



LADIES AND GENTLE MEN

Boys and men in India need a new meaning for masculine



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The Kiawah Trust is a UK family foundation that is committed to improving the lives of vulnerable and disadvantaged adolescent girls in India. The Kiawah Trust believes that educating adolescent girls from poor communities allows them to thrive, to have greater choice in their life and a louder voice in their community. This leads to healthier, more prosperous and more stable families, communities and nations.



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Dasra recognizes an urgent need for inspired and uncompromising competence to touch and transform the lives of 800 million Indians. Through knowledge creation, capacity building, collaboration and fundraising, we nurture powerful partnerships with funders and social enterprises. Since 1999, Dasra has engaged with over 3,000 corporates, foundations and philanthropists, influenced INR 280 crore towards the social sector and improved the life chances of over 10 million people.

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Chapter 1

The Size and Shape of The Problem

Aside from small, one-off pockets of gender sensitization, the picture across the rest of the country is far from encouraging

“Over the last 25 years, billions of dollars from across the public, private and social sectors have been spent on efforts to close the gender gap. But it hasn’t closed significantly. If we don’t start to work with men, we might still be here in another 25 years.”

- Will Muir, co-founder and CEO of Pune-based nonprofit, Equal Community Foundation

“Earlier, we used to read newspapers stories about teasing or attempts to rape, and think that these women may have led them on, or done something to provoke them. But now I realize the pain of those women, and try to understand how I could change the mindset of adolescent boys regarding violence, which is so important here.”

A coach in the ICRW Parivartan program, which uses cricket to help boys control aggression, prