—in all 33 states and Union Territories. Data were collected through seven MIS tools and an SHG self-assessment module that captured perceptions of gender norms, along with newly added sections on mobility, access to resources, women as economic contributors, and unpaid care work. A minimum of 5 self-assessment forms were to be submitted by each CLF recording the perception of SHG women and status of women across WEE parameters. The national advisory guided weekly activity planning, supported by national and state-level training that reached over 5,300 stakeholders. The MIS operates in 12 regional languages[9] and English, with user manuals and video tutorials to support usage. All units submitted one consolidated daily activity form, while CLFs submitted additional assessment forms. A multi-channel support system such as the helpline, email, WhatsApp, and phone lines, along with automated quality checks and stricter validation rules introduced in Year 4, strengthened data consistency and accuracy. This quantitative dataset provided the foundation for assessing campaign scale, comparing performance across states and institutional tiers, and triangulating qualitative insights, forming the backbone of the Product dimension.

2.3.2. Qualitative Data

Qualitative data were gathered through KIIs and FGDs across the six states selected purposely due to their strong participation in Nayi Chetna

3.0 and also ensuring regional diversity. Districts and blocks were selected based on MIS data on activity intensity and participation patterns. Within these geographies, KIIs captured institutional perspectives from state, district, and block officials, while FGDs engaged diverse community stakeholders to understand campaign relevance, participation, and perceived outcomes.

A detailed table of the selected states with the specific geographies included in the qualitative assessment is given below.

Table 4: Study Locations for Qualitative Assessment of the National Gender Campaign

States	Districts	Blocks
Andhra Pradesh	Guntur	Tadikonda
	NTR	Vissannapeta
Bihar	Katihar	Manihari
	Patna	Naubatpur
Chhattisgarh	Kanker	Charama
	Dhamtari	Kurud
Jharkhand	Ranchi	Burmu
	Ramgarh	Mandu
Meghalaya	Ri Bhoi	Jirang
	Eastern West Khasi Hills	Mairang
Rajasthan	Udaipur	Badgaon
	Rajsamand	Bhim

Within each district, field interactions were conducted at block, CLF, VO, and community levels, ensuring that both institutional and grassroots perspectives were captured.

Table 5: Distribution of Qualitative Interviews

States	KIIs	FGD*
Andhra Pradesh	5	6
Bihar	5	6
Jharkhand	5	6
Chhattisgarh	5	6
Meghalaya	5	6
Rajasthan	5	6
Total	30	36

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

Primary qualitative data was collected through three main methods:

Key Informant Interviews (KIIs) KIIs were conducted with SPMs, DPMs, BPMs, and thematic leads across the six study states to capture institutional perspectives on preparedness, coordination, convergence, and implementation challenges, informing the Input and Process dimensions of the CIPP framework.

Focus Group Discussions (FGDs) engaged a diverse set of community stakeholders[10] to understand relevance, participation, awareness, and perceived outcomes, contributing primarily to the Process and Product dimensions

Reflection Workshops State-level Reflection Workshops with CLF leaders and community women used participatory tools like the Bindi Exercise to surface grounded assessments of what worked, what did not, and why, and to capture women's own assessments of the campaign's relevance and impact.

Participant selection followed a purposive approach, drawing from groups[11] directly involved in campaign activities and individuals directly responsible for planning, coordination, and implementation[12]. Reflection Workshop participants were specifically chosen from high-performing districts and blocks identified through EQUAL MIS data. State and district teams supported this selection using MIS records, cadre lists, and field insights. This approach ensured

[8] Andhra Pradesh, Bihar, Jharkhand, Chhattisgarh, Meghalaya, and Rajasthan

[9] Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu and Urdu

[10] CLF leaders, SHG members, Gender CRPs, community cadres, men, adolescent girls, PRI members, FPO members, and workers such as Krishi, Pashu, and Poshan Sakhis

[11] CLF leaders, SHG members, Gender CRPs, Pashu/Krishi Sakhis, youth, men, PRI members, FPO members, and frontline worker,

[12] SPMs, DPMs, BPMs

diverse, grounded perspectives from both high-performing geographies and key stakeholder groups across institutional and community levels.

A day-long training was conducted for field investigators to align on the study's objectives, themes, and data collection protocols.

2.4. Ethics and Data Security

The study followed the Institute for Financial Management and Research (IFMR) guidelines and protocols on ethics, data collection and data protection. An online consent is taken from the members who are entering the self-assessment form. The consent form clearly explains the study's purpose and participants' rights. Participation will be strictly voluntary, with an emphasis that refusal or withdrawal carries no penalty.

Data safety and storage: We recognise the critical importance of safeguarding the privacy and well-being of individuals and maintaining the security and integrity of data entrusted to us. All the data was handled with sensitivity and confidentiality. Research investigators collected qualitative data and were trained in research methodology, survey ethics, and procedures. All the investigators were trained on the guidelines, and the consent-taking process, before data collection.

Data for qualitative interviews and discussions were recorded using an electronic recording device. The recorded voices were uploaded to the secure server at the end of the day's data collection. After uploading to the server, the audio records from the recording devices were removed. We took appropriate steps to ensure that no one beside the research team learns about any information gathered from the study participants.

All qualitative data was transcribed and further translated into English for analysis. Translated data were assigned to software packages with unique identifiers. The quantitative survey data was a self assessment tool collected through EQUAL MIS. Respondents were assigned a unique ID during data analysis. No name, phone number or designation were collected during the data collection.

2.5. Data Analysis

Data analysis was done using the CIPP framework, integrating qualitative and quantitative datasets to identify convergences, divergences, and patterns across stakeholder groups and administrative levels. This triangulated approach strengthened rigour by validating community narratives against programme data, providing a more nuanced and holistic picture of campaign performance — revealing both strengths and areas requiring improvement.

2.6. Tools and the IEC material used in the Campaign *(Input)*

NC 4.0 introduced its most diverse set of community engagement tools, representing a shift from information-dissemination toward participatory, experiential learning:

1. **Hum aur Hamari Aajeevika** — a structured discussion tool helping women name and articulate their economic contributions

2. **Dana Kothi Khali** — a household economic flow game that helped women visualise how money enters and leaves the household and where their control is concentrated or absent

3. **Marble Games** — visualising resource access and control within households

4. **Mobility Mapping** — allowing communities to identify and document unsafe spaces

5. **Tarazu** — a balance-scale tool for visualising equitable and inequitable distributions of work

6. **Kaunsa Kaam Kiska Kaam** — a card-sorting activity on household task distribution

7. **MIS self-assessment mobility module** — capturing current mobility patterns and aspirational mobility for daughters and daughters-in-law

Weekly themed video content was aligned with each campaign week, structured into a four-week thematic calendar that gave each theme a defined window for activities and was deployed at SHG and CLF levels through mobile devices and community screenings.

The IEC Resource Kit developed for NC 4.0 included the campaign Advisory, Concept Note, and Joint Advisory to facilitate convergence with line ministries. It also contained campaign identity assets — a thematic logo, Avni the mascot, a jingle and song, along with weekly thematic posters and banners, informative videos for cadres, week-wise implementation planners, activity lists, and key publications, including the Legal Literacy Handbook and the Gender Integration in Livelihoods Handbook. States further adapted, translated, and contextualised these materials in local languages, and both digital and print mediums were used for dissemination.

2.7. Limitations of the Research

While the study employed a robust mixed-methods approach to understand the Context, Input, Process and the Product of the National Gender Campaign, several limitations must be acknowledged that may have influenced the comprehensiveness and accuracy of the findings.

- The study's selection of six states and two districts per state offered depth but limited national representativeness, particularly as states which performed better in NC 3.0 in terms of the number of activities conducted and participants reached were purposely selected for NC 4.0.
- Findings relying on qualitative responses and the SHG self-assessment tool were subject to recall and social desirability biases.
- MIS data, while extensive, lacked mechanisms to verify whether activities occurred as reported and did not uniquely identify participants, without deduplication of participants.

Despite these constraints, the mixed-methods approach generated grounded insights into institutional functioning and community perceptions, highlighting both achievements and gaps, and underscoring the need for stronger verification systems and more inclusive sampling in future assessments.




घर का काम,
सबका काम
जिता ग्रामीण आजी अर्थविकास मिशन, मुजफ्फरपुर

Chapter 3

OVERVIEW OF THE CAMPAIGN



This chapter presents the findings from Nayi Chetna 4.0 across four areas: the scale and reach of the campaign; what the campaign found regarding each of its four new themes along with GBV; shifts in awareness, attitudes, and behaviour among participants; and the remaining gaps. Evidence is drawn from the EQUAL MIS capturing quantitative data of the Campaign, the self-assessment data (n=53,366), and qualitative fieldwork from six study states. Also, the sections in the chapters are organised under the Process and Product dimension of the CIPP framework.

3.1. Scale and Reach *(Product)*

Nayi Chetna 4.0 reached a new scale compared to earlier rounds. Over 28 lakh activities were conducted nationally across 33 states and Union Territories. The volume of activity recorded was approximately five times more than the activities organised in NC 1.0, more than three times the number of activities in NC 2.0 and more than twice the activities organised in NC 3.0. Approximately 5.4 crore participants attended which included women, men, adolescents, and institutional stakeholders such as RD, PRI, SHG, VO, CLF, and other departments.

Indicator	NC 1.0 (2022)[13]	NC 2.0 (2023)[14]	NC 3.0 (2024)[15]	NC 4.0 (2025)
Total Activities	5,85,897	9,06,103	13,17,334	27,97,571
Total Participants	3,51,76,492	6,12,64,980	4,05,61,407	5,36,87,024
States and UTs Participating	32 (97%)	31 (94%)	33 (100%)	33 (100%)
Districts Conducted Activities	560 (73%)	509 (69%)	587 (78%)	605 (79%)
Blocks Conducted Activities	3,511 (49%)	3,333 (47%)	3,976 (56%)	4,413 (61%)
CLFs Conducted Activities	12,868 (40%)	8,544 (27%)	9,883 (28%)	10,449 (29%)
VOs Conducted Activities	57,616 (11%)	NA	79,825 (15%)	1,00,874 (19%)
GRCs Conducted Activities	NA	783	NA	2,241
Line Ministries signed Joint Advisory	0	0	9	12

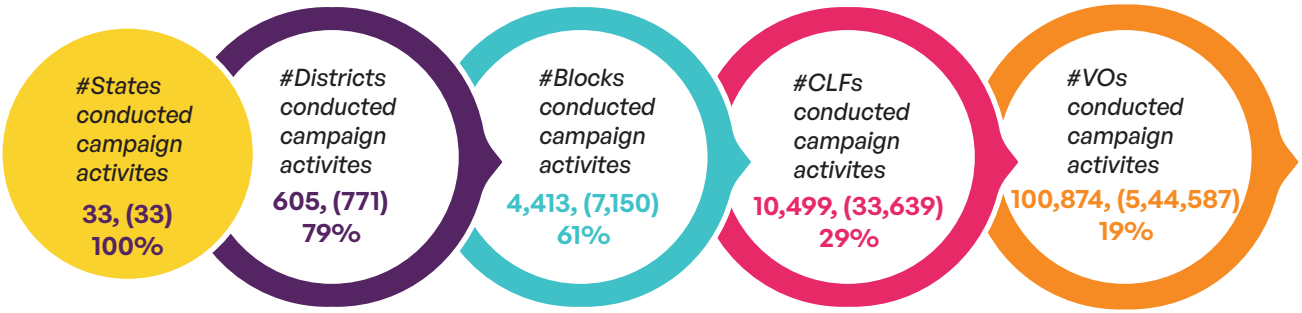
Note: ***NA: Information not available***
Data Source: NC-1-report.pdf, NC-2-report .pdf, NC-3-report .pdf and EQUAL MIS

[13] An Assessment Of The National Gender Campaign For DAY-NRLM, IWWAGE – An Initiative of LEAD at Krea University. https://iwwage.org/wp-content/uploads/2026/01/Assessment-report-of-the-gender-campaign-eng.pdf

[14] Saxena, A., Sinha, G. K., Paul, A. (2024). National Gender Campaign 2.0: An Assessment Report. IWWAGE, New Delhi. https://iwwage.org/wp-content/uploads/2026/04/National-Gender-Campaign-2.0-Assessment-Report-English.pdf

[15] Awasthi, S., Paul, A., Kashyap, A., & Sarkar, M. (2025). National Gender Campaign 3.0: An assessment report. IWWAGE – An Initiative of LEAD at Krea University. https://iwwage.org/wp-content/uploads/2026/05/NC-3-report_WEB.pdf

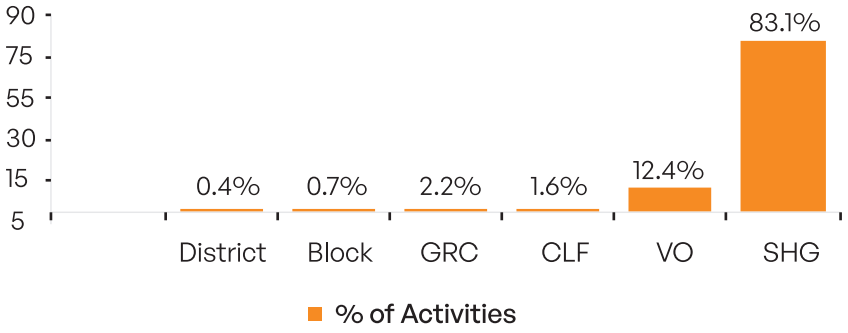
Figure 1: Reach of the campaign



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

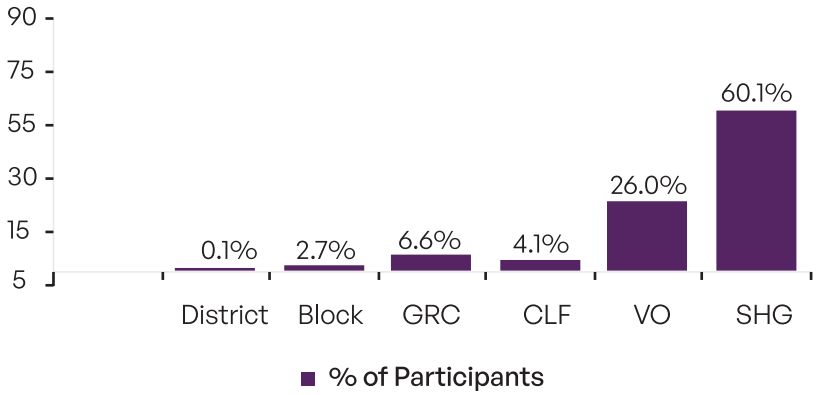
Activities were conducted across all institutional tiers. At the state level, gender pledges (18 activities, 5,437 participants) and inter-departmental consultations on scheme access (13 activities, 4,026 participants across 10 states) were the most common. At the district level, gender pledges (434 activities, 51,692 participants) and sessions on basic gender concepts and GBV (281 activities, 28,340 participants across 149 districts) were predominant. At the block level gender pledge, (6,126 activities, 4,41,841 participants across 1,658 blocks); reflection meeting of the CLFs & PGs as drivers of women's economic empowerment: gaps & way forward. were organised in 685 blocks engaging 88,518 participants.

Figure 2a: Proportion of Activities Conducted at Various Level during NC 4.0



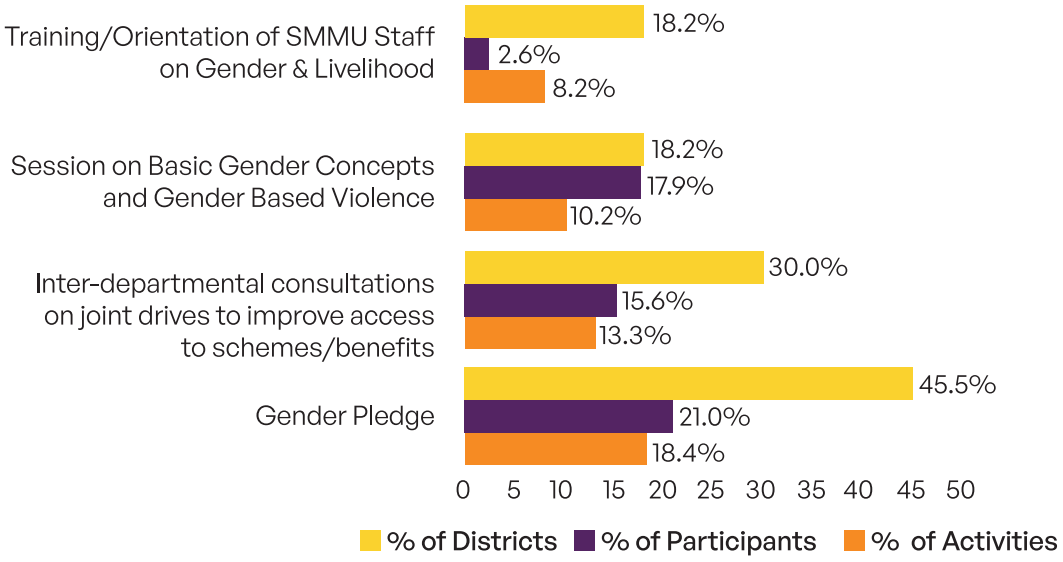
Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***

Figure 2b: Percentage of Participants Engaged in Various Activities at Various Level at NC 4.0



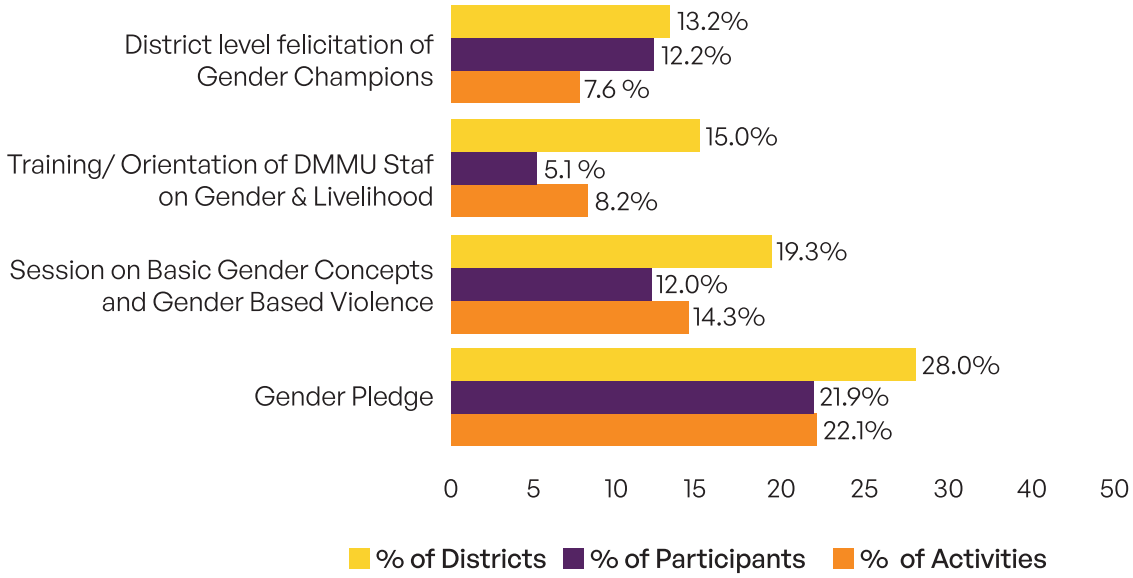
Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***

Figure 3: Distribution of top Four SMMU Level Activities by Activity Type, Participant Share, and State Coverage (N=33)



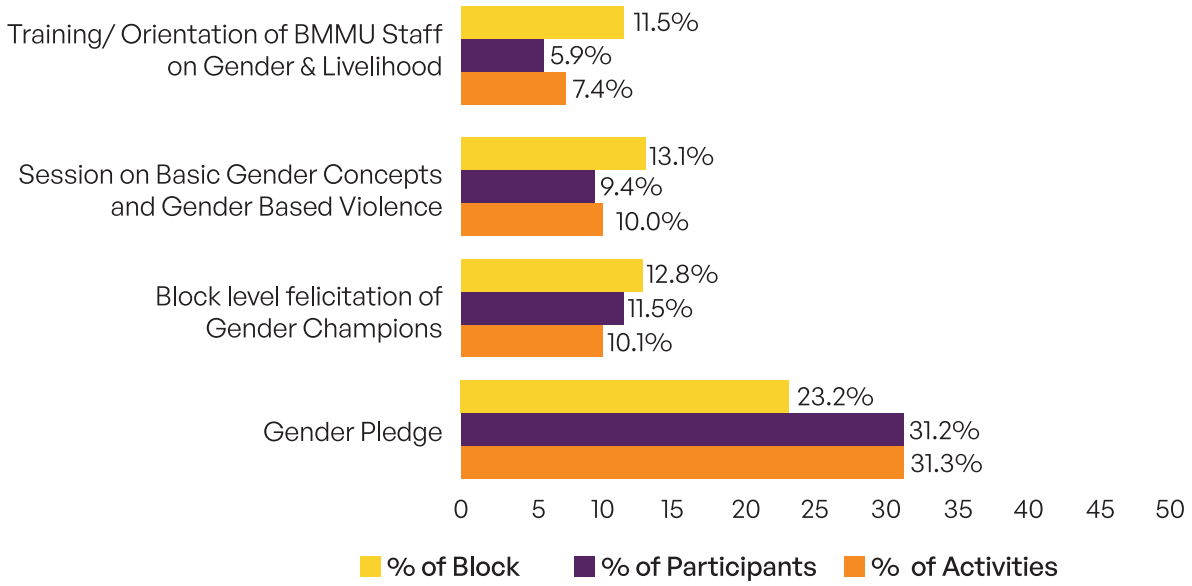
Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***
See Annexure for details of other activities.

Figure 4: Distribution of top Four DMMU Level Activities by Activity Type, Participant Share, and District Coverage (N=771)



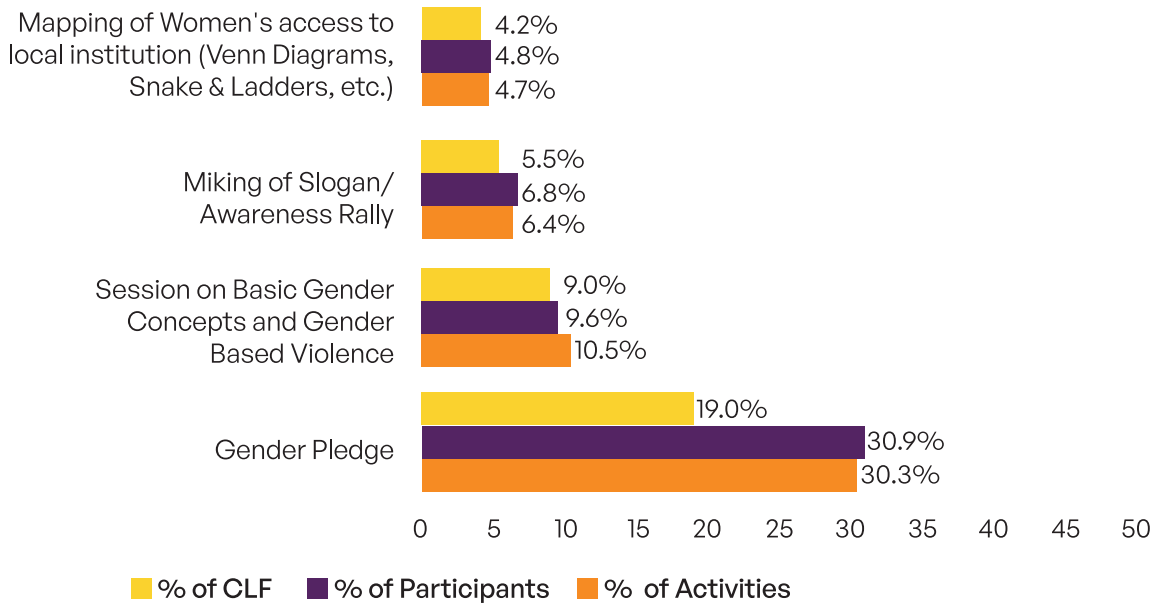
Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***
See Annexure for details of other activities.

Figure 5: Distribution of top Four BMMU Level Activities by Activity Type, Participant Share, and Block Coverage (N=7,150)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***
See Annexure for details of other activities.

Figure 6: Distribution of top Four CLF Level Activities by Activity Type, Participant Share, and CLF Coverage (N=33,639)

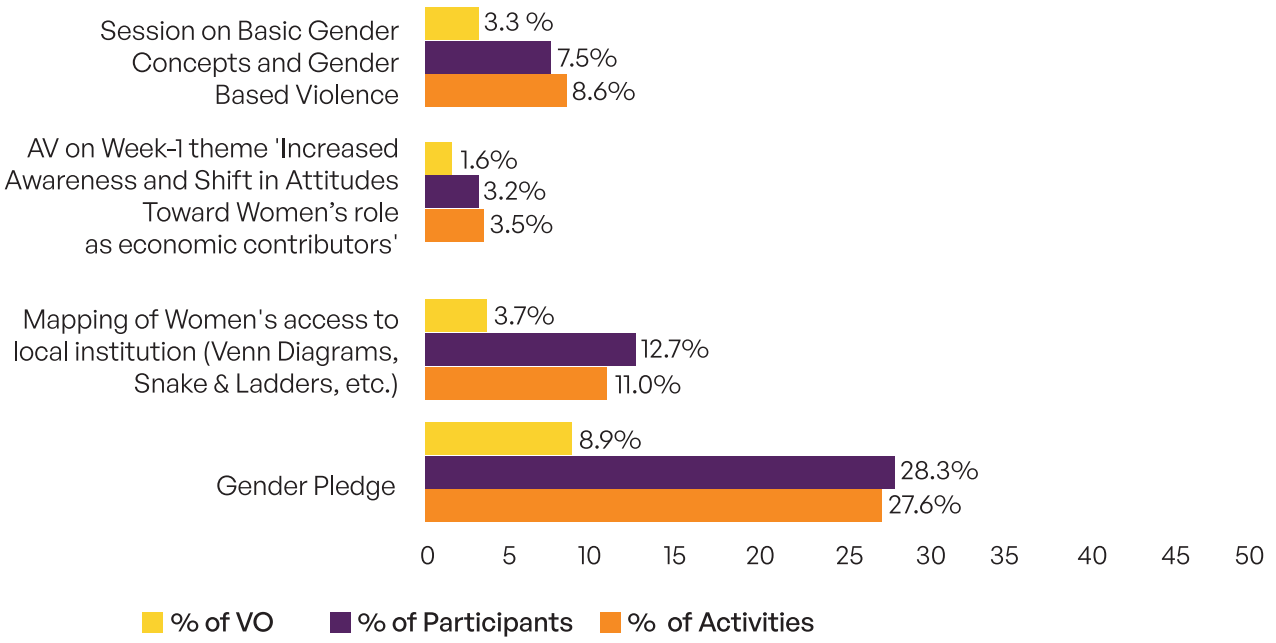


Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***
See Annexure for details of other activities.

At the CLF level, 45,720 activities engaged 22,09,778 participants. Gender pledges (13,869 activities) and sessions on basic gender concepts (4,789 activities) were the top activities, followed by miking of slogan/awareness rallies (2,922 activities).

At the VO level, gender pledges (95,366 activities, 39,33,643 participants) were the highest-volume activity, followed by mapping of women's access to local institutions using tools such as Venn Diagrams and Snake and Ladders (38,000 activities, 17,61,470 participants). WEE-specific tools: Hum aur Hamari Aajeevika, Dana Kothi Khali, Tarazu, and Kaunsa Kaam Kiska Kaam, Table games, Kiska Palada Bhari, Marble Games, Women Farmer Right and Access tools, and Access and Control Module etc were organised 26,714 times with 11,00,300 participants at the VO level.

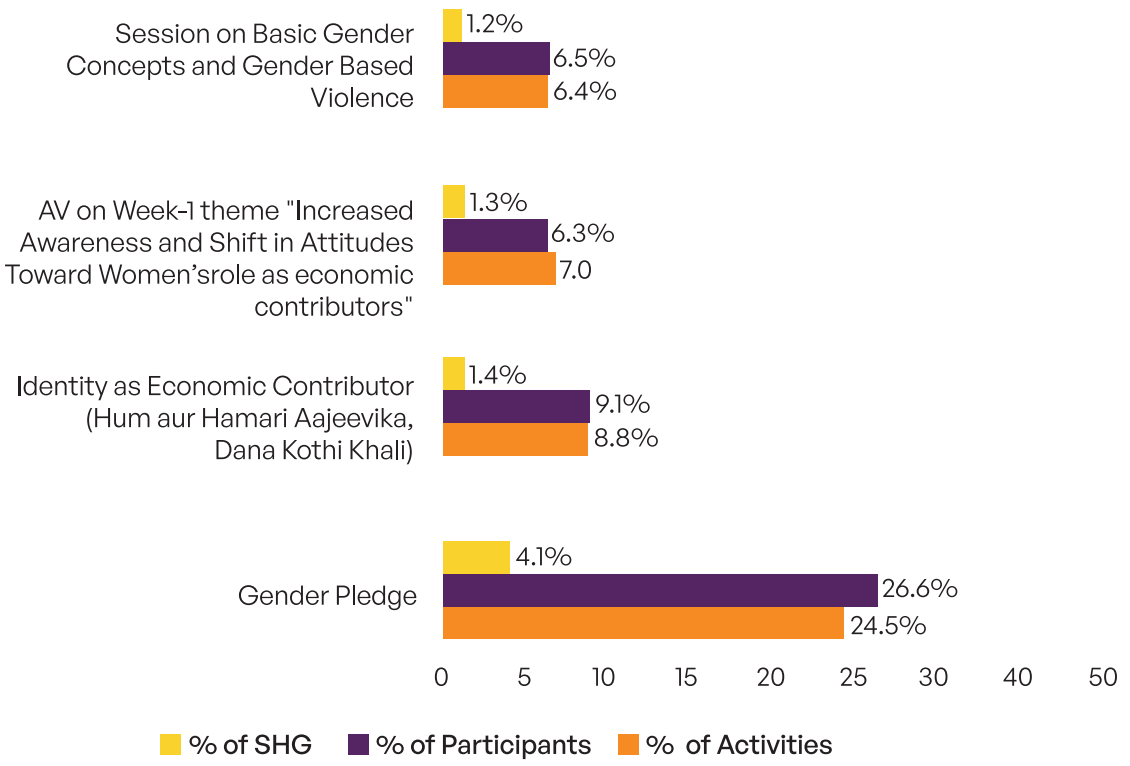
Figure 7: Distribution of Top Four VO Level Activities by Activity Type, Participant Share, and VO Coverage (N=5,44,587)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author. See Annexure for details of other activities.***

At the SHG level, gender pledges were organised 5,74,460 times, engaging 86,17,258 participants. Identity as Economic Contributor activities — Hum aur Hamari Aajeevika and Dana Kothi Khali — were organised 2,08,900 times, engaging 29,78,696 participants. In total, 23,62,289 activities were conducted at the SHG level with 3,26,72,096 participants.

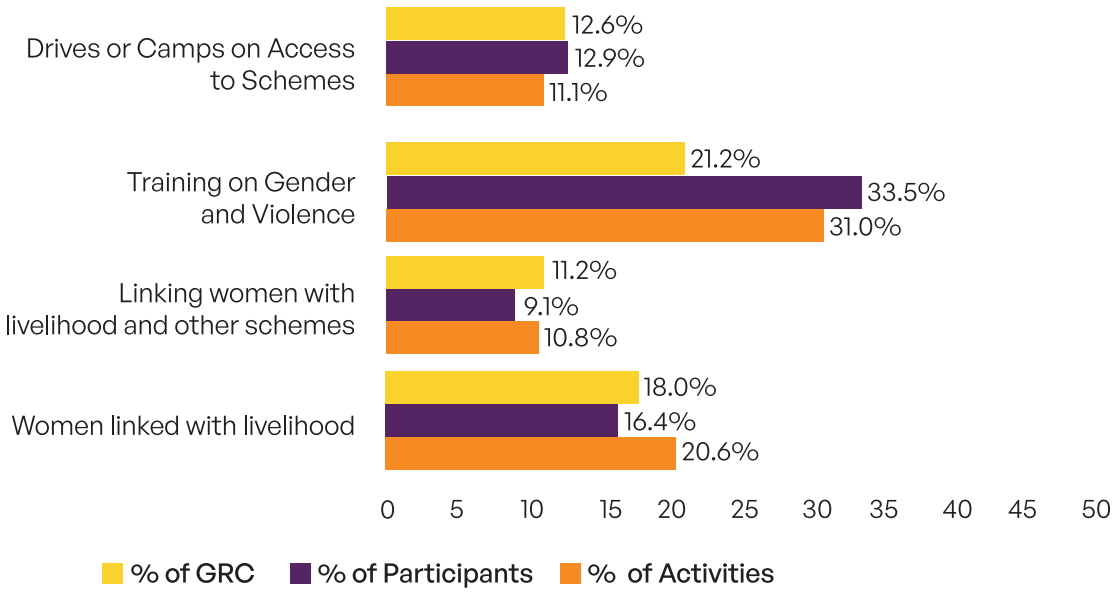
Figure 8: Distribution of top four SHG Level Activities by Activity Type, Participant Share, and SHG Coverage (N=92,90,958)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***
See Annexure for details of other activities.

More than 2,241 GRCs were active during the campaign, where 6.5% of GRCs were handling 3,374 GBV cases and 18.0% GRCs facilitating 12,524 livelihood linkages.

Figure 9: Distribution of top four VO Level Activities by Activity Type, Participant Share, and GRC Coverage (N=6,905)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author.***
See Annexure for details of other activities.

3.2. Reflection Around Newly Added Themes for Women's Economic Empowerment *(Context & Product)*

Theme 1 — Women as Economic Contributors

Women substantially contribute to agriculture, livestock rearing, food processing, micro-enterprises, and unpaid household chores, yet these contributions are systematically undervalued. The NC 4.0 self-assessment found that only 36% of respondents believe that men in their community recognise the economic value of women's labour. The findings suggest that only 39% of women have leadership roles in community enterprises such as market engagement and negotiation with buyers, despite 63% having a decision-making role in livelihood enterprises or market engagement.

Figure 10: Women as Economic Contributors/Gender and Livelihood: as an Indicator of Women's Economic Empowerment (Yes % by Respondents on Each Statement)

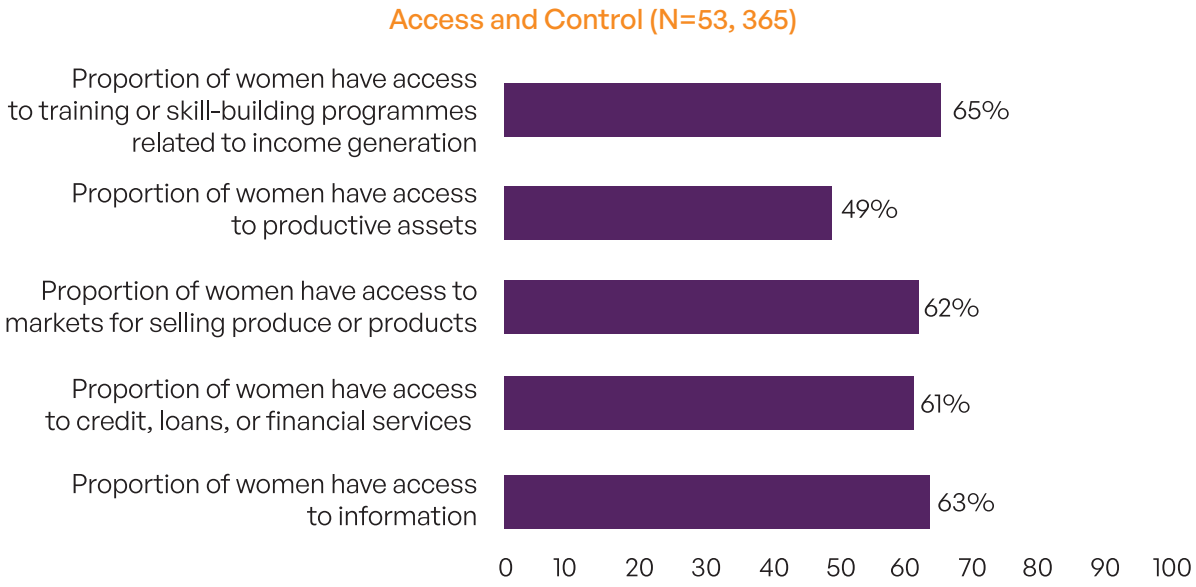


Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***

Theme 2 — Access to and Control Over Resources

The campaign findings highlight the persistent gap between women's access to opportunities and their control over economic resources, which is a core dimension of gender inequality. While a majority of women reported access to information (63%), training (65%), credit (61%), and markets (62%), access to productive assets remained considerably lower at 49%. This reflects that the control over key economic resources, particularly land and major financial decisions, continued to rest largely with men.

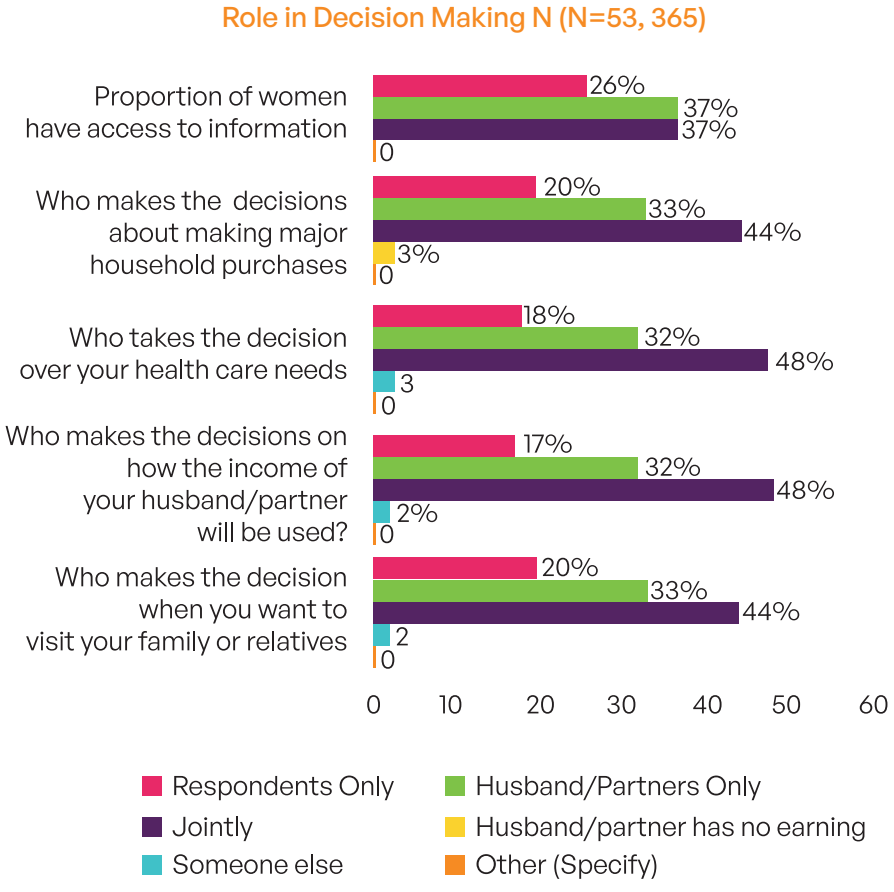
Figure 11: Access and Control over Resources: as an Indicator of Women's Economic Empowerment (Yes % on Each Indicator)



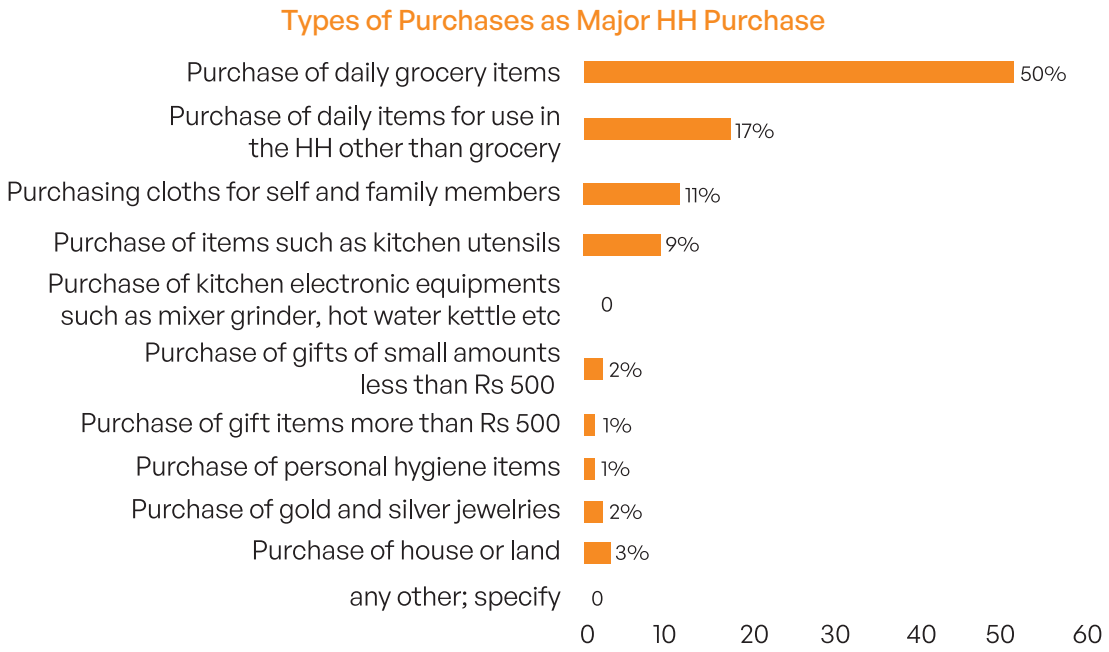
Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***

Across five major household decision-making domains, fewer than one-third of women reported exercising sole decision-making authority. Notably, even with respect to their own earned income, 37% of women stated that decisions were made solely by their husband or partner.

Figure 12: Share of Women as a Solo Decision Maker in Major Household Related Activities Including her Own Health, Finance and Mobility.



Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***

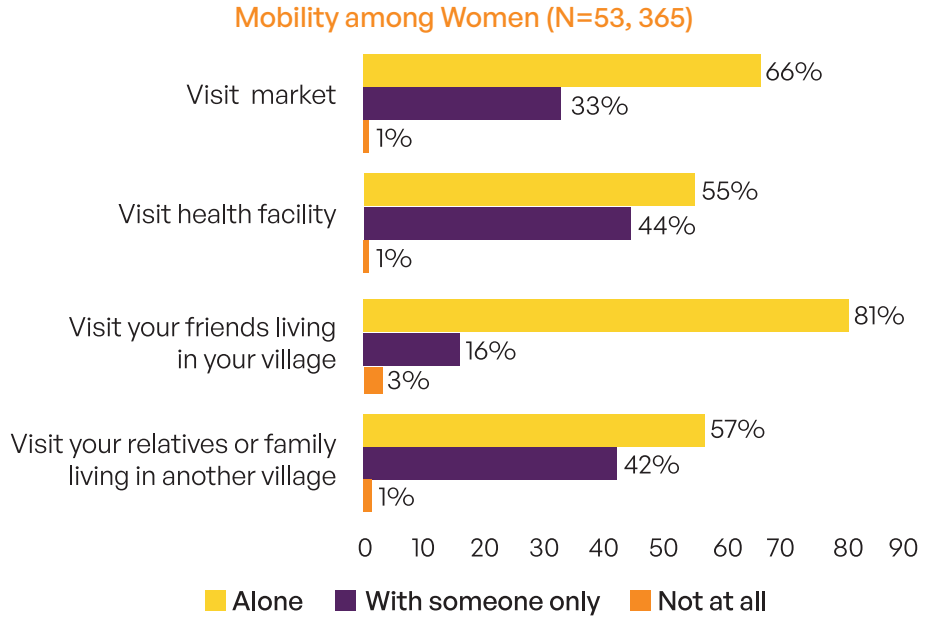


In Rajasthan, women involved in livestock, tailoring, and FPO activities described growing economic participation alongside persistent male control over loan decisions and market access. In Bihar, CLF leaders emphasised the need for timely credit access and simplified banking procedures as prerequisites for enterprise growth. In Chhattisgarh, recommendations explicitly called for transferring of assets in the name of women, noting that small-scale assets were insufficient without ownership of land, vehicles, and productive inputs.

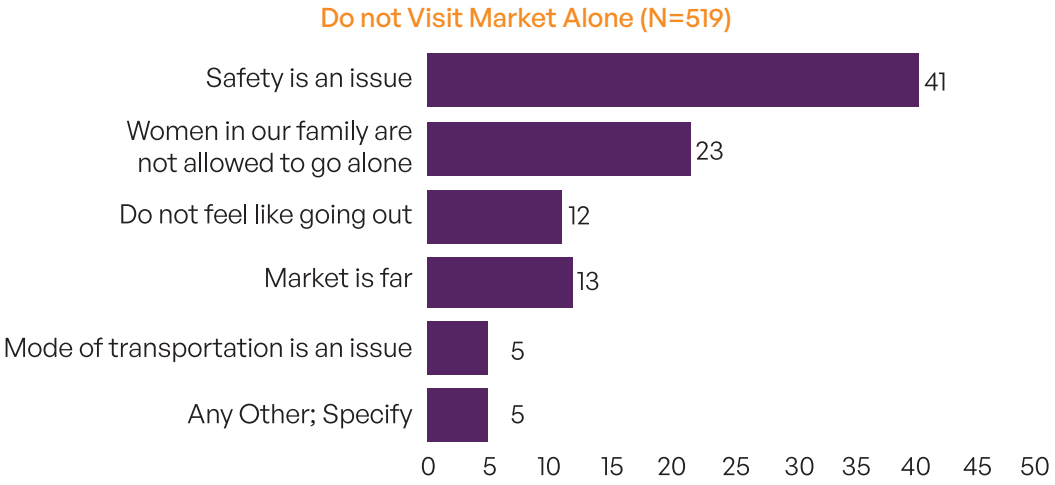
Theme 3 — Mobility and Safety

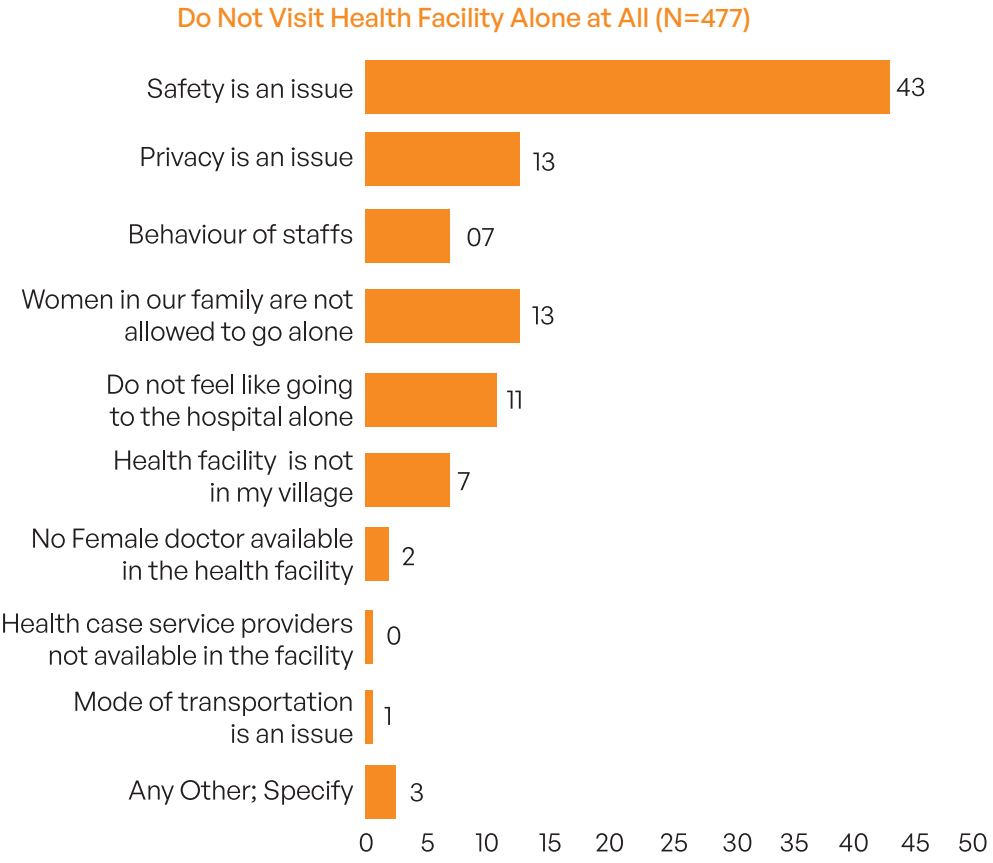
Mobility is a basic enabler of economic participation. Women and girls' access to opportunities continues to be constrained by restrictive social norms and safety concerns that limit their mobility. The self-assessment data (NC 4.0, N=53,366) shows that while 66% of women report being able to visit a market alone, 44% need accompaniment to access health facilities. Nearly 55% of women and girls face restrictions on their mobility for work, skill development, or educational opportunities, reflecting the persistence of deeply entrenched gender norms. Safety is the primary cited reason across all mobility domains, reported by 41–45% of respondents. Nearly ***35% of self-assessment respondents directly link improved mobility to increased income potential.***

Figure 13: Share of Women Visiting Market, Health Facility, and Friend and Relatives within and Outside Village Alone or With Someone and the Reason for Not Visiting Alone



Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***


Do not Visit Market Alone (N=519)
Safety is an issue
41
Women in our family are not allowed to go alone
23
Do not feel like going out
12
Market is far
13
Mode of transportation is an issue
5
Any Other; Specify
5
0 5 10 15 20 25 30 35 40 45 50


Do Not Visit Health Facility Alone at All (N=477)
Safety is an issue
43
Privacy is an issue
13
Behaviour of staffs
07
Women in our family are not allowed to go alone
13
Do not feel like going to the hospital alone
11
Health facility is not in my village
7
No Female doctor available in the health facility
2
Health case service providers not available in the facility
0
Mode of transportation is an issue
1
Any Other; Specify
3
0 5 10 15 20 25 30 35 40 45 50

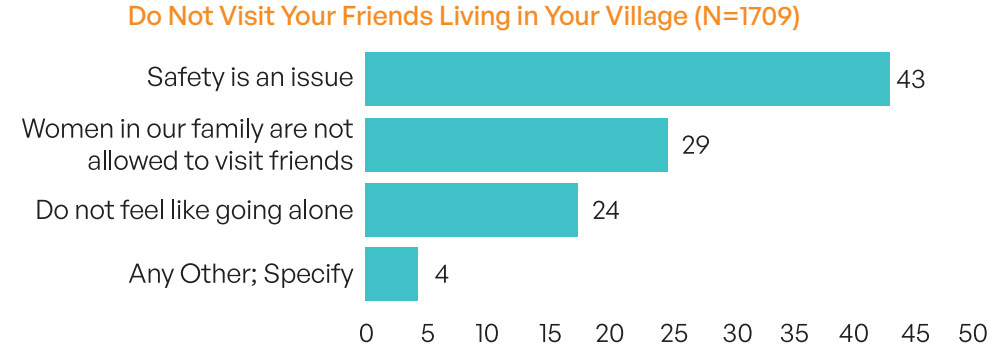
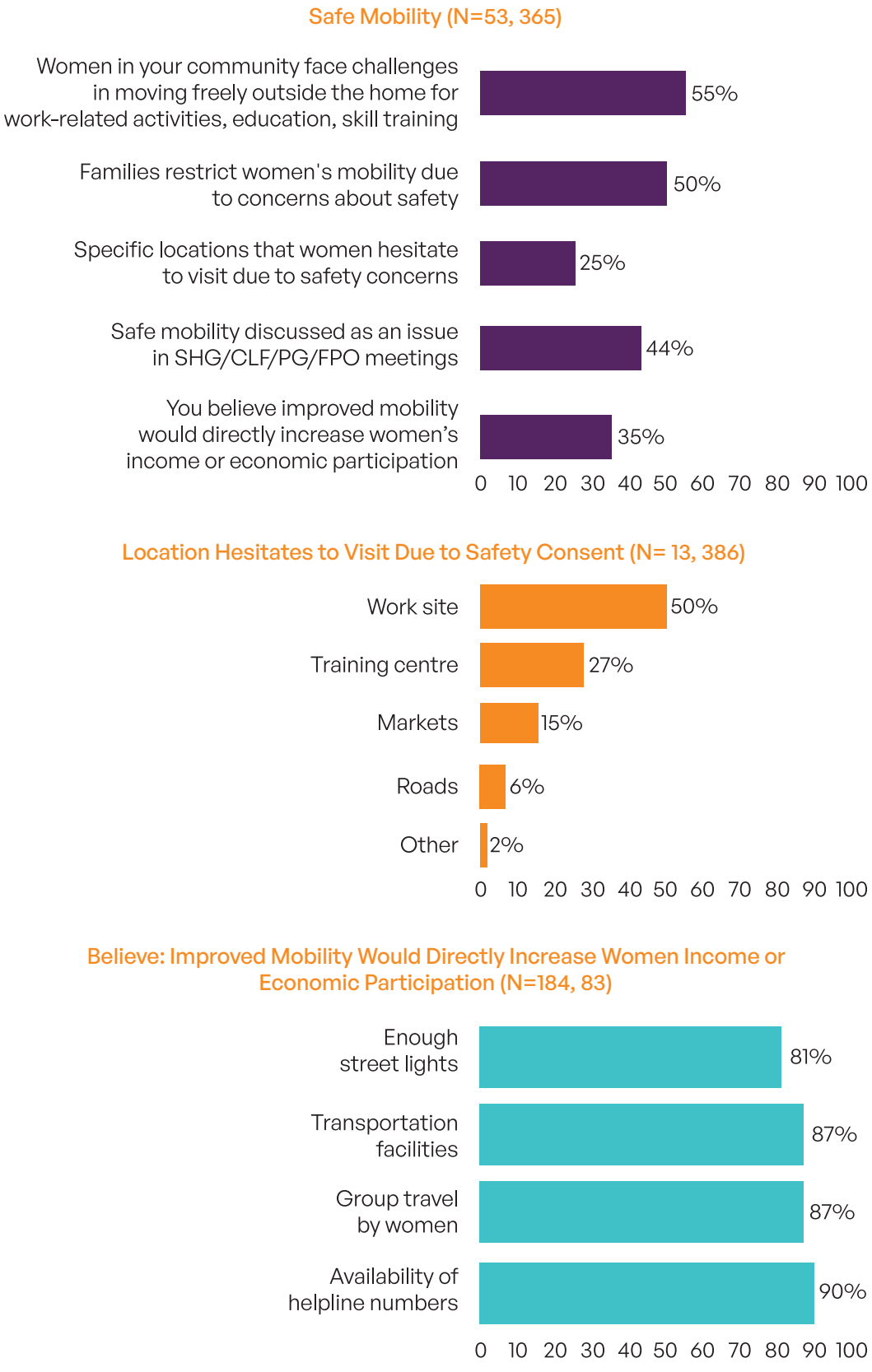

Do Not Visit Your Friends Living in Your Village (N=1709)
Safety is an issue
43
Women in our family are not allowed to visit friends
29
Do not feel like going alone
24
Any Other; Specify
4
0 5 10 15 20 25 30 35 40 45 50

Figure 14: Safe Mobility as an Indicator of Women's Economic Empowerment (Yes % for Each Statement)



Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***

In Bihar and Jharkhand, evening movement is functionally restricted for most women. In Rajasthan, poor roads, distance to banks and markets, and the absence of public toilets compound safety concerns. In Meghalaya, despite a matrilineal social structure, FGDs found that women's actual access to Gram Sabha spaces and financial decision-making was more constrained than the narrative suggests from the qualitative data.

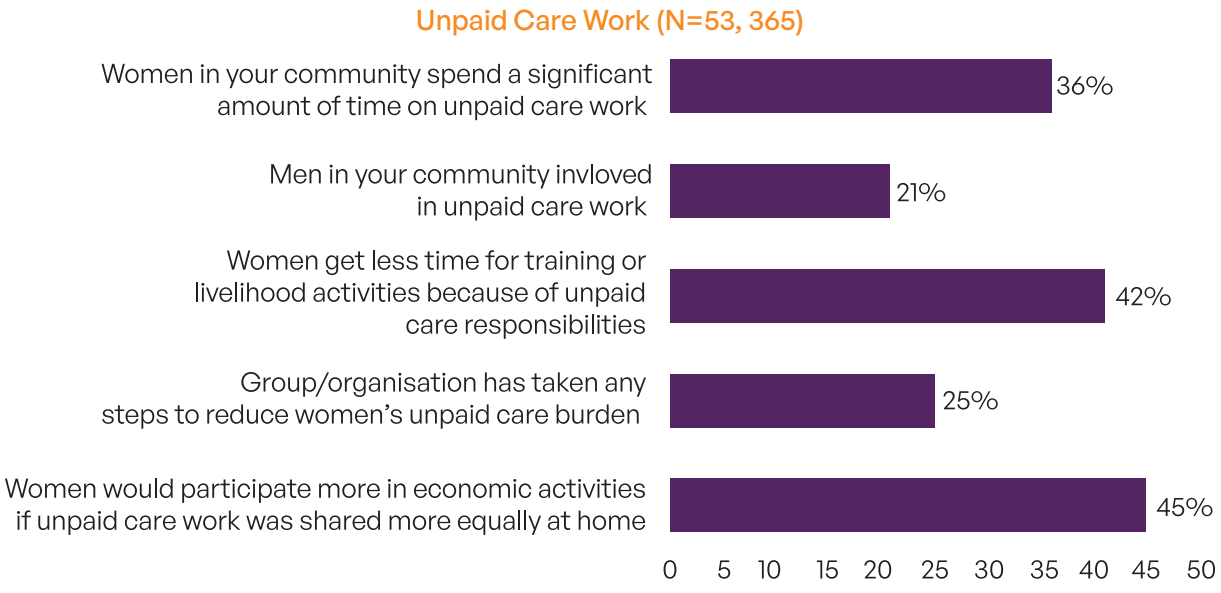
An insight from Bihar highlights that

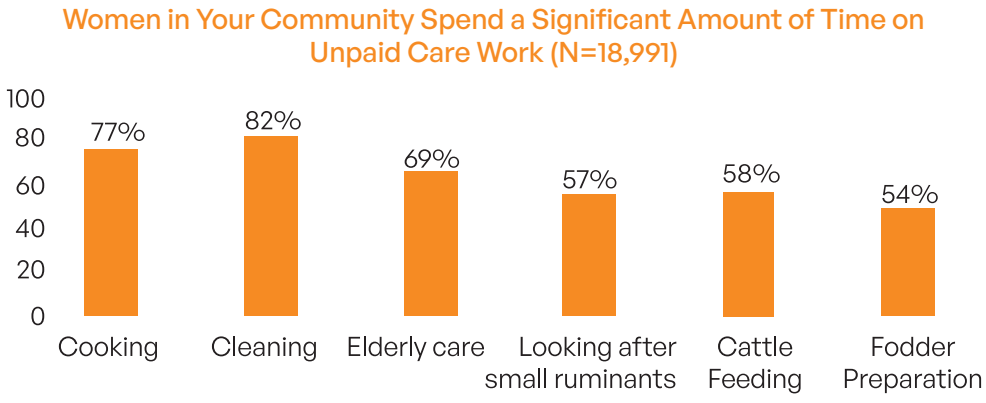
> ***Safety audits revealed that women still feel unsafe in specific pockets, often requesting street lighting from Panchayats. A lack of toilet facilities in markets was also cited as a major barrier to women's economic participation.***

Theme 4 — Unpaid Care Work

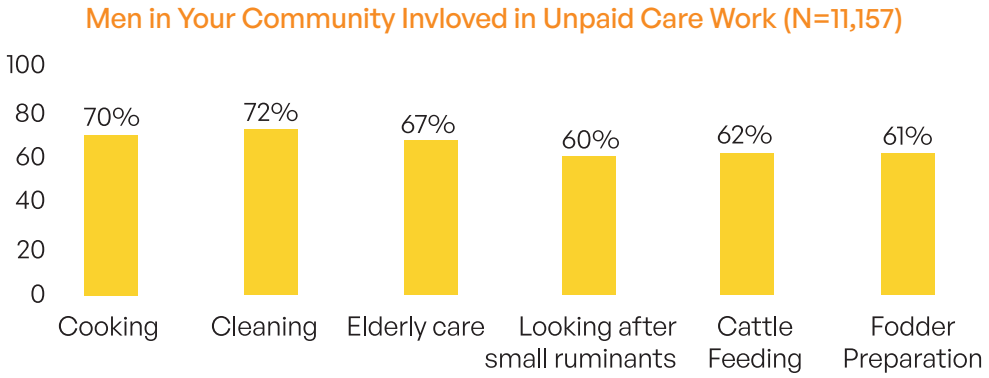
Data from self-assessment forms provided important empirical evidence on the unpaid care and domestic work burden carried by women. 18,991 respondents confirmed that women spend an average of 5.9 hours daily on cooking, 3.3 hours on cleaning, 3.8 hours on elderly care, and 3.9–4.0 hours on livestock-related tasks. About 42% of respondents directly connect care work to reduce time for livelihood activities, and 45% believe equitable care work sharing would increase their economic participation. Only 21% report male involvement in unpaid care work.

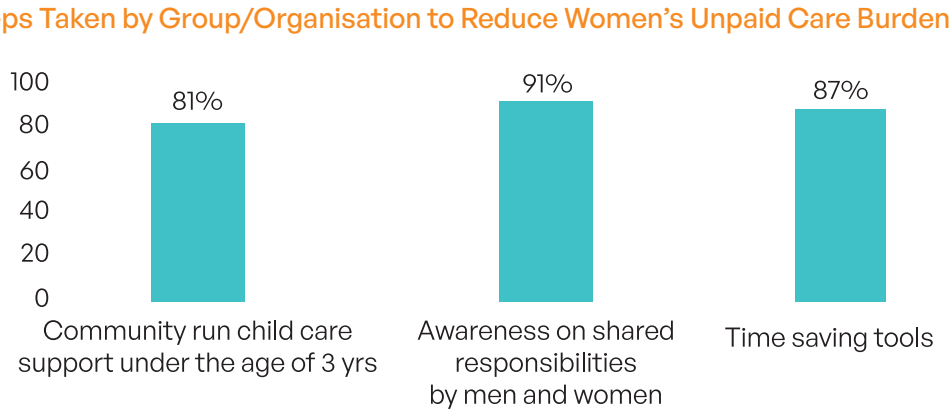
Figure 15: Unpaid Care Work : as an Indicator of Women's Economic Empowerment (Yes % for Each Statement)





Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***





Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***

Figure 16: Average time spent by women and men in unpaid care work

Women in Your Community Spend a Significant Amount of Time on Unpaid Care Work

	Observation	Mean time	St.dev	Missing Data
Cooking	11,788	5.9	146.2	2,783
Cleaning	12,603	3.3	16.5	2,936
Elderly care	10,668	3.8	28.5	2,442
Looking after small ruminants	8,801	4.0	33.3	2,081
Cattle Feeding	8,888	3.9	35.5	10,101
Fodder Preparation	8,360	3.8	23.5	1,949

Men in Your Community Invloved in Unpaid Care Work

	Observation	Mean time	St.dev	Missing Data
Cooking	6,470	3.7	21.5	1,290
Cleaning	6,744	3.4	14.6	1,254
Elderly care	6,227	3.6	16.3	1,190
Looking after small ruminants	5,609	3.5	10.7	1,101
Cattle Feeding	5,800	4.4	80.2	1,115
Fodder Preparation	5,764	4.0	32.8	1,069

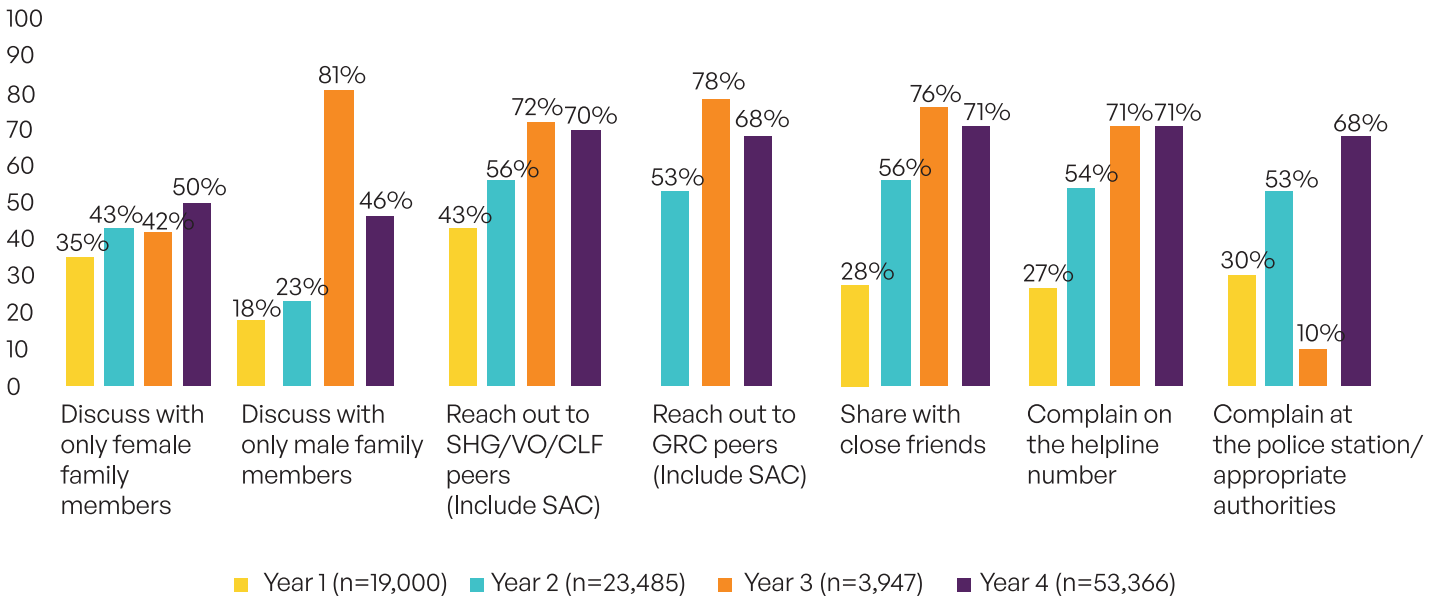
Data Source: ***EQUAL MIS-Self Assessment form and the analysis by author***

In Chhattisgarh, according to the BPM, Kurud block, Dhamtari, the shift towards nuclear families has increased the care responsibilities on women, adding to their time poverty. Across all six states, care work was recognised as a significant visible constraint. NC 4.0 marked the initial phase of the campaign to systematically measure women's unpaid care burden and incorporate the issue into structured community dialogue and reflection.

3.3. Shifts in Awareness and Attitude *(Product)*

The self-assessment findings across NC 1.0 to NC 4.0 reveal a considerable shift in women's awareness, confidence, and collective response mechanisms around gender-based violence over a four-year period. The proportion of women willing to contact a helpline in response to the instances of GBV increased sharply from 27% in NC 1.0 to 71% in NC 4.0, while willingness to approach the police or appropriate authorities almost doubled from 30% to 68%. Equally important was the growing trust in community-based institutional platforms: the proportion of women identifying SHGs, VOs, CLFs, and GRCs as primary sources of support increased from 56% and 53% in NC 2.0 to 70% and 68%, respectively, in NC 4.0. These trends suggest that repeated community engagement and institutional strengthening efforts have contributed to greater recognition of GBV as a public and collective issue rather than a private concern to be silently endured.

Figure 17: Actions Considered by Women Encountering Instances of GBV: Comparison of Year 4 Vs Year 3 vs Year 2 vs Year 1 (Yes% for each action)



Note: ***Since the number of Self assessment forms in NC 3.0 was very low the percentages are not comparable with other rounds.***

Data Source: ***NC 1.0 report, NC 2.0 Report, NC 3.0 Report and EQUAL MIS-Self Assessment form and the analysis by author***

On economic identity, the campaign tools Hum aur **Hamari Aajeevika and Dana Kothi Khali** helped women recognise that while they work hard, they rarely control what they earn or own. This was confirmed by the self-assessment data, which showed that only 49% of women reported access to productive assets (see Figure 11). However, when asked about their daughters and daughters-in-law, more than 80% of women said they would support them in taking up a job, and about half of that group were willing to allow them to travel to other districts, big cities, or abroad for work. This signals a clear intergenerational shift in aspiration, even where current economic agency remains constrained. This contrast between women's own lived constraints and the aspirations they hold for the next generation reflects a critical transitional moment in rural gender norms. While women continue to experience limited mobility, restricted decision-making, and unequal control over resources, they simultaneously envision a markedly different social and economic future for younger women, indicating that attitudinal transformation may be advancing faster than structural change.

Adolescent girls across Andhra Pradesh, Bihar, and Jharkhand reinforced this finding. In qualitative discussions, they drew connections between women's economic independence and their own futures, articulating a desire to break the cycle of early marriage and financial dependence.

3.4. Gender Resource Centre- A Platform for GBV Redressal and Access to Entitlements *(Product)*

The expansion of Gender Resource Centres (GRCs) from 784 active centres in NC 2.0 to over 2,241 in NC 4.0, where about 451 GRCs collectively handle over 3,374 cases, reflects an anticipated institutional and social shift in the recognition and reporting of gender-based violence. The findings suggest that issues of GBV previously normalised or internalised within households are increasingly being brought into community and institutional spaces for support and redressal. This trend is further reinforced by the self-assessment data: the proportion of women reporting that they would approach a GRC peer in situations of GBV increased from 53% in NC 2.0 to 68% in NC 4.0 (refer to Figure 17). Together, these shifts indicate growing trust in community-based support systems and the gradual legitimisation of collective responses to violence.

3.5. Male Involvement in Unpaid Care Work *(Product)*

As per the self-assessment data, about 21% of women said that men in the community are involved in unpaid care work (refer to Figure 15), and of these, approximately 70% of women said that men spend around 4 hours each in cooking, cleaning, and elderly care which is broadly comparable to the time women spend on the same tasks (refer to Figure 16).

Qualitative evidence from the states deepens and contextualise these findings. In Rajasthan, CLF reflection workshops captured women beginning to negotiate household task-sharing, by bargaining with sons over cooking and tea-making. In Chhattisgarh, some husbands of cadres were reported to be helping with care tasks. In Bihar and Jharkhand, blocks where spouses of women cadres were engaged reported greater household support for women's campaign participation and greater male involvement in domestic tasks.

While these shifts may appear incremental, they reflect important cracks in the rigid gendered division of labour and indicate the potential for community-based engagement to influence norms around unpaid care work and shared responsibilities within households.

3.6. What Worked in the Six Selected States *(Process)*

The qualitative assessment across six states demonstrates that large-scale gender campaigns are most effective when anchored in functional and accountable grassroots institutional structures, in addition to the state-level directives or mass mobilisation targets. Across states, implementation quality consistently depended on the presence of trusted local mechanisms such as Gender CRPs, those capable of sustaining engagement, facilitating referrals, and translating campaign messaging into community-level action. Andhra Pradesh covered all districts and blocks with nearly 3.8 lakh activities, majorly organising training to staff on gender and livelihood, sessions on basic gender concepts and gender based violence while the CLF leaders were often unclear about campaign

budgets and objectives. Bihar used sports events to bring women and girls into public spaces, but the decisive factor between blocks that worked and blocks that did not was whether a Didi Adhikaar Kendra was active. Jharkhand used participatory games and neighbourhood safety walks, recognising that norm change requires experience rather than instruction. Meghalaya built strong state-level coordination across health, police, legal services, and education departments, as multiple departments were invited and given space as speakers in the SARAS Fair where the campaign was launched.

In Chhattisgarh, communities drew the strongest connections between alcohol, domestic violence, and women's economic exclusion, thus making Nasha Mukti discussions the most valued campaign activity. A mobile van, the Gender Rath, extended outreach beyond established SHG membership. In Rajasthan, the campaign was integrated into an existing Poshan Sakhi cadre system, creating structures at every tier, but departmental participation at the block level remained inconsistent. Across all six states, the pattern was consistent: where a trusted, active local structure was in place, such as the DAK in Bihar, Gender CRPs in Jharkhand, or a convergence committee in Meghalaya, the campaign ran well; where that link was absent, state-level preparation did not reach communities.

3.7. Convergence *(Process)*

Twelve-line ministries participated nationally, a remarkable increase from four in NC 2.0 and NC 3.0. Inter-vertical meetings on gender and livelihoods were conducted at SMMU level across 7 states. At the district level, 94 districts conducted inter-department consultations on joint drives to improve access to schemes/benefits (13,105 participants), 49 districts organised inter-departmental consultations to improve girls'/women's mobility and service delivery (11,570 participants), and 21 districts conducted inter-departmental review of women's workload & unpaid care (3,098 participants). The most consistently active external partners were Police, WCD, ICDS, and DLSA. As per the State Programme Manager, Jharkhand

> *Convergence should be more strategic, only letters are not enough. There should be a Chief Secretary-level meeting in the campaign. We need to actively involve other departments in the campaign, compared to now.*
> State Programme Manager, Jharkhand

3.8. Conclusion

The findings in this chapter reflect an ongoing increase in reach, although existing structural gaps that scale alone cannot bridge. First, during NC 4.0's number of activities conducted nearly tripled since NC 2.0, now encompassing all institutional levels and showing a fourfold rise in participating line ministries. Secondly, the four new WEE themes highlight a persistent participation-to-control gap, where women are visibly engaged in economic activities, resource access, and mobility, but decision-making and asset control remain predominantly with men. Thirdly, unpaid care work has emerged as a newly quantified yet still largely unaddressed barrier, with minimal change in male involvement. Fourthly, awareness and institutional trust regarding GBV have improved remarkably over four rounds, with GRCs and community platforms increasingly recognised as primary contact points for women. Fifthly, the effectiveness of campaigns relied less on state-level design and more on the presence of a functional grassroots structure, such as a DAK, active Gender CRPs, or a working convergence committee, without which state preparation alone did not produce community-level evidence of coverage. Lastly, despite growth in participating ministries, convergence with departments directly relevant to the economic agenda remains limited, creating a critical gap between the campaign's objectives and the departments best equipped to advance them.



Chapter 4

STATE REFLECTION



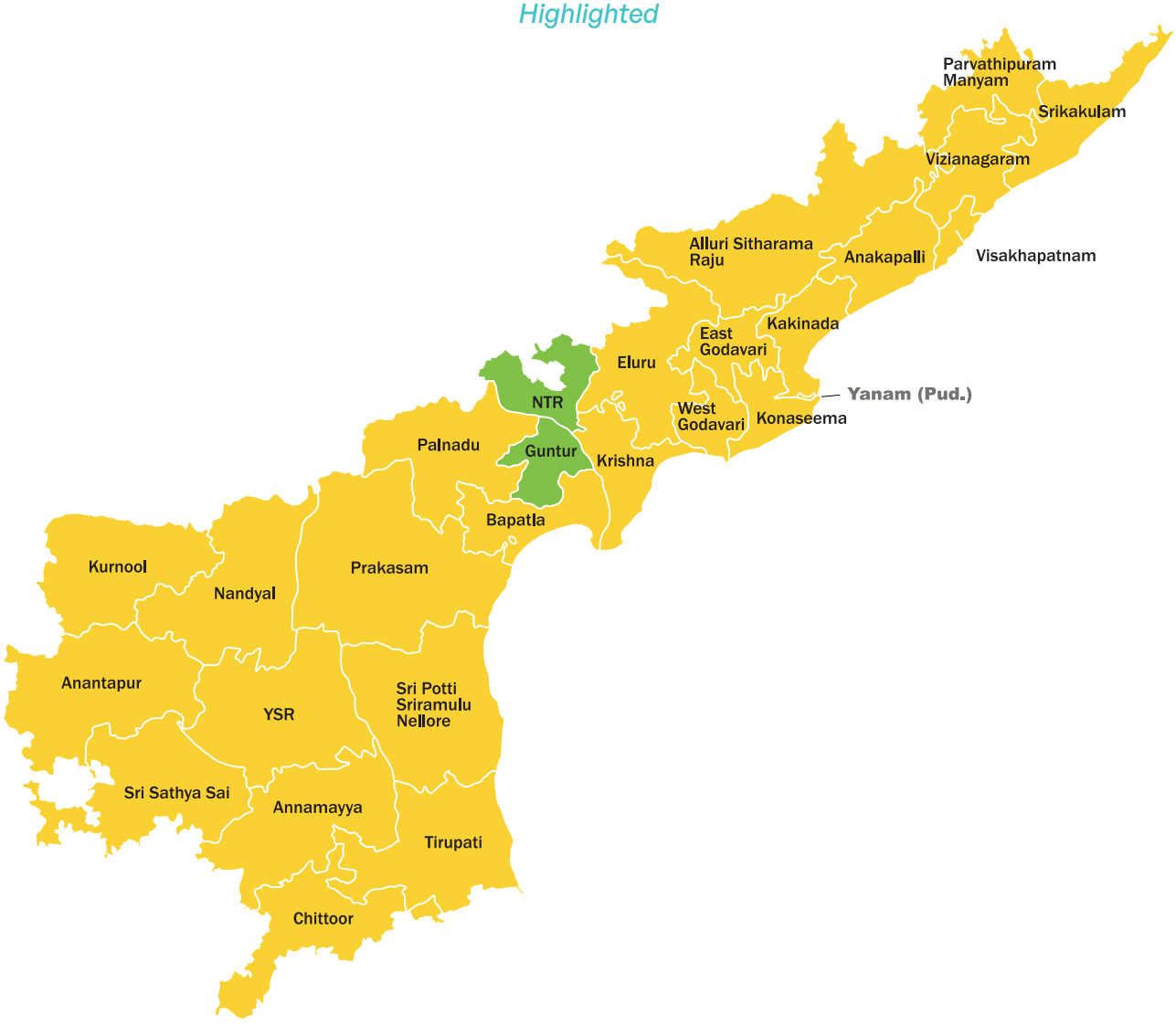
While Chapter 3 presents the campaign's aggregate performance at the national level, this chapter unfolds the ground realities, explaining how effectively the national design met local realities, institutional capacity, and community context. Drawing on field visits, reflection workshops, KIIs, and FGDs across six study states of Rajasthan, Andhra Pradesh, Meghalaya, Bihar, Chhattisgarh, and Jharkhand, this chapter presents a state-wise account of the campaign's rollout, covering the rationale and thematic priorities each state brought to the national agenda, the resources and institutional readiness mobilised to deliver it, how activities and convergence with line departments actually happened at district, block, and community levels, and the reach and outcomes the campaign produced. In doing so, the chapter draws on all four dimensions of the CIPP framework, applying them at the state level to complement the national-level analysis in Chapter 3.

4.1. Andhra Pradesh

4.1.1. Introduction

This chapter presents findings from the process assessment of NC 4.0 in Andhra Pradesh, based on field visits in Guntur and NTR districts.

Andhra Pradesh - Guntur and NTR Districts Highlighted



[13] An Assessment Of The National Gender Campaign For DAY-NRLM, IWWAGE – An Initiative of LEAD at Krea University. https://iwwage.org/wp-content/uploads/2026/01/Assessment-report-of-the-gender-campaign-eng.pdf

[14] Saxena, A., Sinha, G. K., Paul, A. (2024). National Gender Campaign 2.0: An Assessment Report. IWWAGE, New Delhi. https://iwwage.org/wp-content/uploads/2026/04/National-Gender-Campaign-2.0-Assessment-Report-English.pdf

[15] Awasthi, S., Paul, A., Kashyap, A., & Sarkar, M. (2025). National Gender Campaign 3.0: An assessment report. IWWAGE – An Initiative of LEAD at Krea University. https://iwwage.org/wp-content/uploads/2026/05/NC-3-report_WEB.pdf

The assessment included a state-level reflection workshop, interviews with state and district functionaries, FGDs with youth, men, and PRI members, and interactions with Krishi Sakhis, Pashu Sakhis, Poshan Sakhis, BDSPs, and FPO members. Nayi Chetna 4.0 in Andhra Pradesh reached all 28 districts and 625 blocks, with nearly 3.8 lakh activities engaging over 87.95 lakh participants. The campaign addressed everyday realities, including child marriage, girls' education, school dropout, substance abuse, women's economic identity, mobility, unpaid care work, and equal opportunities.

> *Now people are approaching SHG and Gender CRPs instead of solving problems among themselves.*
> Community Resource Person, Andhra Pradesh

> *Students don't have this type of syllabus in school curriculum, so they get knowledge from campaigns.*
> Participant, Reflection Workshop

4.1.2. Preparedness (Input)

Andhra Pradesh's preparedness rests on a strong institutional base built over 25 years, including robust SHG networks, GRCs, SACs, and counselling mechanisms. These platforms are increasingly used for institutional redress rather than informal dispute resolution, reflecting growing community trust. Orientation sessions were conducted for state, district, and block functionaries, and large-scale cadre orientations were held with convergence efforts engaging ICDS, police, and agriculture departments.

Preparedness can be strengthened further. Sharing campaign budgets more widely and giving community cadres greater flexibility to adapt activities to local needs would help distribute planning and resource decisions more evenly across levels. Schemes such as PMFME are being leveraged for women-led enterprises, but demand from women exceeds available support, and limited subsidy-based schemes constrain the scale of economic empowerment.

> *Only PPT was used in the training; they explained it and told us.*
> CLF Member, reflecting on training quality

4.1.3. Tools and Activities (Inputs & Process)

The campaign used rallies, community meetings, school sessions, reflection workshops, role-plays, and participatory exercises. School-based interventions stood out as particularly informative, filling a gap in formal education by enabling conversations on gender norms, safety, and health that students do not normally encounter in their regular curriculum. Sharing campaign budgets more widely and giving community cadres greater flexibility to adapt activities to local needs would help distribute planning and resource decisions more evenly across levels.

% of CLF Leader Rated the Campaign Activity Most Effective During Reflection Workshop (N=62)



Wider availability of IEC materials is a key enabler of engagement, particularly among low-literacy communities. Activities relied heavily on placards and charts, with minimal use of audio-visual tools, which affected engagement, particularly among low-literacy communities. Interactive and culturally relevant methods and approaches, such as role-plays and community discussions, consistently outperformed one-way dissemination in generating genuine engagement. The awareness generated through the campaign provides a strong foundation, and deeper engagement will help turn it into lasting internalisation.

> *We only used the placards. If there were more materials, it would have been more helpful.* Participant, Reflection Workshop

4.1.4. Agenda and Key Issues from the Ground (Context & Process)

The campaign agenda shifted from a strong GBV focus in earlier years to a broader approach linking GBV with women's economic empowerment, livelihoods, and social change. Participants found the themes relevant, particularly family issues, women's empowerment, and awareness of health and education. A strong emphasis on enterprise-based livelihoods such as dairy, livestock, agriculture, and small businesses marked a shift from subsistence to economic agency. Access to SHG credit has supported both livelihoods and household needs, and many women reported greater confidence and control over loans and financial decisions.

Women are increasingly active in economic activities, and the next opportunity is to strengthen their control over market access, asset ownership and major financial decisions. Dependence on intermediaries and low land ownership continue to limit women's income and autonomy. Awareness of institutional support systems, including the Sakhi One Stop Centres, remains low. Convergence at the grassroots level was largely limited to attendance at rallies and events, without structured joint planning or defined roles across departments.

> *We have a Sakhi centre, but many people don't know about it.* Government Official, Andhra Pradesh

4.1.5. Stakeholders and Convergence (Process)

The campaign involved SHG members, PRI representatives, frontline workers, and officials from ICDS, police, agriculture, and other line departments. At the state and district levels, convergence mechanisms facilitated coordination, and departments participated in training and campaign activities. However, at the grassroots level, convergence remained largely symbolic. Panchayats, health services, and GRCs functioned in parallel rather than as an integrated system. SHGs are increasingly acting as first-contact platforms for mediation, rights awareness, and economic support, evolving well beyond their original role as savings groups. Strengthening convergence through structured mechanisms and clearer role definitions across departments remains the most critical gap in Andhra Pradesh's implementation.

> *The programme focus continues to be skewed towards savings and livelihoods, with relatively less emphasis on gender equality and leadership.* Assessment finding, Andhra Pradesh

4.1.6. Campaign Reach (Product)

The campaign achieved extensive outreach across all institutional levels. SHGs conducted the highest number of activities (2.9 lakh), with 40.85 lakh participants. The level-wise reach is summarised below.

Activities and Scale by Level

State and District



Key Activities: Orientation of departments; gender and livelihood trainings; convergence meetings

Scale: All 28 districts covered; engagement with ICDS, police, agriculture, and other line departments

Block and Mandal



Key Activities: Community cadre orientations; training on gender and GBV; engagement with frontline workers

Scale: All 625 blocks covered; large-scale cadre orientation conducted

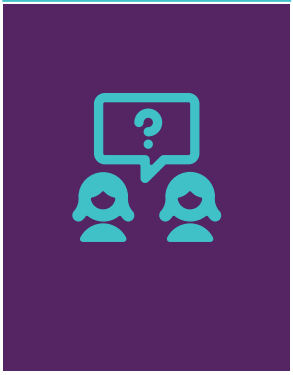
GRC



Key Activities: Case management; counselling; referrals; awareness on legal rights and GBV response

Scale: 315 GRCs participated; approximately 84.7 thousand individuals engaged

VO and SHG



Key Activities: Pledge events; gender discussions; participatory exercises; school sessions; enterprise promotion

Scale: SHGs: highest activity count; VOs and SHGs each reached nearly 41 lakh participants

Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

Chapter 4.2

BIHAR



Bihar

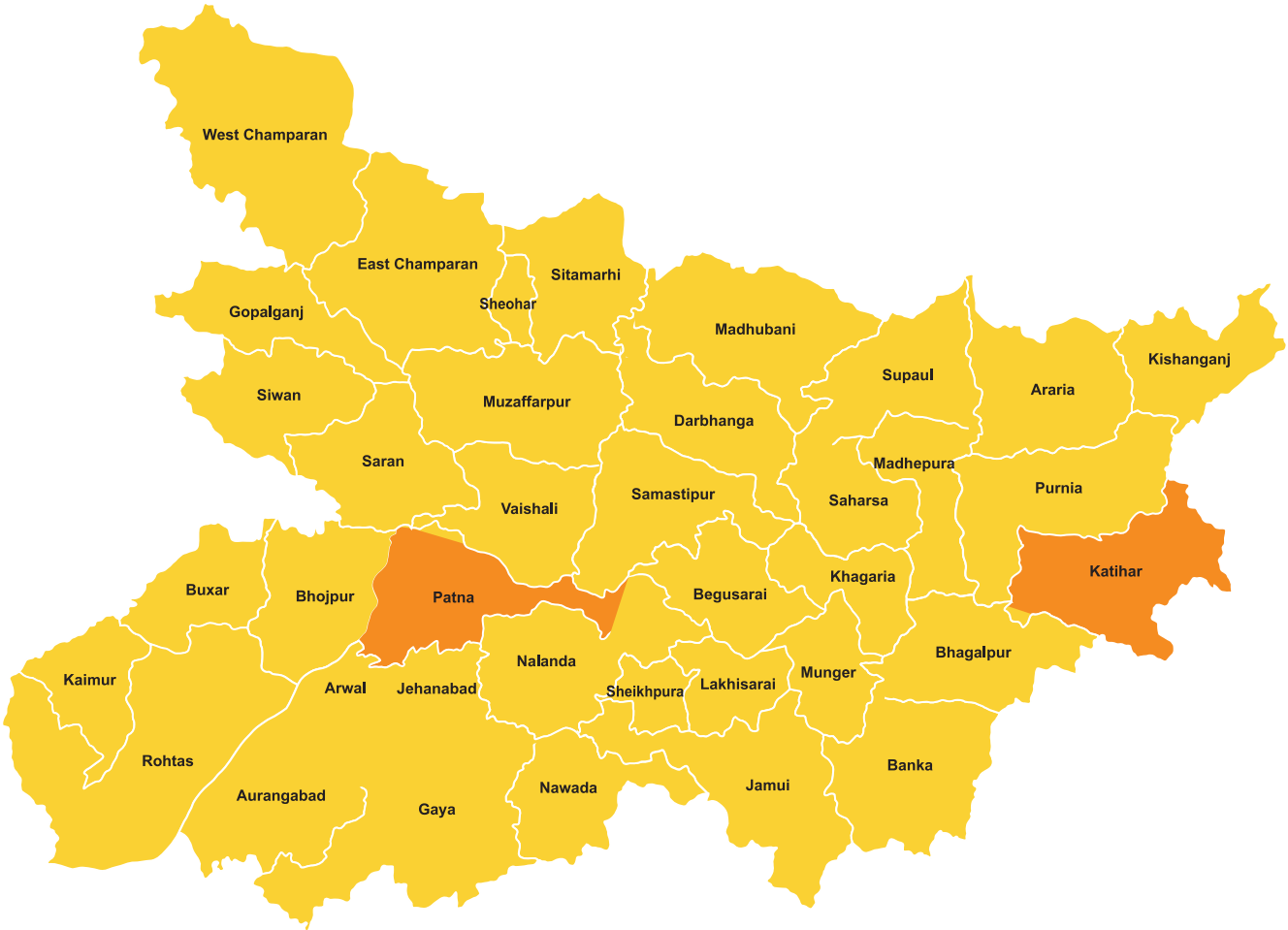
4.2.1. Introduction

Over the first three years of the Nayi Chetna campaign, JEEViKA[16] has seen a steady shift in women's confidence to raise issues of gender discrimination. The fourth year of the campaign shifted focus to Women's Economic Empowerment (WEE) from GBV alone. The assessment engaged 115 participants across online consultations, a state-level workshop, and field visits in Katihar and Patna.

> *Most of the women are coming out and putting their voices forward; women are more confident than before to raise issues related to gender discrimination.*
> Program Coordinator, JEEViKA

> *The last few campaigns have helped build our understanding of gender and a greater sensitivity across all verticals of financial inclusion, livelihoods.*
> Program Manager (Entitlement), JEEViKA

Bihar - Katihar and Patna Districts Highlighted



[16] The Government of Bihar (GoB), through the Bihar Rural Livelihoods Promotion Society (BRLPS), an autonomous body under the Department of Rural Development, is spearheading the World Bank aided Bihar Rural Livelihoods Project (BRLP), locally known as JEEViKA. https://brlps.in/lhome

4.2.2. Agenda and the Thematic Focus (Context)

There was a broad consensus among JEEViKA and CLF leadership that NC 4.0 was the right time to raise questions about the barriers to WEE alongside GBV. Four structural issues were discussed: safety and mobility restrictions that lead families to confine women; non-recognition of women's economic contributions and their treatment as a financial burden; the unequal burden of unpaid care and household work; and limited access to land, credit, markets, and decision-making.

> *Through the Mahila Rozgaar Karyakram, Rs 10,000 was transferred into the accounts of 1 crore women. We wanted the community and JEEViKA staff to reimagine livelihoods through a gender lens through Nayi Chetna.* Program Coordinator, JEEViKA

4.2.3. Preparedness (Input)

For NC 4.0, Bihar significantly increased campaign budgets, from Rs 5,000 per CLF, Rs 25,000 per block, and Rs 1,00,000 per district to Rs 20,000 per CLF, Rs 25,000 per block, and Rs 1,00,000 per district. A state-level orientation was held with all 38 district managers and line departments. District programmes were conducted in 20 districts, and each district was assigned a mentor to support blocks with lower activity levels.

> *Cadres were trained and oriented on the campaign. A week-wise calendar for activities was developed. The drive was to bring better awareness through films, sports, and discussions at institution levels.* District Programme Manager, Katihar

4.2.4. Tools and Activities (Input & Process)

Bihar's implementation stood out for two things: the use of sports as a mobilisation strategy and the Didi Adhikaar Kendra (DAK) as a local implementation driver. Activities such as the Kamla Kamali story, Hinsa Chakra, balloon game, snake and ladder, and market exposure visits were used to build awareness through experience. The DAK shifted the approach to GBV from confrontation to dialogue, and blocks with active DAKs showed markedly stronger campaign engagement.

> *Wherever DAK is, the campaign is vibrant.* Gender CRP, Naubatpur block, Patna

The reflection exercise with CLF leaders in Patna and Katihar assessed the perceived effectiveness of activities. Discussion-based and experiential activities were rated most effective. The table below presents the full ranking

% of CLF Leader Rated the Campaign Activity Most Effective During Reflection Workshop (N=48)

- Discussion in SHG, VO, CLF — 59%
- Discussion at Didi Adhikaar Kendra (DAK) — 37%
- Exposure visits (Thana, Market) — 32%
- Discussions in Schools — 28%
- Safety Audit — 20%
- Role Play (Kamla Kamali Play) — 18%
- Kabaddi, Football, Kursi Sport — 18%
- Hinsa Chakra — 18%
- Discussions in BLGF/PLGF — 17%
- Oath-taking / Pledge — 11%
- Rally — 4%

4.2.5. Stakeholder Convergence (Process)

An official order from JEEViKA's CEO's office helped bring multiple programme verticals into the campaign, and this was cited as a key driver of participation. However, convergence with line departments remains a weak area. Men participated largely as observers and understood the campaign as an initiative to promote women's roles. While the adolescent girls connected through family members, they were broadly aware of the campaign and its goals.

> *Convergence is still a weak area. District- and block-level gender forums exist but need to be activated. Official letters from the Rural Development department to other departments will help.* District Programme Manager, Patna

> *A lot depends on the proclivity of the DPMs. Where they have internalised the gender agenda, the campaign intensity is good.* Program Coordinator, JEEViKA

4.2.6. Campaign Reach (Product)

The campaign reached across all institutional tiers. Key activities and scale at each level are summarised below.

DMMU



Key Activities: Inter-departmental consultations; gender & GBV trainings; pledge events

Scale: 35 consultations (2,756 participants); 91 pledge events (4,453 participants)

BMMU



Key Activities: POSH, GBV & livelihood trainings; CLF reflection meetings; Udyamdrives

Scale: 184 POSH trainings (16,453 participants); 208 reflection meetings (11,283 participants)

VO/SHG/CLF



Key Activities: Pledge events; economic identity discussions; division of labour tools; access mapping

Scale: 75,847 pledges (13.4 lakh participants); 69,234 economic identity discussions (10.2 lakh participants)

The campaign surfaced a set of persistent and structural challenges that go beyond awareness:

Social issues: Child marriage, dowry, and witch-branding remain deeply rooted, with a reported case of a woman being burnt in Purnea district.

Care burden: As more women enter the workforce, support systems for children and adolescents weaken, an issue the campaign raised but could not resolve.

Safety gaps: Safety audits showed that women still feel unsafe in specific areas, with requests for street lighting and the absence of toilets in markets cited as barriers to economic participation.

Economic inequality: Issues such as discriminatory wages for women in village labour and digital illiteracy among older women were often highlighted, along with the lack of market linkages for new women entrepreneurs.

4.2.7. Key Challenges

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Care burden: As more women enter the workforce, support systems for children and adolescents weaken, an issue the campaign raised but could not resolve.

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Economic inequality: Issues such as discriminatory wages for women in village labour and digital illiteracy among older women were often highlighted, along with the lack of market linkages for new women entrepreneurs.

Chapter 4.3

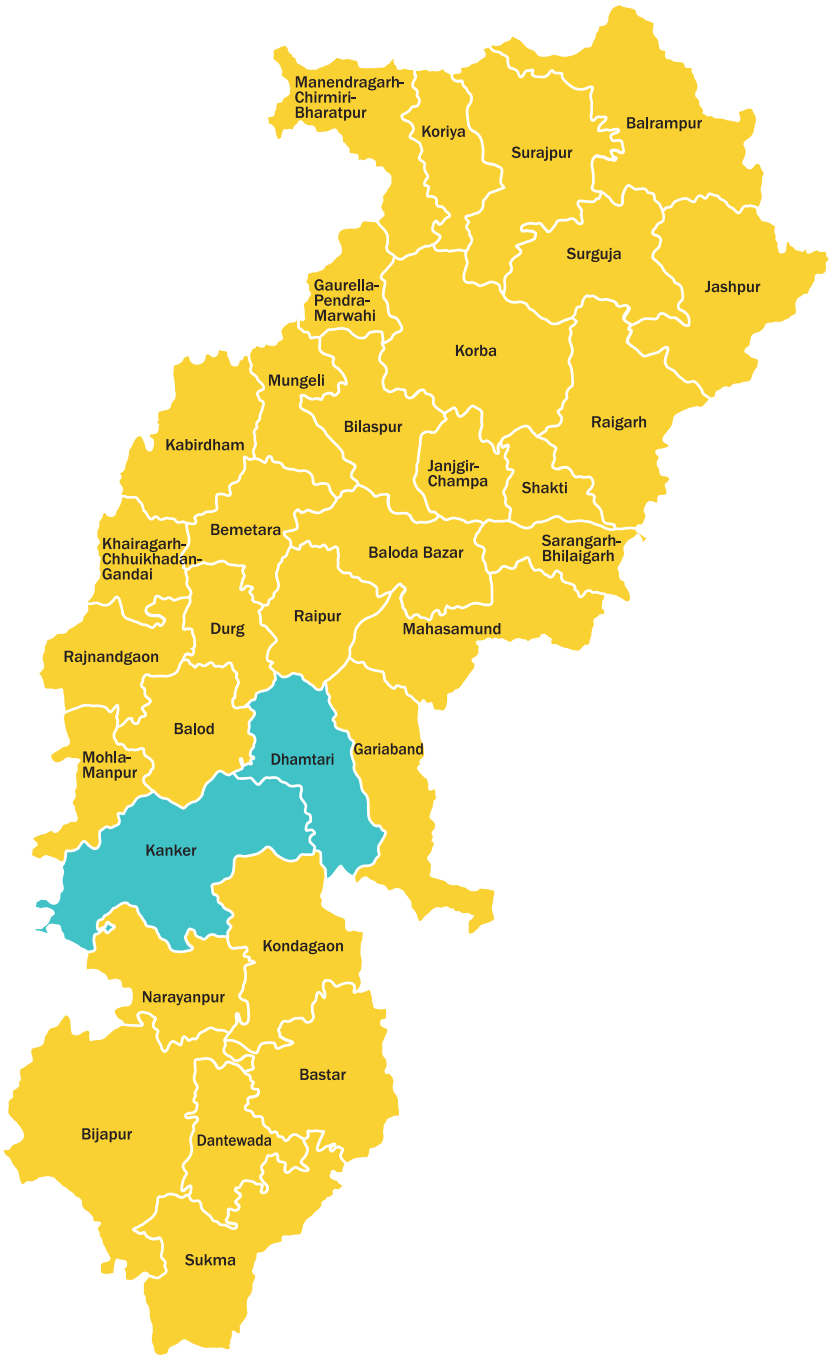
CHHATTISGARH



4.3.1. Introduction

In Chhattisgarh, the first three years of the Nayi Chetna campaign have built a foundation: higher reporting of domestic violence, stronger GRC engagement, and improved collaboration between VOs, CLFs, and departments such as WCD and Police. The assessment engaged 107 participants across online consultations, a state-level workshop, and field visits in Kanker and Dhamtari.

Chhattisgarh - kanker and Dhamtari Districts Highlighted



> *Gender CRPs and GRCs have taken up a wide range of issues such as loan repayment, domestic violence, and child trafficking. During my field visits, Gender CRPs reflect that there is higher reporting on domestic violence, and instances are also going down due to GRC action.* COO, BIHAN

> *Nayi Chetna has emerged as an important platform for driving social and behavioural change. VOs and CLFs are now better equipped to respond to issues of gender-based violence.* District Programme Manager, Gariyaband

4.3.2. Agenda and Thematic Focus (Context)

There was broad agreement among BIHAN[17] leadership and CLF members that NC 4.0 had picked the right themes. Women are increasingly running small enterprises like e-rickshaws, masonry, FPOs etc and the four structural barriers the campaign sought to address reflected real obstacles on the ground. However, in practice, GBV continued to dominate the agenda in many CLFs, with WEE receiving relatively less airtime.

> *NC 4 gave a push to the WEE agenda. Most CLF vision statements already focus on livelihoods and Lakhpati farmers, so this was the right time.* COO, BIHAN

> *Though there has been a shift in agenda in NC 4, the focus on livelihoods was less, and our CLFs were still engaged in the GBV agenda during the campaign.* District Programme Manager, Kanker

On the ground, women linked mobility with access to banks, markets, schools, and livelihood spaces. Decision-making over money and assets largely stay with men. Unpaid care work remains entirely the responsibility of women, with minimal support from male family members. Access to land has not changed; however, access to credit and government schemes has improved over time. These developments are attributed largely to BIHAN. Where women are participating in Gram Sabhas and other public platforms but not part of decision making.

4.3.3. Preparedness (Input)

BIHAN planned and implemented activities across all levels guided by NMMU guidelines. District teams were oriented, Block Resource Persons (BRPs) trained, and GRC-level orientations conducted. Exposure visits were organised for Krishi Sakhis, Pashu Sakhis, and Gender CRPs to expand women's market access. VO and SHG special meetings were held on campaign themes, with BRPs visiting institutions to facilitate discussion. Banners and some IEC materials were provided by the National team, whereas activities like rangoli were organised locally by cadres and CLF sub-committees.

> *This campaign brought a strong focus on the intersection of gender and livelihoods. Tools like the Snake and Ladder game were particularly effective in helping women understand these issues, and discussions on household money flows were very well received.* SPM Livelihoods, BIHAN

4.3.4. Tools and Activities (Input & Process)

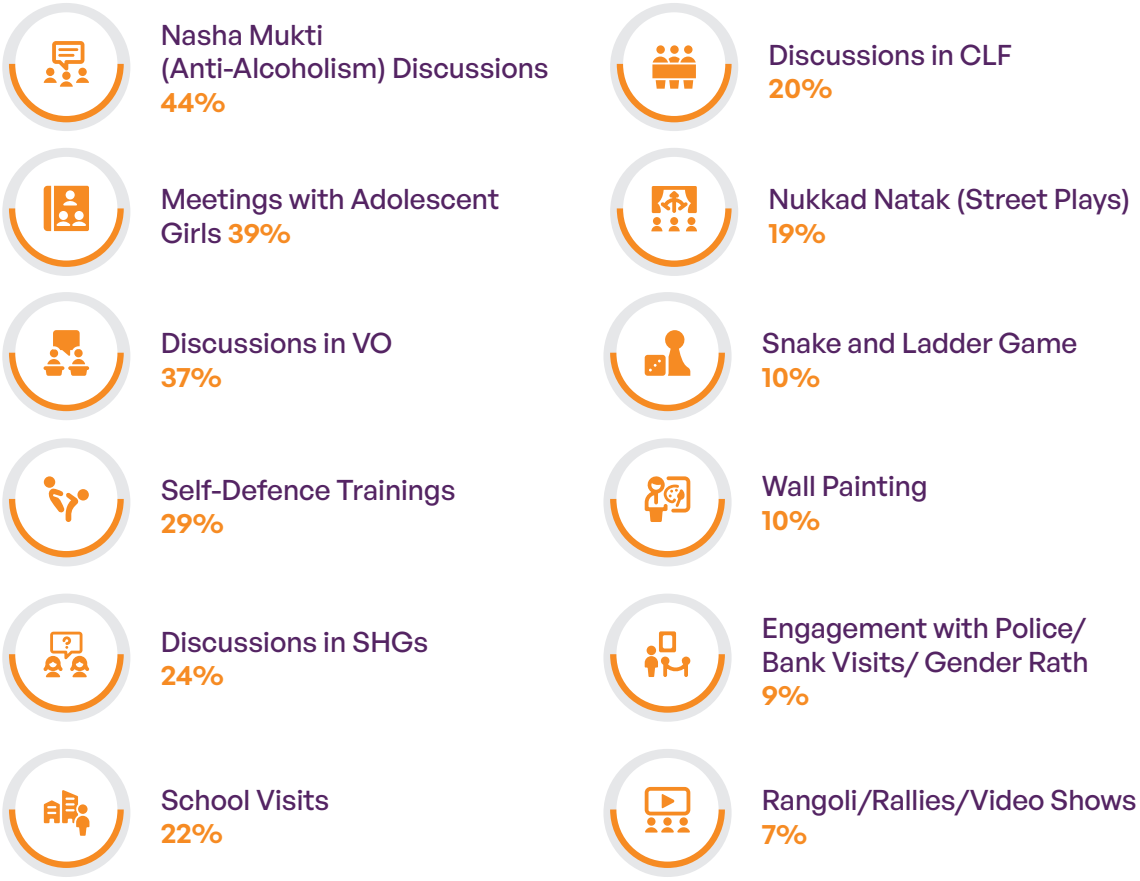
The campaign combined awareness activities, facilitated market linkage, and community mobilisation. Buyer-seller meets and exposure visits connected women from remote Bastar areas to markets in Raipur, generating orders for local products. Community activities included nukkad nataks, rallies, rangoli, wall painting, and PRI interactions. The Gender Rath, a mobile awareness vehicle, was a new addition that expanded the campaign beyond regular SHG membership to reach communities without prior exposure to the campaign. Safalta ki Kahani discussions highlighted collective action, and GRC activities strengthened institutional access.

> *Buyer-seller meets enabled women from remote places in Bastar to access markets in Raipur, resulting in orders for local products.* COO, BIHAN

[17] Chhattisgarh State Rural Livelihood Mission is also known as BIHAN. https://bihan.gov.in/about.aspx

The CLF reflection exercise in Dhamtari and Kanker captured the activities that resonated most with women. Nasha Mukti discussions topped the list where women directly linked alcoholism with domestic violence and economic loss. Adolescent girls' meetings were the second most valued, creating space for young women to question norms and build aspirations. The full ranking is below.

% of CLF Leader Rated the Campaign Activity Most Effective During Reflection Workshop (N=48)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

4.3.5. Stakeholder & Convergence (Process)

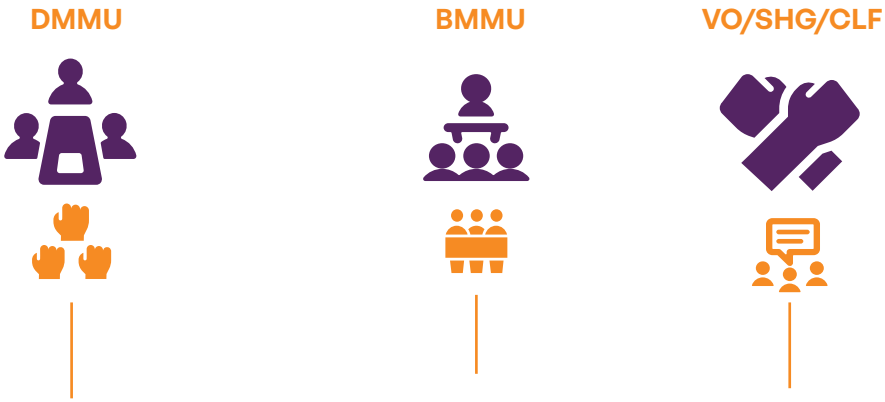
Joint meetings were organised with department heads at the district and state levels. In Gariyaband, the District Collector participated in the gender campaign workshop alongside the police. However, convergence remained weak and largely symbolic across most of the state, with departmental participation limited to attending rather than actively engaging. Men had limited and mostly indirect exposure to the campaign; many were unaware of it and perceived women's collectives narrowly as savings groups. Adolescent girls in SHG households showed greater awareness and noted growing women's participation in livelihoods. PRI members showed partial awareness, with some having participated in campaign activities.

> *Convergence was weak during the campaign. We continued our engagement with WCD and police, but overall participation from other departments was limited.*
> District Programme Manager, Dhamtari

> *Departmental participation was often symbolic.*
> District Programme Manager, Raipur

4.3.6. Campaign Reach (Product)

The campaign organised 18,218 activities engaging 3,75,947 participants across district, block, CLF, VO, SHG and GRC levels. Key activities and scale at each level are summarised below.



DMMU	BMMU	VO/SHG/CLF
Key Activities Inter-departmental consultations; gender & livelihood trainings; pledge events; felicitation	**Key Activities** CLF engagement; convergence consultations on schemes & mobility; capacity building; pledge events	**Key Activities** Pledge events; identity tools; scheme access; gender norm sessions; felicitation of women achievers
Scale 5 consultations on joint drives to improve access to schemes/benefits (363 participants); 7 gender trainings (495 participants); 6 pledge events (507 participants)	**Scale** 28 Reflection meeting (1,187 participants); 33 gender and livelihood trainings of staff (992 participants); 31 pledge events (1,575 participants)	**Scale** 31,475 pledge participants at SHG; VO: 702 pledge events (18,521 participants); CLF: 65 felicitation events (6,943 participants)

Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

4.3.7. Key Challenges

Four interrelated structural challenges emerged across the assessment:

GBV and social issues: Domestic violence, closely linked to alcoholism, remains pervasive. Child marriage, dowry, witchcraft-related violence, emotional abuse, and cyber harassment were also raised across field sites.

Economic inequality: Women's labour remains invisible and undervalued. They have limited control over their income and assets, lack formal identity as farmers, and face barriers to markets, credit, and financial systems.

Mobility and safety: Fear of harassment, unsafe public spaces, and poor infrastructure restrict women's access to education, livelihoods, and institutions. For adolescent girls, restricted mobility becomes a barrier to higher education.

Social norms: Unpaid care work remains entirely the responsibility of women. Women attend Gram Sabhas and public platforms, but their actual influence over decisions remains limited. It was found that the presence of women was encouraged to meet the target, not entirely to improve participation.

Staffing constraints and uneven district leadership also affected campaign consistency. Areas with active district administration, such as Kanker, showed stronger implementation; others were more uneven.

Chapter 4.4

JHARKHAND



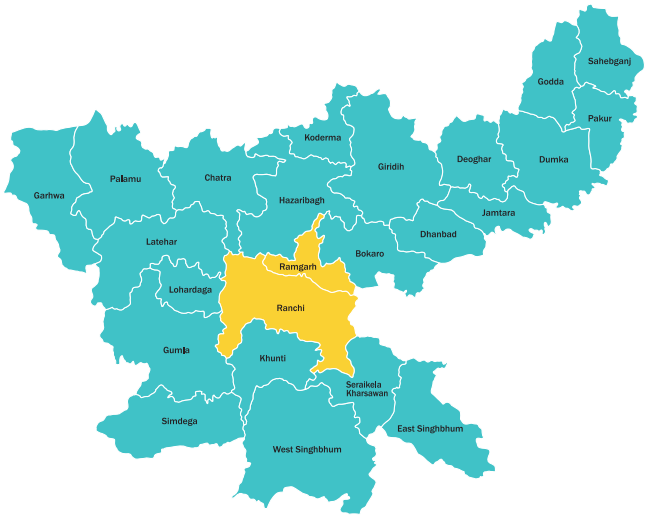
4.4.1. Introduction

Over the first three years of Nayi Chetna, issues of gender-based violence that were widespread but never openly discussed have begun to be named, challenged, and brought to institutional platforms. In the fourth year, the focus shifted to Women's Economic Empowerment (WEE). The assessment engaged 112 participants across online consultations, a state-level workshop, and field visits in Ramgarh and Ranchi.

> *Instances of domestic violence were and are common. Yet, it was not discussed in the public domain. The Nayi Chetna campaign has enabled women to question violence and address the issue.* State Programme Manager, JSLPS

> *Nayi Chetna provided a forum to showcase our strengths and take issues of women's empowerment to all levels.* District Programme Manager, Simdega

Jharkhand - Ramgarh and Ranchi Districts Highlighted



4.4.2. Agenda and Thematic Focus (Context)

JSLPS [18] Leadership and CLF members welcomed the shift to the WEE themes: safety and mobility, recognition as economic contributors, unpaid care work, and access to and control over resources. Safety audits were already being conducted in some blocks before the campaign, and themes such as division of labour and resource control were areas JSLPS had been trying to engage with. On the ground, women's movement is safe during the day but restricted after dark due to poor lighting, lack of transport, and fear of harassment. Women contribute through livestock rearing and agriculture, but rarely control the income from this work. Care work is entirely borne by women and goes unrecognised. Land remains in men's names, though access to schemes and some productive assets has improved through JSLPS support.

> *This time, there is more focus on resources and control of women as well as safe mobility. Division of work inside households is another key area, and these are themes JSLPS has been trying to engage with.*
> State Programme Manager, JSLPS

> *The biggest challenge I face is that many women in the village are not allowed to leave their homes or seek training. When I encourage women to join skill training, family members often stop them.*
> Gender CRP, Mandu block, Ramgarh

4.4.3. Preparedness (Input)

JSLPS followed the NMMU guidelines and used a Gender Abhiyaan Calendar to plan activities week by week. Virtual meetings were held with District Managers to share weekly action plans. District Managers visited all blocks to orient Block Managers, and WhatsApp groups were used extensively for coordination. CLF and VO meetings incorporated the campaign agenda. IEC materials were largely carried over from the previous year and did not arrive on time in some districts. At the community level, cadres were provided IEC materials prepared by the national level such as banners, pledge posters, and campaign calendars along with locally arranged items such as chart papers, candles, and rangoli colours.

[18] Jharkhand State Livelihoods Promotion Society (JSLPS) is an autonomous society under the Rural Development Department of Government of Jharkhand (GoJ). https://jharkhand.gov.in/PStateAgency?agency=f6a8ac891a9fa29178435662a5483fe0

> *We oriented all cadres on the campaign agenda and the four-week activity division. However, the IEC material did not arrive on time.* District Manager Social Development, Ranchi

> *Gender CRPs are pivotal to this campaign; wherever they are, the campaign is more vibrant. The intensity of work also depends on District Managers and their orientation.* State Programme Manager, JSLPS

4.4.4. Tools and Activities (Inputs & Process)

Gender CRPs were the backbone of implementation. Blocks with active Gender CRPs consistently showed stronger and more vibrant campaign engagement. Activities included wall painting, pledge-taking, nukkad nataks, rallies, and awareness meetings at SHG, VO, and CLF levels. Participatory tools such as Ludo game, Tarazu game, and safety audits etc. were used to engage communities in an interactive and experiential way. A Kabaddi event where women played in sportswear and were recognised by the Panchayat stood out as a visible shift in public norms. Schools, police stations, and hospitals were engaged in some districts.

The CLF reflection exercise in Ranchi and Ramgarh captured the activities women found most effective. SHG meetings were rated highest as the primary platform for discussing campaign issues. Pledge events and rallies were valued for reaching the wider community. Participatory tools such as Ludo, Tarazu, and safety audits, each received 20% ratings, confirming that experiential and interactive activities resonate strongly in Jharkhand. The full ranking is below.

% of CLF Leader Rated the Campaign Activity Most Effective During Reflection Workshop (N=59)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

4.4.5. Stakeholder and Convergence (Process)

Some meaningful convergence was visible. CLFs are increasingly recognised by police and WCD as key actors in addressing domestic violence, and events on witch-branding were jointly organised with DLSA. In a few blocks, police stations, WCD, and schools came together for the first time. However, convergence remained uneven across tiers, driven largely by CLFs and JSLPS rather than departments. Men had limited exposure to the campaign but acknowledged women's growing economic roles. Adolescent girls were aware but less directly involved. PRI engagement was partial, though discussions on child marriage and violence have begun entering some Gram Sabha platforms.

> *Convergence should be more strategic; only letters are not enough. There should be a Chief Secretary-level meeting in NC. We need to actively involve other departments.* State Programme Manager, JSLPS

> *Police stations, WCD, and schools came together as part of this campaign for the first time. These are important breakthroughs that need to be built on.* Block Programme Manager, Nagri, Ranchi

4.4.6. Campaign Reach (Product)

The campaign reached 24 districts and more than 245 blocks. Key activities and scale at each level are summarised below.

DMMU	BMMU	VO/SHG/CLF
		
Key Activities: Inter-departmental consultations; gender & livelihood trainings; pledge events; felicitation	**Key Activities:** CLF/PG meetings; scheme & mobility consultations; gender & livelihood trainings; pledge events; felicitation	**Key Activities:** Pledge events; rallies; identity & access tools; division of labour; safety audits; sports; school sessions; wall paintings
Scale: 22 pledge events (765 participants); scheme consultations (417 participants); 7 GBV sessions (268 participants)	**Scale:** 24 pledge events (5,119 participants); 40 gender and livelihood trainings of staff (1,309 participants); 65 felicitation events (3,718 participants)	**Scale:** SHG: 22,078 pledges (2,81,338 participants); VO: 6,462 pledges (1,72,209 participants); CLF: 523 pledges (19,396 participants)

Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

4.4.7. Key Challenges

GBV and harmful practices: Domestic violence, once treated as private, is now openly discussed. Witch-branding, child marriage, dowry, and trafficking persist, with a preference for male children and resistance from some men.

Economic inequality: Women's agricultural work goes unrecognised, wage gaps persist, and land ownership remains predominantly male. Even where women earn, control over income is minimal. Low digital and financial literacy compounds these barriers.

Mobility and Safety: Insufficient lighting, lack of transportation, isolated areas, and fear of harassment limit women's mobility after dark, restricting their access to markets, education, and services.

Unpaid care work and social norms: Women's participation in Gram Sabhas and public platforms is growing in several areas, and the quality and effectiveness of that participation can be further enhanced. Campaign consistency is strongest in districts where District Managers are in place, which underlines the value of filling these roles across all districts.

Chapter 4.5

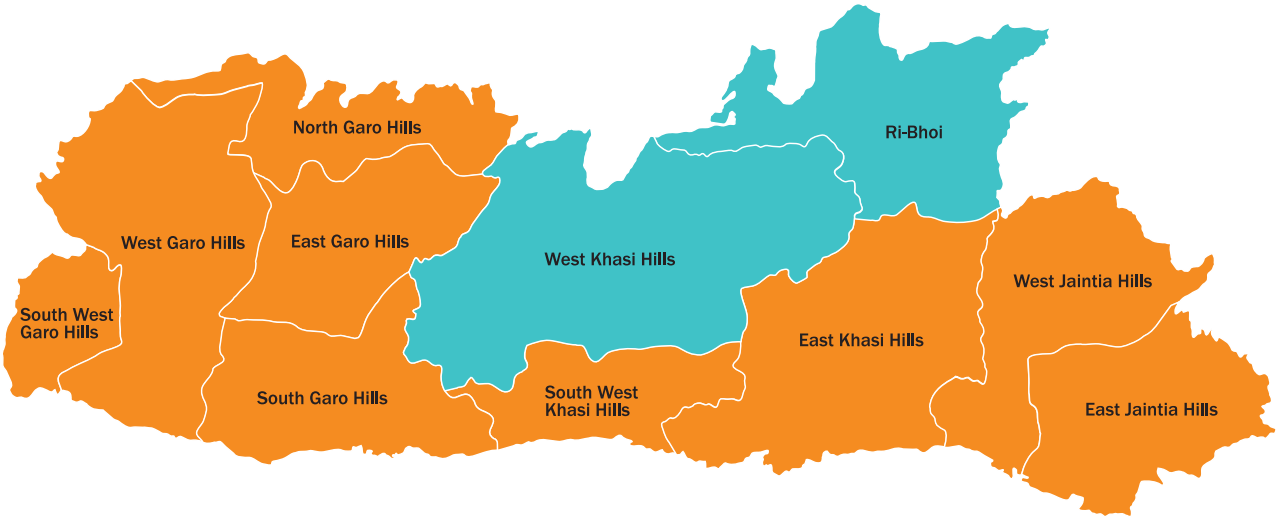
MEGHALAYA



4.5.1. Introduction

Nayi Chetna 4.0 in Meghalaya reached all 12 districts and 47 blocks of the state, with 7,992 activities conducted and 1,54,083 participants engaged. The campaign worked through 4 GRCs, 230 CLFs, 790 VOs, and 3,487 SHGs. Most activities were concentrated at the SHG level (5,520 activities) and VO level (1,823 activities), with the highest participation at the VO level (55,645 participants) and SHG level (55,181 participants). Over three years, the campaign has helped women move from awareness to action, with more women reporting GBV cases and speaking openly about the issues they had long kept silent. Field visits were conducted in Mairang block in Ri-Bhoi district and Jirang block from Eastern West Khasi Hills district.

Meghalaya - Ri-Bhoi and West Khasi Hills Districts Highlighted



> *Women have gradually gained confidence to speak up about hidden and long-standing issues such as violence, harassment, and livelihood matters. Over time, there is a shift from awareness to action. However, backlash and withdrawal of cases remain a challenge due to social pressure.*
>
> State Programme Manager, reflecting on three years of Nayi Chetna

> *Women's empowerment has increased over the past decade. The DAY-NRLM programme has played a major role in enabling women to step out of their homes and participate in community and economic activities.*
>
> FPO member, Jirang.

4.5.2. Agenda and Thematic Focus (Context)

The campaign in Meghalaya focused on state-specific priorities alongside the national WEE agenda. Teenage pregnancy, birth spacing, child marriage, and child protection received particular attention, along with legal awareness on POCSO and GBV response mechanisms. Adolescent groups were established, including those for out-of-school youth, to discuss issues like school dropout, substance abuse, and menstrual health. On the economic side, activities at MGNREGA worksites addressed wage gaps, equal wages, dignity of labour, and the recognition of women's household contributions. Community-level concerns included alcohol and drug abuse, women's safety, domestic violence, unequal care work, limited decision-making power, and restricted access to livelihoods. Although Meghalaya's matrilineal context creates a broad perception of gender equality, women continue to carry most care and household responsibilities alongside their livelihoods and community work.

> *While promoting livelihoods is essential for empowering women, these efforts may not be fully effective unless the root causes of gender-based violence are addressed.*
> State Programme Manager

> *This year's campaign broadened the scope of discussion to include workplace safety, unpaid care work, and recognition of women's economic contribution. There is a notable increase in male participation and awareness.*
> Block Programme Manager

4.5.3. Preparedness *(Input)*

The Meghalaya SRLM demonstrated the strongest state-level convergence infrastructure of any study state. A core committee was formed with representatives from Health, Police, Legal Services, Social Welfare, and Education, and departments were oriented on campaign themes with clear instructions to cascade guidance to district and block teams. Funds were transferred directly to CLFs, along with detailed guidance on activity types, budgeting, and fund use.

Field observations revealed uneven translation of this state-level preparedness on the ground. In the Mairang block, IEC materials were available but not widely used, resulting in many participants could not recall standardised messaging. Activities tended to focus on local issues rather than the structured national agenda. In contrast, Jirang block showed stronger use of IEC materials and better awareness of campaign themes. Convergence with departments was visible across both districts, with Legal Services conducting legal awareness sessions, Health addressing teenage pregnancy and nutrition, and Education running child protection activities.

> *Nayi Chetna 4.0 stands out for its structured implementation, standardised action plan, focus on women's economic empowerment, engagement with men as key stakeholders, and the introduction of the EQUAL MIS platform for real-time tracking.* State Programme Manager

4.5.4. Tools and Activities *(Input & Process)*

The campaign used a mix of IEC materials, community-based activities, and locally adapted approaches, including posters, banners, rallies, household visits, awareness at MGNREGA worksites, school activities, games, skits, and counselling. The reflection workshop, held with more than 100 women at the block office, used participatory techniques to surface deeper social and institutional understandings. The Bindi exercise showed that community meetings, convergence with government departments, and counselling sessions were rated most effective activities during the campaign. Posters, games, and street plays received fewer ratings, largely due to limited training, planning requirements, and resource constraints. Campaign branding elements such as the mascot and theme song were not well recalled at the community level, suggesting that the national campaign identity did not fully penetrate to the grassroots. Locally relevant issues consistently generated stronger community participation than standardised messaging.

% of CLF Leader Rated the Campaign Activity Most Effective During Reflection Workshop (N=100)



Data Source: ***EQUAL MIS-Activity Participants form and the analysis by author***

4.5.5. Stakeholder and Convergence (Process)

Convergence was the standout feature of Meghalaya's campaign. At the state level, the core committee brought together Health, Police, Legal Services, Social Welfare, and Education for regular coordination. At the district level, Health, Legal Services, and Social Welfare collaborated on context-specific issues including teenage pregnancy. At the block level, Agriculture, Horticulture, and Veterinary departments joined for livelihood promotion, alongside Social Welfare, Police, Education, and DLSA for child safety and protection activities. At the community level, VOs established linkages with Village Councils, ASHAs, AWWs, Village Health Committees, and police.

4.5.6. Campaign Reach (Product)

The campaign covered all 12 districts and 47 blocks. The level-wise reach is summarised below.

State and District	Block and GRC	CLF, VO and SHG
Key Activities: Launch events; orientation of departments; core committee meetings	**Key Activities:** Awareness sessions; legal literacy; health and child protection activities; counselling	**Key Activities:** Pledge events; awareness meetings; convergence activities; livelihood discussions; rallies
Scale: State: 5 activities (429 participants); District: 21 activities (4,770 participants)	**Scale:** Block: 101 activities (8,571 participants); GRC: 11 activities (446 participants)	**Scale:** CLF: 511 activities (29,041 participants); VO: 1,823 activities (55,645 participants); SHG: 5,520 activities (55,181 participants)

*Data Source: **EQUAL MIS-Activity Participants form and the analysis by author***

4.5.7. Key Issues from the Ground

Women's safety: Alcohol and drug abuse and poor infrastructure such as the absence of street lighting were the most commonly raised safety concerns. Communities responded through awareness programmes, collective action, and engagement with police and village leaders.

Economic contribution and care work: Domestic workload, childcare responsibilities, limited family support, and low education levels were the main barriers to women's economic participation. SHG membership, scheme access, loans, and skill building were cited as the main enablers.

Access to and control over resources: Women's participation in community institutions has increased but decision-making and control over resources remain male dominated, even within the matrilineal context.

GBV: Domestic violence, child abuse, workplace exploitation, and physical violence are the main forms reported. Responses focus on awareness, counselling, and referrals. Reliance on Village Councils for informal resolution often limits survivors' access to formal legal support.



Chapter 4.6

RAJASTHAN



4.6.1. Introduction

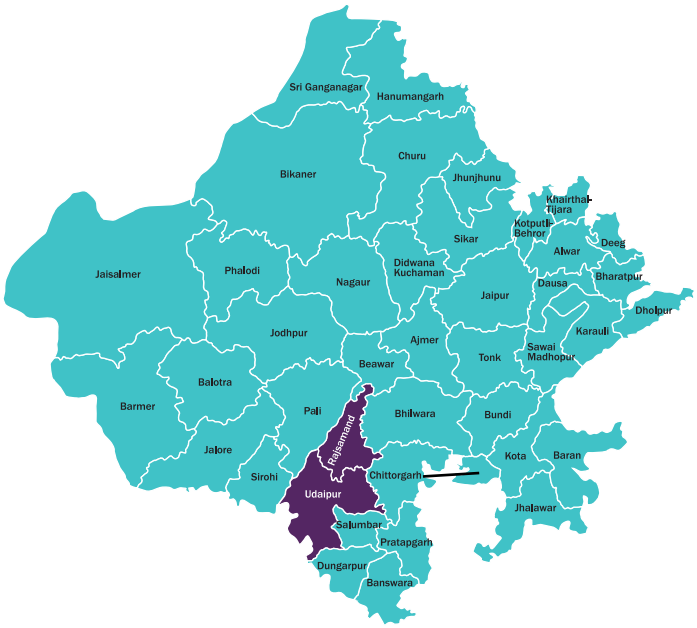
This chapter presents findings from the process assessment of Nayi Chetna 4.0 in Rajasthan, drawing on field visits in Udaipur and Rajsamand districts.

The assessment included a reflection workshop with women from SHGs and community cadres, interviews with state and district functionaries, and FGDs with youth, men, PRI members, Krishi Sakhis, Pashu Sakhis, Poshan Sakhis, and FPO members. The campaign has evolved beyond its earlier focus on gender-based violence to engage with women's economic agency, household work sharing, mobility, safety, and participation in public institutions. Structural barriers persist in remote and tribal areas, and a clear gap remains between women's participation in economic activities and their actual control over income and financial decisions.

> *Economic power determines social power.* District Manager, Rajsamand

> *Things that were once considered household matters are now becoming part of public discussion.* Reflection Workshop Participant, Udaipur

Rajasthan - Udaipur and Rajsamand Districts Highlighted



4.6.2. Preparedness (Input)

Preparedness in Rajasthan has grown stronger over time. A state-level gender convergence committee was formed to coordinate across departments, with committees also established at block, district, Panchayat, and VO levels. Regular coordination calls and convergence meetings improved the rollout of campaign activities. Gender training, earlier delivered through Gender CRPs, has now been integrated into a structured Poshan Sakhi cadre system, with these cadres trained on gender, food and nutrition, and women's property and ownership rights, who then train VO and CLF-level committees. Women were taken to police stations to build familiarity with legal institutions, and police departments were involved in self-defence and legal awareness training.

The campaign is progressively transitioning from individually-driven implementation toward systemic ownership, where responsibility for gender work is institutionalised within cadre structures, convergence committees, and inter-departmental platforms anchored by dedicated gender personnel at block and district levels who carry this mandate as a defined institutional role rather than an added responsibility layered onto existing staff. The SPM explicitly noted that strengthening these institutional structures, including the presence of such dedicated staff, is what allows the campaign to continue beyond individual leadership roles.

Key gaps in preparedness included the continued absence of dedicated gender staff at block and district levels in several locations, with the responsibility instead of falling on the existing staff managing multiple thematic verticals and having limited time for rigorous monitoring and follow-up that institutionalisation demands. Delays in receiving IEC and training materials disrupted continuity at the field level. Women with low literacy consistently reported that visual and audio-visual formats were more effective than written materials.

> *Videos and films help explain these issues so that even women who cannot read are able to understand.*
> Reflection Workshop Participant, Udaipur

4.6.3. Tools and Activities (Inputs & Process)

The campaign used gender and self-defence training, cybercrime awareness sessions, street plays, rangoli, rallies, short films, and the Understanding and Control game across Rajasthan. Structured training had the widest reach. Visual and participatory tools were valued but had limited coverage, largely reaching blocks with stronger cadre presence. The shift from a violence-only framing to broader themes of mobility, household work sharing, and economic agency made the campaign more acceptable and less confrontational. District functionaries noted that this framing reduced backlash and opened up safer conversations within families. The reflection workshop in Udaipur showed that norm change is happening through small everyday negotiations rather than direct ideological confrontation.

The reflection workshop pointed to a meaningful shift in how women articulate gender issues, suggesting that campaign messages have moved beyond awareness into internalisation. Participants framed gender inequality as something that must be addressed from childhood, not managed in adulthood.

"If we stop discrimination from the time children are born, then inequality will not develop later." They described SHGs and VOs not merely as financial or livelihood spaces but as platforms for rights and safety. What was particularly striking was the level of reflexivity with which women spoke about change in their own households, not as recipients of a campaign message but as active agents finding small openings: *"I was very ill, so I told my son that if he makes the tea, then I will cook the food. In this way we try to find opportunities to change things".* Several participants were also clear that change cannot be attributed to any single intervention, *"it is the result of these issues being raised continuously in many different spaces"* reflecting an understanding that shifts in household and community practice are cumulative and cannot be claimed by one programme alone. Perhaps most remarkably, issues that were once confined to the household are increasingly entering public conversation, a shift that participants named explicitly.

Below information show the % of women reported the exposure to different campaign methods during the reflection workshop (n=70)

% of CLF Leader Rated the Campaign Activities Most Effective During the Reflection Workshop (N=70)



This pattern indicates that structured training and routine awareness activities have become the most visible channels of engagement, while more interactive and innovative methods have remained relatively limited in coverage. Blocks with stronger cadre presence showed greater diversity of method uptake, suggesting that the reach of participatory tools is closely tied to the depth of local facilitation capacity.

4.6.4. Agenda and Key Issues from the Ground (Process)

The campaign's relevance in Rajasthan came from its ability to connect gender equality to the practical daily realities of women's lives. Women engaged with the campaign through livestock rearing, tailoring, retail, food processing, nurseries, and sanitary napkin enterprises. However, the tools and discussions are beginning to address not just women's participation but the gap between contributing labour and retaining control over income and financial decisions, with men largely continuing to control loans, marketing, and enterprise decisions.

Key actions undertaken in Rajasthan included self-defence trainings, cybercrime and legal awareness sessions, street plays, rangoli activities, Gram Sabha facilitation, and linkages with Panchayat elections. Collective enterprise development; nurseries, food processing units, and sanitary napkin enterprises, formed an important economic action strand. Women were taken to police stations to build familiarity with legal institutions. Cadre-led awareness extending into households, including child safety discussions and good touch/bad touch conversations, represented an important community-level action reaching beyond SHG meetings into family spaces.

Relevance varied across constituencies. Youth participants had not heard of the campaign name but strongly endorsed its core messages, identifying domestic violence, alcohol abuse, and girls' dependence as key issues. Adult men framed women's empowerment through family development and village-level needs, particularly water and income. PRI members highlighted transport, health, and banking access as the most pressing issues affecting women in their areas. In remote and tribal blocks, transport constraints, fixed bus timings, long walking distances, and safety concerns severely limited women's access to trainings, meetings, and services. Progress on norm change was faster in blocks with prior gender interventions, stronger cadre presence, and better institutional support.

4.6.5. Stakeholders and Convergence (Process)

Departments including PRI, Women and Child Development, ICDS, Education, Police, and Social Justice were more actively involved in NC 4.0 compared to earlier phases. SHGs and related collectives remained the most effective convergence points, functioning not just as financial institutions but as social spaces where women discuss discrimination, rights, violence, and family practices. These discussions gradually diffuse into households over time. The quality of convergence was uneven and depended heavily on local administrative leadership. The table below summarises the role and quality of convergence for each key stakeholder.

Department or Stakeholder	Role in the campaign	Quality of convergence
Women and Child Development and ICDS	Gender trainings; Poshan Sakhis; nutrition and gender linkages	Active but inconsistent across blocks
Panchayati Raj Institutions	Gram Sabha facilitation; women's governance participation	Engaged at VO and CLF levels; authority gaps remain
Police Department	Self-defence and legal awareness trainings; police station visits	Participating in structured trainings
Education Department	Cybercrime and child safety awareness sessions	Participation inconsistent across blocks
SHGs, VOs and CLFs	Primary delivery platforms for campaign discussions and cadre training	Strong; most effective convergence point
Social Justice Department	Outreach to transgender community and persons with disabilities	Planned for next phase; currently limited
FPOs, Krishi Sakhis and BDSPs	Livelihood-linked gender messaging; economic agency discussions	Well integrated with the livelihood agenda

> *At the SHG and Village Organisation level, we provide information about gender issues and organise trainings for women.* Reflection Workshop Participant, Udaipur

District-level field notes confirmed that single interactions are insufficient and that trust is built through repeated engagement across SHGs, VOs, and CLFs. The cumulative, multi-platform nature of the campaign's reach, not any single activity, is what produces durable norm shifts at the community level.

4.6.6. Campaign Reach (Product)

Campaign activities were delivered across all institutional levels from state and district down to block, CLF, VO, and SHG. The level-wise reach is summarised below.

DMMU

Key Activities: Gender and GBV sessions; inter-departmental consultations; pledge events

Scale: 71 activities engaging 5,373 participants

BMMU

Key Activities: Gender and livelihood trainings; self-defence sessions; awareness meetings

Scale: 759 activities engaging 40,910 participants

CLF

Key Activities: Pledge events; gender norm sessions; scheme access activities; participatory games

Scale: 2,514 activities engaging 1,39,118 participants

VO

Key Activities: Pledge events; awareness meetings; livelihood discussions; access and control tools

Scale: 18,505 activities engaging 7.2 lakh participants

SHG

Key Activities: Gender discussions; participatory games; pledge events; awareness on GBV and rights

Scale: 1.1 lakh plus activities engaging 20.8 lakh participants

4.7 Conclusion

The Chapters 3 and 4 summarise a small set of patterns that help ground the recommendations for future campaigns and ways forward. First, institutional preparedness and the depth of inter-departmental convergence vary considerably, for example, strong and structured in states like Meghalaya and Rajasthan, but event-limited in Andhra Pradesh and Chhattisgarh. Second, SHGs, VOs, and CLFs consistently emerge as the most effective convergence points, functioning well beyond their original role as savings platforms. Third, a participation-control gap persists across nearly every state: women are more visibly engaged in economic activity, but control over income, assets, and major financial decisions remains largely with men. Fourth, structured, cadre-led training reaches the widest audience, while more participatory and experiential tools remain unevenly distributed, closely tied to local facilitation capacity. Finally, structural barriers such as restricted mobility, unpaid care work, and limited asset ownership remain largely unresolved despite sustained campaign engagement.



Chapter 5

SUMMARY



The assessment brings together national numbers on activities and participation with detailed field visits, KIIs, FGDs and reflection workshops across six states. The assessment does not simply repeat itself across levels, it builds a complete picture, since the scale recorded nationally only makes sense once you know which states had a Gender CRP, a DAK, or a convergence committee doing the daily work of translating a national calendar into a village-level activity, and the participation-control gap that shows up in the numbers is the same gap that surfaced, block after block, in what women told the assessment team in the 12 districts visited during the campaign. This chapter summarises what the assessment found across all six states and the national picture together, and sets up the bigger view that shapes the recommendations ahead.

5.1. Growing Reach, With Room to Deepen Control *(Product)*

The assessment found that NC 4.0 conducted nearly 28 lakh activities against 9 lakh in NC 2.0 and 13 lakh in NC 3.0, reached 5.34 crore participants, and drew in 12 line ministries against 4 in earlier rounds, and every state confirmed this growth on the ground, from Andhra Pradesh's 3.8 lakh activities across all 28 districts to Rajasthan's institutional spread from DMMU down to SHG level. Alongside this growth, the assessment also found where the next gains lie, since only 39% of women hold leadership roles in community enterprises despite 63% having a say in livelihood decisions, only 49% report access to productive assets, and 37% of women say their husband alone decides how their own earned income is spent. This pattern was evident in every state visited during the assessment. In Andhra Pradesh, women described greater control over loans even as market access and major asset decisions stayed with men. In Rajasthan, an FPO member's account of substantial labour without ownership echoed almost verbatim across Udaipur and Rajsamand, and the same women who described this gap, those running FPOs, enterprises, or organic farming collectives, also emerged across Andhra Pradesh, Chhattisgarh, and Jharkhand as the campaign's most credible messengers on economic empowerment, their lived testimony carrying weight in any community level meetings. In Chhattisgarh, the recommendation to transfer assets into women's names was framed explicitly because access to credit had improved while land ownership had not moved at all. The consistency of this pattern, appearing independently across six states with very different institutional histories, suggests that closing the participation-control gap will take more than better delivery alone, since it points to a structural feature of how the campaign's economic-identity tools currently work. Women are being brought into economic activity faster than they are being brought into control over its proceeds, and that is the gap the next round can close.

5.2. Awareness Leading the Way for Behaviour to Follow *(Product)*

On gender-based violence, the assessment found a clear four-round trend, as willingness to contact a helpline rose from 27% in NC 1.0 to 71% in NC 4.0, and trust in SHGs, VOs, CLFs, and GRCs as first points of contact rose from around half to roughly two-thirds of respondents. This trust is now being matched by expanding capacity too, as GRCs grew from 783 centres in NC 2.0 to 2,241 in NC 4.0, though case management protocols, referral linkages, and documentation practices still vary across the six states, so a woman's willingness to approach a GRC does not yet guarantee a GRC equipped to respond consistently everywhere. State officials echoed this picture directly. Chhattisgarh's BIHAN leadership reported that higher domestic-violence reporting has coincided with GRC action bringing case numbers down, and Jharkhand's JSLPS described how issues once treated as private, such as witch-branding, are now reaching institutional platforms for the first time. On the WEE indicators introduced this round, the assessment found attitude moving a step ahead of practice, since only 21% of women report male involvement in unpaid care work, while more than 80% of women say they would support a daughter's employment, and roughly half of that group would allow her to travel outside the district for work. This finding suggests that adolescent girls are already present in the campaign's aspirational framing but not yet reached as a distinct participant group in their own right, pointing to an opportunity to engage them more directly. Rajasthan's reflection workshops in

Udaipur captured this well, as women described negotiating small household concessions, such as a son making tea so his mother could rest, while noting that no single activity or actor could claim credit for the shift, since it comes from the same message being repeated across many platforms over years. Awareness and institutional trust, which the campaign has spent four rounds building, are naturally running ahead of the everyday redistribution of labour and control that awareness is meant to enable, and that is exactly what the theory of change predicts when attitudinal change comes first and behavioural change follows. It is a reasonable place for a four-year-old campaign to be, provided the next round treats it as the starting point rather than the destination.

5.3. Strong Local Anchors Made the Difference *(Process)*

The assessment found that campaign effectiveness depended less on state-level directives than on the presence of a functional grassroots structure, and each state added its own evidence to that conclusion. Bihar's implementation turned on whether a Didi Adhikaar Kendra was active in a block, since where it was, cadres and CLF leaders described the campaign as vibrant, and where it was not, the same increased budget and state orientation produced far less. Jharkhand's experience was built around Gender CRPs in the same way, as blocks with an active CRP consistently showed deeper engagement, and JSLPS's own state programme manager tied campaign intensity directly to District Manager orientation rather than to national design. Meghalaya offered the clearest positive case, with a core committee spanning Health, Police, Legal Services, Social Welfare, and Education, funds transferred directly to CLFs, and Legal Services and Health departments running their own sessions inside the campaign, though even there, Mairang block underused its IEC materials while Jirang block, with the same state-level preparation, used them well, showing that institutional strength at the state level still has to travel the last mile to the block. Rajasthan showed a state actively working to move from individual-driven delivery to systemic ownership, integrating gender training into the Poshan Sakhi cadre so the work sits inside a defined role rather than added to someone's existing charge. Where these anchors were also resourced adequately and promptly, their functioning improved further, as Bihar's per-CLF gender budget rose from Rs 5,000 to Rs 20,000 for NC 4.0, and the state's cadres and CLF leadership linked this directly to the campaign's visible vibrancy on the ground, while where budgets stayed thin or arrived late, even a nominally active anchor struggled to translate presence into activity. Chhattisgarh and Andhra Pradesh, despite strong institutional histories on paper, both described convergence as attendance rather than joint planning, and cited unclear budgets or presentation-only training as the constraint cadres actually named. Taken together, these findings across all six states converge on the same insight, that a Gender CRP, a DAK, or a convergence committee is not simply a delivery channel for a centrally designed campaign, but the thing that determines whether the campaign happens at all in a given community.

5.4. Convergence Growing, With Room to Deepen Locally *(Process)*

The assessment found that convergence grew meaningfully at the national level, from 9 line ministries in NC 3.0 to 12 in NC 4.0, with 94 districts conducting inter-departmental consultations on scheme access and 49 on mobility and service delivery. Across the six states, this growth showed where it had landed and where it still had ground to cover. Meghalaya remained the standout example of what convergence can look like, as departments co-designed activities with defined roles, and Health, Legal Services, and Education ran their own sessions rather than simply attending others'. Elsewhere, convergence is at different stages of development. In Andhra Pradesh, there is scope to move from participation in joint activities towards structured joint planning and clearly defined departmental roles. In Chhattisgarh, departments are participating in the campaign, and deepening this into active engagement is the next step. In Bihar, district and block gender forums are in place, and activating them will turn them into effective convergence platforms, and in Jharkhand, the state team sees a Chief Secretary-level mechanism as a way to strengthen engagement across departments beyond official letters. Rajasthan's findings show convergence building across departments. WCD

and ICDS are active partners, with scope to extend consistency across all blocks. Strengthening the institutional role and engagement of PRIs would enhance grassroots convergence. Agriculture, the department most relevant to the campaign's economic-empowerment theme, is engaged through livelihood cadres, and bringing it in as a full convergence partner is an opportunity at both state and national levels. Carrying the national commitment of participating ministries through to district functionaries co-designing activities is the next step in realising NC 4.0's convergence ambition.

5.5. Shared Barriers, Shared Opportunities Across States *(Context & Product)*

What stands out across the assessment is less the differences between the six states than how often their barriers turn out to be the same barrier in different settings. Restricted mobility after dark appeared almost identically in Bihar and Jharkhand, where poor lighting and lack of transport confine women's movement once the sun sets, and reappeared in Rajasthan as fixed bus timings and long walking distances that keep remote and tribal blocks from reaching trainings at all. Even Meghalaya's matrilineal social structure, found to create a narrative of gender equality that did not fully match women's actual access to Gram Sabha spaces, reflected the same underlying constraint wearing a different cultural face. This recurrence is exactly why mobility needs to sit inside the safety-audit function of the Block and Panchayat Gender Forums going forward, rather than being treated as a standalone campaign activity, since a barrier this structurally consistent calls for a standing institutional review mechanism rather than a one-time IEC message. Unpaid care work followed a similar pattern, as the finding that only 21% of women report male involvement in care work, set against women spending 5.9 hours daily on cooking alone, showed up in Chhattisgarh as an observation from a block programme manager that nuclear-family formation is adding to women's time poverty, and in Bihar and Jharkhand as a problem the campaign raised but, by its own account, could not fully resolve. NC 4.0 introduced the strongest IEC kit of any campaign edition. Timely delivery and wider audio-visual availability are the next steps, and Meghalaya's experience shows that locally adapted content resonates well and can be paired with localised national branding. What the six-state comparison adds is a consistent picture across states. These findings point towards opportunities for systemic strengthening of last-mile delivery mechanisms, which is why the recommendations that follow focus on system-level strengthening that can benefit all states together.

5.6. Conclusion

Set side by side, the assessment's national and state-level findings tell a consistent story rather than two separate ones. NC 4.0 achieved a genuine and measurable increase in reach, institutional trust, and awareness, and did so through the same mechanism in every state visited, a trusted local structure, whether a DAK, a Gender CRP network, or a convergence committee, that translated a national design into community-level action. Where that structure existed, the numbers and the state findings agreed with each other and with the campaign's own aims, and where it did not, the evidence still agreed, only in the opposite direction, pointing to budget, training, or convergence that reached the district but not yet the block. The participation-control gap, the unfinished redistribution of unpaid care, and the gap between ministries signing on and departments co-designing activities are not separate concerns found twice, but the same three opportunities seen first at scale and then in the words of the women, cadres, and officials living through them. This alignment between what the assessment found nationally and what it found independently across six states is the strongest evidence in this report that these patterns are structural, and it is this reading, taken as a whole, that grounds the recommendations set out next.

Chapter 6

RECOMMENDATIONS



6.1. Recommendation

This chapter consolidates the findings from Nayi Chetna 4.0 into a structured set of recommendations covering Campaign Design and System Strengthening. Recommendations are based on the EQUAL MIS (national, 28 lakh-plus activities), the SHG self-assessment (n=53,366), and qualitative fieldwork across Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Meghalaya, and Rajasthan. Detailed inputs on campaign recommendations were provided during 30 Key Informant Interviews, 36 Focus Group Discussions, and six state-level reflection workshops.

6.1.1. Campaign Specific Recommendations

1. Thematic Focus: WEE and GBV as a Connected, Deepen Agenda *(Context & Product)*

NC 4.0's defining contribution was demonstrating that gender-based violence and women's economic exclusion are structurally interlinked. Restricted mobility, non-recognition of labour, disproportionate share of care work, and lack of asset ownership are the conditions under which violence is normalised and sustained. This insight must anchor NC 5.0. The challenge is depth, not breadth. Too many thematic areas within a one-month campaign lead to diluted messaging and increased cadre fatigue, consistently reported across Bihar and Chhattisgarh.

- It is recommended to retain GBV themes on domestic violence, early marriage, and teenage pregnancy, as campaign themes with WEE, with at least one dedicated campaign week on GBV response, rights literacy, and institutional redressal pathways.
- Make the GBV–WEE connection visible in all community messaging. The IEC content should concretely show how restricted mobility limits income, how unpaid care limits working hours, and how violence keeps women out of markets and enterprises.

Mandate at least one dedicated adolescent girl session per community per campaign cycle using tools that link current restrictions to future aspirations; track adolescent participants separately in EQUAL MIS.

2. Cadre Capacity: Skilled, Broad-Based, and Sustained *(Input & Process)*

Campaign quality is determined by the skills and institutional support available to Gender CRPs and frontline cadres. Blocks with active local gender anchors consistently showed deeper campaign engagement. The requirement was felt for a year-round preparation session on using complex economic identity and care work tools such as Hum aur Hamari Aajeevika, Dana Kothi Khali, Mobility Mapping, Tarazu, Kaunsa Kaam Kiska Kaam etc.

- The qualitative findings suggest that one dedicated gender person to be appointed at the district and block levels within the existing SRLM structure will act as an important and lowest-cost systemic change available, consistently identified as the primary operational gap across all six study states.
- Invest in year-round Gender CRP professional development through quarterly trainings on WEE facilitation tools, GBV case management, community dialogue techniques, and documentation as a mandatory SRLM calendar item, not a campaign add-on.
- Orient all livelihood cadres, including Krishi Sakhi, Pashu Sakhi, and Poshan Sakhi, on campaign themes and integrate at least two gender activities into their monthly community contact as a standard programme expectation.

3. IEC and Community Engagement: Timely Audio-Visual and Participatory Activities *(Input & Process)*

NC 4.0 introduced the strongest IEC kit of any campaign edition. While audio-video tools were widely circulated, printed materials did not reach many locations. Timely material delivery continues to remain a systemic gap which requires a structural remedy.

- The findings recommend that all IEC materials must be distributed at least four weeks before campaign launch so that CLF leadership has sufficient time and orientation to prepare for the campaign.

- Make audio-visual content the default community-level IEC mode by providing access to pre-loaded weekly thematic videos on shared devices in local languages. States should be encouraged to create audio-visual content in their local languages and use it during the campaign months.
- Prioritise participatory and experiential activities such as role plays, community dramas, sports events, Nasha Mukti discussions, as the primary engagement mode.
- Expand reach beyond SHG membership using Gender Raths (model emerging from Chhattisgarh), MGNREGS (VB-G RAM G) worksite sessions, school-based activities, and market-day outreach to engage communities other than the SHG networks.

4. Engaging Men, Youth, Adolescent Girls and Families *(Process & Product)*

The campaign's most important structural gap in NC 4.0 is limited household reach. Some men participated as observers at events but were not structurally engaged in the care work, asset ownership, or economic decision-making. More than 80% of self-assessment respondents said they would support their daughters' employment, pointing to a generational shift that signals structural norm change beginning even where women's own lives remain constrained. NC 5.0 can design systematically for these opportunities.

- Design a structured 'Men as Partners' module for community-level meetings with at least two dedicated sessions per campaign cycle; use care work mapping and facilitated household dialogue — not awareness lectures — and track participating households' care task distribution before and after.
- Develop a 'Youth as Allies' track: two to three campaign activities per cycle targeting men and women aged 18–30 on shared household responsibility, girls' education, and women's economic decision-making.
- Introduce family-level chaupals as a structured campaign activity — one session per community per campaign — where all household members discuss care work distribution, mobility freedoms, asset ownership, and economic decision-making.

5. Convergence from Symbolic to Strategic *(Process)*

Convergence was NC 4.0's clearest ambition and its most inconsistently realised outcome. Twelve-line ministries participated nationally, and Meghalaya demonstrated what structured convergence produces with a core committee with Health, Police, Legal Services, Social Welfare, and Education co-designing activities with defined roles and accountability. Across most states, however, departments attended launches without joint planning or delivery commitments. Agriculture, one of the most critical ministries to the WEE agenda, was absent in Bihar, Jharkhand and Chhattisgarh convergence efforts.

- Hold joint pre-campaign planning workshops with Agriculture, Rural Development, WCD, Police, Health, and Legal Services. Each ministry or department is required to commit to a defined activity with participant targets and not merely event attendance.
- Issue Chief Secretary-level directives for lagging states and letters from the Rural Development should be circulated to all Panchayats as the practical trigger for block-level convergence engagement.
- Activate Block Gender Forums and Panchayat Level Gender Forums as quarterly accountability mechanisms involving reviewing safety audit findings, tracking Panchayat resolution implementation, and holding at least one inter-departmental consultation per quarter outside the campaign month.
- Issue a national joint advisory signed by the Rural Development, Agriculture, and Finance Ministries mandating participation in NC 5.0, seamlessly across all levels.

6. Women Entrepreneurs and farmers as campaign Champions *(Process & Product)*

Women-led enterprises and organic farming collectives documented across Andhra Pradesh, Chhattisgarh, and Jharkhand are the most tangible evidence of the economic empowerment agenda. When a woman who runs an FPO speaks at a community meeting about how controlling her income changed household relationships, she delivers the campaign's core message more powerfully than any IEC material. These women must be strategically included in the campaign as anchors and not just as optional success stories.

- Design a 'Women as Champions' structured session for each campaign cycle, where two to three women organic farmers, enterprise owners, or FPO members share economic journeys using a standardised testimony guide facilitated by gender cadres at community and federation meetings.
- Converge with the Agriculture and Revenue departments to facilitate registration of women as farmers in agricultural records and land literacy camps, targeting at least one land record correction or registration per community per campaign.
- Integrate Udyam registration drives into the campaign calendar as a standard block-level activity targeting at least 10 enterprise registrations per block per campaign with Banking and Non-Farm verticals as convergence partners.
- Track asset registration in women's names as a campaign output in EQUAL MIS: at least one registration per group per year (land, livestock, vehicle, or equipment), reported state-wise alongside activity counts.

6.1.2. System Strengthening Recommendations

7. Institutional Mechanisms: Gender Staff, GRC Coverage, and Capacity *(Input)*

The institutional foundations of the gender programme rest on dedicated staff with the mandate to sustain work year-round; Gender Resource Centres with consistent coverage and protocols; and a regularised capacity-building system that treats gender as a skill that all SRLM verticals must have. GRC expansion from 783 active centres in NC 2.0 to 2,241 in NC 4.0, out of which 451 GRCs handling 3,374 GBV cases and 1,241 GRCs facilitated 12,524 livelihood linkages during the campaign period alone show the programme's landmark institutional achievement.

- Expand GRC coverage to all blocks with standardised case management systems and clear referral linkages to legal support, banking, shelter, and health services.
- Develop a GRC quality standard and implement biannual audits assessing each centre on case management, referral pathways, documentation, and community reach; share state-level findings with improvement plans.
- Mainstream gender across all SRLM verticals training Financial Inclusion, Livelihoods, Agriculture, and Non-Farm teams should receive gender integration orientation at least annually.

8. Dedicated Budgets and the Annual Action Plan *(Input)*

Bihar's budget increased for NC 4.0 from Rs 5,000 to Rs 20,000 per CLF, Rs 25,000 per block, and Rs 1,00,000 per district; this translated into the increase in the campaign activities aligned with the national mandate across levels. Across most states, gender budgets remain small and front-loaded toward the campaign month, leaving year-round gender work such as convergence activities, and safety audit follow-up etc inadequately funded.

- The campaign should be included as a dedicated budget line in all state SRLMs' Annual Action Plans covering Gender CRP development, campaign delivery, convergence activities, and safety audit follow-up.
- The campaign budgets must reach community institutions at least four weeks before the campaign launch. Thus, the budget release cycles can be aligned to Annual Action Plan planning rather than the campaign month.

9. Year-Round Process and Measurement *(Process & Product)*

The most sustainable shifts documented across four campaign editions are not products of any single campaign, but they are the cumulative result of repeated, institution-anchored engagement over years. NC 5.0 must transition the campaign from a standalone annual event to a year-round institutional commitment. The current MIS counts activities and participants without capturing whether women own more, decide more, or are safer than before the campaign. This gap must become the central measurement challenge for NC 5.0.

- Build campaign follow-through into EQUAL MIS: collect information of at least 2 to 3 achievements of campaign at State, District, Block, CLF, VO, SHG and GRC level. To be collected within three months after the campaign ends.

- Establish block-level peer learning networks among Gender CRPs meeting quarterly to share cases, facilitation experiences, and tool adaptations, building skill through structured peer practice.
- Expand the SHG self-assessment to include household behaviour change indicators: male participation in unpaid care, women's sole or joint control over earned income, and women registered as farmers or productive asset owners; measure before and after each campaign cycle.

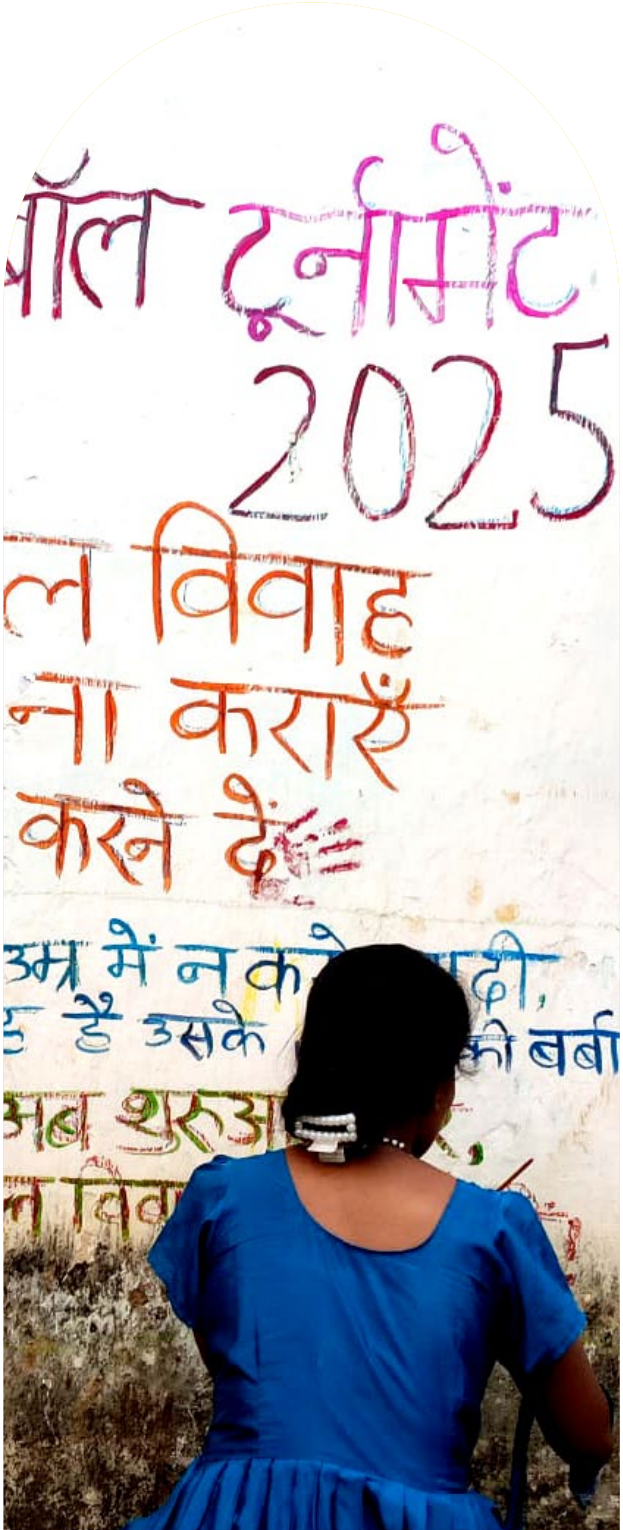
6.2. Conclusion

Over four campaign editions, Nayi Chetna has moved from introducing the language of gender equality into SHG spaces to building the institutional infrastructure of women's empowerment such as the Gender Resource Centres, Gender CRPs, Gender Forums, and the EQUAL MIS. It has moved from treating gender-based violence as a private household matter to framing it as a public, structural, and collective concern. In NC 4.0, it has made the connection between violence and economic exclusion explicit, naming the four barriers that keep women working without owning, participating without deciding, and contributing without being recognised.

The evidence from NC 4.0 is clear that awareness is advancing. Women know more, report more, and seek institutional support more than at any previous edition. Willingness to contact a helpline rose from 27% in NC 1.0 to 71% in NC 4.0. More than 80% of women would support their daughters' employment, reflecting a generational shift that signals structural change beginning even where women's own lives remain constrained. But awareness without structural change is fragile. Women cannot exit violence if they do not own assets. They cannot exercise mobility if Panchayats have not installed street lighting. They cannot control enterprise income if financial decisions remain with husbands.

NC 5.0's task is not to build more, as an institutional foundation exists, but its coverage and functionality remain uneven. Thus, the recommendation is to use what has been built more deliberately, more consistently, and with greater accountability. This means Gender CRPs who facilitate complex economic conversations year-round, not only during campaign month. Convergence is co-design, not just co-attend. An Annual Action Plan with gender agenda across all four quarters. And a MIS that tracks what women own, decide, and control, not just numbers.

The campaign should not aim to count participants. It should aim to count women who own land, women whose households share care work, and women who control what they earn. Scale is a means and not the goal. — Assessment Team Synthesis, Nayi Chetna 4.0



Annexure 1: Count and Percent distribution of the Activity, Participant and Units Conducting the Activity at Different Level

SMMU

Activity Name	Activity Count	No. of Participants	No. of states conducting (n=33)	% distribution of Activity conducted at State Level	% distribution of Participants	% distribution of states conducting activities out of total states (N=33)
Training of staff on POSH	2	127	2	2.0	0.5	6.1
Gender Pledge	18	5437	15	18.4	21.0	45.5
State level felicitation of Gender Champions	5	3825	5	5.1	14.8	15.2
Any Other	16	3651	8	16.3	14.1	24.2
Inter-departmental consultations on joint drives to improve access to schemes/ benefits.	13	4026	10	13.3	15.6	30.3
Mass Udyam–Aadhaar registration drive (with Non-farm & SISD).	3	579	3	3.1	2.2	9.1
Inter-departmental consultations to improve girls'/ women's mobility and service delivery.	7	1192	6	7.1	4.6	18.2
Inter-departmental consultation on women's workload and unpaid care work, using National Time Use Survey data to inform strategies.	4	174	4	4.1	0.7	12.1

Training/ Orientation of SMMU Staff on Gender & Livelihood.	8	672	6	8.2	2.6	18.2
Training/ Orientation of SMMU Staff on Gender & Violence.	5	447	5	5.1	1.7	15.2
Inter Vertical meeting on joint strategy for Gender & Livelihood.	7	1128	7	7.1	4.4	21.2
Session on Basic Gender Concepts and Gender Based Violence.	10	4622	6	10.2	17.9	18.2
Total	**98**	**25880**	**33**	**100.0**	**100.0**	**100.0**

DMMU

Activity Name	Activity Count	No. of Participants	No. of District conducting (n=605)	% distribution of Activity conducted at District Level	% distribution of Participants	% distribution of District conducting activities out of total districts (N=771)
Inter-dept consultations on joint drives to improve access to schemes/ benefits	129	13105	94	6.6	5.5	12.2
Mass Udyam–Aadhaar registration drive (with Non-farm & SISD)	27	1204	19	1.4	0.5	2.5
Inter-dept consultations to improve girls'/ women's mobility and service delivery	68	11570	49	3.5	4.9	6.4

Inter-dept review of women's workload & unpaid care using National Time Use Survey data	21	3098	12	1.1	1.3	1.6
Training/ Orientation of DMMU Staff on Gender & Livelihood	161	11978	116	8.2	5.1	15.0
Training/ Orientation of DMMU Staff on Gender & Violence	131	10924	100	6.7	4.6	13.0
Inter Vertical meeting on joint strategy for Gender & Livelihood	44	3757	36	2.2	1.6	4.7
District level felicitation of Gender Champions	150	28912	102	7.6	12.2	13.2
Training of staff on POSH	84	5936	58	4.3	2.5	7.5
Gender Pledge	434	51692	216	22.1	21.9	28.0
Session on Basic Gender Concepts and Gender Based Violence	281	28340	149	14.3	12.0	19.3
Engaging district-level influencers for key messaging	54	10688	47	2.7	4.5	6.1
Amplification of key messages on social media	51	10009	37	2.6	4.2	4.8
Any other activity conducted; Specify	329	45059	105	16.8	19.1	13.6
Total	**1964**	**236272**	**605**	**100.0**	**100.0**	**78.5**

BMMU

Activity Name	Activity Count	No. of Participants	No of Block conducting (n=4,413)	% distribution of Activity conducted at Block Level	% distribution of Participants	% distribution of Block conducting activities out of total block (N=7,150)
Training of staff on POSH	486	47333	212	2.5	3.3	3.0
Training of all CLF members for orientation on schemes, role and responsibilities and support services available byvarious line departments on GBV	398	30629	234	2.0	2.2	3.3
Reflection meeting: CLFs & PGs as drivers of women's economic empowerment — gaps & way forward.	1340	88518	685	6.8	6.3	9.6
Inter-dept consultations on joint drives to improve access to schemes/ benefits.	476	35745	285	2.4	2.5	4.0
Mass Udyam–Aadhaar registration drive (with Non-farm & SISD).	365	29244	229	1.9	2.1	3.2
Inter-dept consultations to improve girls'/ women's mobility and service delivery.	672	43422	325	3.4	3.1	4.5
Inter-dept review of women's workload & unpaid care using National Time Use Survey data.	191	13910	119	1.0	1.0	1.7

Miking of Slogan (Centrally/ State-designed radio jingles & wall paintings)	463	33109	273	2.4	2.3	3.8
Training/ Orientation of BMMU Staff on Gender & Livelihood	1445	83727	823	7.4	5.9	11.5
Training/ Orientation of BMMU Staff on Gender & Violence	1234	79539	754	6.3	5.6	10.5
Inter Vertical meeting on joint strategy for Gender & Livelihood	384	22072	221	2.0	1.6	3.1
Block level felicitation of Gender Champions	1976	162392	917	10.1	11.5	12.8
Mandatory Block gender forum meeting chaired by BDO with participation of all CLF EC/OB/ PG/PE/FPO/ BRC and all line departments	328	23793	245	1.7	1.7	3.4
Training of Front-Line Workers on Gender	403	32667	276	2.1	2.3	3.9
Gender Pledge	6126	441841	1658	31.3	31.2	23.2
Session on Basic Gender Concepts and Gender Based Violence	1965	132617	934	10.0	9.4	13.1
Any other activity conducted; Specify	1336	115482	435	6.8	8.2	6.1
Total	**19588**	**1416040**	**4413**	**100.0**	**100.0**	**61.7**

CLF

Activity Name	Activity Count	No. of Participants	No of CLF conducting (N=10,449)	% distribution of Activity conducted at Block Level	% distribution of Participants	% distribution of CLF conducting activities out of total CLF (N=33,636)
Gender Pledge	13869	682299	6396	30.3	30.9	19.0
Wall Painting	754	30848	514	1.6	1.4	1.5
Felicitation of Gender Champions	1621	88600	1155	3.5	4.0	3.4
Any other	2240	111870	1239	4.9	5.1	3.7
Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.)	2162	106771	1416	4.7	4.8	4.2
Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	1183	56143	883	2.6	2.5	2.6
Mobility mapping tools (Gender & Mobility Module 6)	910	42875	650	2.0	1.9	1.9
Tools on division of labor (Tarazu/ Kaunsa Kaam, Kiska Kaam/ Table Game/ Kiska Palada Bhari)	660	32056	444	1.4	1.5	1.3
Tools on Access and Control (Marble Games/ Women Farmers Rights and Access Tool, Access and Control module)	925	41189	632	2.0	1.9	1.9

Mandatory VO & CLF reflection meetings on restricted access/control, mobility, and hard-to-access schemes	1320	93158	793	2.9	4.2	2.4
Market exposure visits for 15 women per VO (wholesale, processors, dairies, women-led enterprises, PDS/NTFP)	455	21102	329	1.0	1.0	1.0
Cluster Tech Expo: AgriTech/ DairyTech demos with potential financial linkages	687	30669	517	1.5	1.4	1.5
AV on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	1291	61418	997	2.8	2.8	3.0
AV on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	1050	49811	830	2.3	2.3	2.5
AV on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	1149	51567	851	2.5	2.3	2.5
AV on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	661	27389	525	1.4	1.2	1.6

Land literacy camp with Patwari; distribute land records to VOs	294	12220	220	0.6	0.6	0.7
Reflection meetings on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	669	30247	519	1.5	1.4	1.5
Reflection meetings on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	743	31991	559	1.6	1.4	1.7
Reflection meetings on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	873	40128	673	1.9	1.8	2.0
Reflection meetings on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	517	21987	393	1.1	1.0	1.2
Community safety audits & mobility mapping of public spaces/ services	535	26155	387	1.2	1.2	1.2

Panchayat Level Gender Forums (PLGFs) to review access, share audits, decide actions	369	17503	270	0.8	0.8	0.8
School sessions: games/ storytelling to challenge stereotypes; promote girls' sports	407	19102	295	0.9	0.9	0.9
Sports for women and girls	1271	54165	876	2.8	2.5	2.6
School safety audits to identify safe and unsafe areas	594	29962	429	1.3	1.4	1.3
Nukkad natak on women's workload and unpaid care work	396	18760	294	0.9	0.8	0.9
Discussions with adolescents using pictorial tools	404	17593	304	0.9	0.8	0.9
Miking of Slogan/ Awareness Rally	2922	150764	1841	6.4	6.8	5.5
Session on Basic Gender Concepts and Gender Based Violence	4789	211436	3042	10.5	9.6	9.0
Total	**45720**	**2209778**	**10449**	**100.0**	**100.0**	**31.1**

VO

Activity Name	Activity Count	No. of Participants	No of VO conducting (N=100874)	% distribution of Activity conducted at VO Level	% distribution of Participants	% distribution of VO conducting activities out of total VO (N=5,44,587)
Gender Pledge	95366	3933643	48212	27.6	28.3	8.9
Felicitation of Gender Champions	9266	425558	5988	2.7	3.1	1.1
Others, Specify...	15962	616374	8454	4.6	4.4	1.6
Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.)	38000	1761470	20093	11.0	12.7	3.7
Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	11733	474170	7731	3.4	3.4	1.4
Mobility mapping tools (Gender & Mobility Module 6)	8474	358489	5488	2.5	2.6	1.0
Tools on division of labor (Tarazu/ Kaunsa Kaam, Kiska Kaam/ Table Game/ Kiska Palada Bhari)	6801	288477	4546	2.0	2.1	0.8
Tools on Access and Control (Marble Games/ Women Farmers Rights and Access Tool, Access and Control module)	8180	337653	5322	2.4	2.4	1.0

Mandatory VO & CLF reflection meetings on restricted access/control, mobility, and hard-to-access schemes	7173	277840	4717	2.1	2.0	0.9
Market exposure visits for 15 women per VO (wholesale, processors, dairies, women-led enterprises, PDS/NTFP)	4104	172144	2831	1.2	1.2	0.5
Cluster Tech Expo: AgriTech/ DairyTech demos with potential financial linkages	5294	198822	3705	1.5	1.4	0.7
AV on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	12233	438949	8887	3.5	3.2	1.6
AV on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	10374	354646	7611	3.0	2.6	1.4
AV on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	10251	358887	7330	3.0	2.6	1.3
AV on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	6067	216526	4604	1.8	1.6	0.8

Land literacy camp with Patwari; distribute land records to VOs	2423	110781	1677	0.7	0.8	0.3
Reflection meetings on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	4450	160607	3277	1.3	1.2	0.6
Reflection meetings on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	4809	184314	3398	1.4	1.3	0.6
Reflection meetings on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	5386	190752	3891	1.6	1.4	0.7
Reflection meetings on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	3408	129278	2515	1.0	0.9	0.5
Community safety audits & mobility mapping of public spaces/ services	3255	135305	2310	0.9	1.0	0.4
Panchayat Level Gender Forums (PLGFs) to review access, share audits, decide actions	2033	94084	1485	0.6	0.7	0.3

School sessions: games/ storytelling to challenge stereotypes; promote girls' sports	2292	106864	1713	0.7	0.8	0.3
Sports for women and girls	6998	255736	5033	2.0	1.8	0.9
School safety audits to identify safe and unsafe areas	3753	171171	2718	1.1	1.2	0.5
Nukkad natak on women's workload and unpaid care work	2287	94399	1733	0.7	0.7	0.3
Discussions with adolescents using pictorial tools	2393	92863	1829	0.7	0.7	0.3
Wall Painting	5756	205379	3623	1.7	1.5	0.7
Miking of Slogan/ Awareness Rally	17320	690166	11258	5.0	5.0	2.1
Session on Basic Gender Concepts and Gender Based Violence	29614	1047368	17709	8.6	7.5	3.3
Total	**345455**	**13882715**	**100874**	**100.0**	**100.0**	**18.5**

SHG

Activity Name	Activity Count	No. of Participants	No of SHG conducting (N=8,44,510)	% distribution of Activity conducted at SHG Level	% distribution of Participants	% distribution of SHG conducting activities out of total SHG (N=92,90,958)
Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	204220	2907339	126726	8.8	9.1	1.4
Mobility mapping tools (Gender & Mobility Module 6)	79860	1110741	54755	3.4	3.5	0.6
Tools on division of labour (“Tarazu”/ “Kaunsa Kaam, Kiska Kaam”/ “Table Game”/ “Kiska Palada Bhari”)	59730	865274	42318	2.6	2.7	0.5
Tools on Access and Control (Marble Games/ Women Farmers Rights and Access Tool, Access and Control module)	104682	1398126	74945	4.5	4.4	0.8
AV on Week-1 theme "Increased Awareness and Shift in Attitudes Toward Women’s role as economic contributors"	161402	2037250	119858	7.0	6.3	1.3

AV on Week-2 theme "Expand Women's Access to Resources "Equal Access, Equal Opportunities""	130388	1624425	101411	5.6	5.1	1.1
AV on Week-3 theme "Improved Safety and Mobility of Women and Girls"	125526	1576279	95559	5.4	4.9	1.0
AV on Week-4 theme "Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload "Share the Work, Share the Growth""	91946	1137643	73427	4.0	3.5	0.8
Wall Painting	58971	817449	43184	2.5	2.5	0.5
Gender Pledge	568177	8528214	380953	24.5	26.6	4.1
Miking of Slogan/ Awareness Rally	120444	1712562	87988	5.2	5.3	0.9
Sessions on social construction of gender and gender-based violence	53051	684506	42024	2.3	2.1	0.5
Posters on women farmers' identity; AV on women's role in farming	30909	388210	23902	1.3	1.2	0.3
A-V: Identity of a woman in farming and other livelihood	26844	326187	20902	1.2	1.0	0.2

Access and Control Module	37174	505893	28917	1.6	1.6	0.3
Activity on women's awareness and access to resources and schemes	89653	1259047	67296	3.9	3.9	0.7
Gender & Mobility Module	80712	1162106	61513	3.5	3.6	0.7
Module on Gender Division of Labour	61165	803491	47055	2.6	2.5	0.5
Session on Basic Gender Concepts and Gender Based Violence	149418	2080330	110690	6.4	6.5	1.2
Any other activity conducted; Specify	86831	1195579	56779	3.7	3.7	0.6
Total	**2321103**	**32120651**	**844510**	**100.0**	**100.0**	**9.1**

GRC

Activity Name	Activity Count	No. of Participants	No of GRC conducting (N=2,118)	% distribution of Activity conducted at GRC Level	% distribution of Participants	% distribution of GRC conducting activities out of total GRC (N=6,905)
Women linked with livelihood	12524	579234	1241	20.6	16.4	18.0
Training of Front-line workers of line departments	4759	336637	604	7.8	9.5	8.7
Exposure to other departments	4195	196213	553	6.9	5.6	8.0
Cases received	3374	147833	451	5.5	4.2	6.5
Linking women with livelihood and other schemes	6541	321464	773	10.8	9.1	11.2
Safety Audits	3846	310206	550	6.3	8.8	8.0
Training on Gender and Violence	18825	1182423	1462	31.0	33.5	21.2
Drives or Camps on Access to Schemes	6731	453989	867	11.1	12.9	12.6
Total	**60795**	**3527999**	**2118**	**100.0**	**100.0**	**30.7**

Annexure 2: Count of the Activity, Participant and Units Conducting the Activity at Different Level in the Six Selected States

SMMU

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Inter-departmental consultations on joint drives to improve access to schemes/benefits.	5	2949	4
Mass Udyam–Aadhaar registration drive (with Non-farm & SISD).	1	44	1
Inter-departmental consultations to improve girls'/women's mobility and service delivery.	3	89	3
Inter-departmental consultation on women's workload and unpaid care work, using National Time Use Survey data to inform strategies.	2	66	2
Training/Orientation of SMMU Staff on Gender & Livelihood.	3	408	2
Training/Orientation of SMMU Staff on Gender & Violence.	3	384	3
Inter Vertical meeting on joint strategy for Gender & Livelihood.	4	583	4
Session on Basic Gender Concepts and Gender Based Violence.	2	660	2
Gender Pledge	5	3063	4
State level felicitation of Gender Champions	3	3115	3
Any Other	2	166	1
Total	**33**	**11527**	

DMMU

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Inter-dept consultations on joint drives to improve access to schemes/benefits	64	4782	6
Mass Udyam–Aadhaar registration drive (with Non-farm & SISD)	9	464	4
Inter-dept consultations to improve girls'/ women's mobility and service delivery	24	1715	6
Inter-dept review of women's workload & unpaid care using National Time Use Survey data	5	384	3
Training/ Orientation of DMMU Staff on Gender & Livelihood	67	4745	5
Training/ Orientation of DMMU Staff on Gender & Violence	67	4634	5
Inter Vertical meeting on joint strategy for Gender & Livelihood	18	884	5
District level felicitation of Gender Champions	63	7941	6
Training of staff on POSH	23	1452	5
Gender Pledge	187	14702	6
Session on Basic Gender Concepts and Gender Based Violence	110	8310	6
Engaging district-level influencers for key messaging	21	3602	6
Amplification of key messages on social media	13	1148	4
Any other activity conducted; Specify	99	11826	6
Total	**770**	**66589**	

BMMU

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Training of staff on POSH	220	18222	96
Training of all CLF members for orientation on schemes, role and responsibilities and support services available by line various departments on GBV	172	16054	96
Reflection meeting: CLFs & PGs as drivers of women's economic empowerment — gaps & way forward.	861	57956	400
Inter-dept consultations on joint drives to improve access to schemes/benefits.	276	20680	179
Mass Udyam–Aadhaar registration drive (with Non-farm & SISD).	252	15541	152
Inter-dept consultations to improve girls'/women's mobility and service delivery.	320	18670	194
Inter-dept review of women's workload & unpaid care using National Time Use Survey data.	134	9110	82
Miking of Slogan (Centrally/ State-designed radio jingles & wall paintings)	262	14461	154
Training/ Orientation of BMMU Staff on Gender & Livelihood	717	38066	418
Training/ Orientation of BMMU Staff on Gender & Violence	601	30500	373
Inter Vertical meeting on joint strategy for Gender & Livelihood	184	10728	119
Block level felicitation of Gender Champions	732	46257	426
Mandatory Block gender forum meeting chaired by BDO with participation of all CLF EC/OB/PG/PE/FPO/ BRC and all line departments	193	13043	141
Training of Front-Line Workers on Gender	201	11342	130
Gender Pledge	2400	130804	744
Session on Basic Gender Concepts and Gender Based Violence	534	30588	318
Any other activity conducted; Specify	380	17064	121
Total	**8439**	**499086**	

CLF

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Gender Pledge	5090	262161	1550
Wall Painting	289	12838	178
Felicitation of Gender Champions	591	35816	416
Any other	574	25018	287
Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.)	1233	64305	705
Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	504	24861	361
Mobility mapping tools (Gender & Mobility Module 6)	432	22347	290
Tools on division of labor (Tarazu/ Kaunsa Kaam, Kiska Kaam/ Table Game/ Kiska Palada Bhari)	362	16787	248
Tools on Access and Control (Marble Games/ Women Farmers Rights and Access Tool, Access and Control module)	436	20113	261
Mandatory VO & CLF reflection meetings on restricted access/control, mobility, and hard-to-access schemes	502	29261	351
Market exposure visits for 15 women per VO (wholesale, processors, dairies, women-led enterprises, PDS/NTFP)	196	10274	144
Cluster Tech Expo: AgriTech/ DairyTech demos with potential financial linkages	223	9666	148
AV on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	367	18823	271
AV on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	334	16029	227
AV on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	319	15595	229
AV on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	244	10831	179

Land literacy camp with Patwari; distribute land records to VOs	112	4819	77
Reflection meetings on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	246	13296	188
Reflection meetings on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	286	13213	205
Reflection meetings on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	335	16396	237
Reflection meetings on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	234	10991	167
Community safety audits & mobility mapping of public spaces/services	188	10022	127
Panchayat Level Gender Forums (PLGFs) to review access, share audits, decide actions	161	8486	107
School sessions: games/storytelling to challenge stereotypes; promote girls' sports	190	8180	128
Sports for women and girls	725	32012	437
School safety audits to identify safe and unsafe areas	197	9454	134
Nukkad natak on women's workload and unpaid care work	223	10881	160
Discussions with adolescents using pictorial tools	171	7896	119
Miking of Slogan/ Awareness Rally	969	58494	581
Session on Basic Gender Concepts and Gender Based Violence	1210	60575	712
Total	**16943**	**859440**	

VO

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Gender Pledge	49230	2247487	22502
Felicitation of Gender Champions	4194	184674	2701
Others, Specify...	6396	256309	3225
Mapping of Women's access to local institution (Venn Diagrams, Snake & Ladders, etc.)	24904	1324134	12449
Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	6505	310662	4142
Mobility mapping tools (Gender & Mobility Module 6)	4914	240807	3008
Tools on division of labor (Tarazu/ Kaunsa Kaam, Kiska Kaam/ Table Game/ Kiska Palada Bhari)	4187	202237	2737
Tools on Access and Control (Marble Games/ Women Farmers Rights and Access Tool, Access and Control module)	4413	211972	2712
Mandatory VO & CLF reflection meetings on restricted access/control, mobility, and hard-to-access schemes	3500	157880	2383
Market exposure visits for 15 women per VO (wholesale, processors, dairies, women-led enterprises, PDS/NTFP)	2386	110139	1587
Cluster Tech Expo: AgriTech/ DairyTech demos with potential financial linkages	2003	99947	1298
AV on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	4297	195710	3017
AV on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	3816	168276	2701
AV on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	3605	158044	2508
AV on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	2557	113992	1728
Land literacy camp with Patwari; distribute land records to VOs	1286	70889	832

Reflection meetings on Week-1 theme 'Increased Awareness and Shift in Attitudes Toward Women's role as economic contributors'	1977	90689	1440
Reflection meetings on Week-2 theme 'Expand Women's Access to Resources: Equal Access, Equal Opportunities'	2280	99403	1528
Reflection meetings on Week-3 theme 'Improved Safety and Mobility of Women and Girls'	2420	105953	1685
Reflection meetings on Week-4 theme 'Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload: Share the Work, Share the Growth'	1828	83288	1301
Community safety audits & mobility mapping of public spaces/services	1595	80211	1099
Panchayat Level Gender Forums (PLGFs) to review access, share audits, decide actions	1166	62046	825
School sessions: games/storytelling to challenge stereotypes; promote girls' sports	1264	64526	939
Sports for women and girls	4081	163597	2948
School safety audits to identify safe and unsafe areas	1704	83594	1214
Nukkad natak on women's workload and unpaid care work	1513	71205	1153
Discussions with adolescents using pictorial tools	1233	57770	909
Wall Painting	2881	114624	1761
Miking of Slogan/ Awareness Rally	7903	341987	5333
Session on Basic Gender Concepts and Gender Based Violence	12569	491330	6575
Total	**172607**	**7963382**	

SHG

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Identity as Economic Contributor (Hum aur Hamari Aajeevika, Dana Kothi Khali)	114413	1648425	67001
Mobility mapping tools (Gender & Mobility Module 6)	41101	602095	27252
Tools on division of labour (“Tarazu”/ “Kaunsa Kaam, Kiska Kaam”/ “Table Game”/ “Kiska Palada Bhari”)	33744	505288	23190
Tools on Access and Control (Marble Games/ Women Farmers Rights and Access Tool, Access and Control module)	37957	543013	26169
AV on Week-1 theme "Increased Awareness and Shift in Attitudes Toward Women’s role as economic contributors"	56105	726171	39574
AV on Week-2 theme "Expand Women’s Access to Resources “Equal Access, Equal Opportunities”"	42265	537878	31269
AV on Week-3 theme "Improved Safety and Mobility of Women and Girls"	39575	509056	29389
AV on Week-4 theme "Challenging Norms around Unpaid Care and Domestic Work & Reducing Workload “Share the Work, Share the Growth”"	31471	404797	23768
Wall Painting	21243	274099	15353
Gender Pledge	253723	3593242	158663
Miking of Slogan/ Awareness Rally	60677	873376	43700
Sessions on social construction of gender and gender-based violence	18346	245984	14739
Posters on women farmers’ identity; AV on women’s role in farming	15022	192514	11393
A-V: Identity of a woman in farming and other livelihood	10569	132355	8246
Access and Control Module	15680	206679	12099
Activity on women’s awareness and access to resources and schemes	39008	574188	27797
Gender & Mobility Module	30726	450435	22980
Module on Gender Division of Labour	23563	318662	18095
Session on Basic Gender Concepts and Gender Based Violence	50002	673240	35654
Any other activity conducted; Specify	24162	323498	16716
Total	**959352**	**13334995**	

GRC

Activity Name	Activity Count	No of Participants	No. of States conducting activities
Women linked with livelihood	7164	350879	598
Training of Front-line workers of line departments	3354	233829	266
Exposure to other departments	2927	142713	243
Cases received	2333	122403	193
Linking women with livelihood and other schemes	4615	250330	365
Safety Audits	2378	204633	262
Training on Gender and Violence	10457	699573	592
Drives or Camps on Access to Schemes	4478	299647	388
Total	**37706**	**2304007**	





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GOVERNMENT OF INDIA





IWWAGE
Institute for What Works to Advance Gender Equality



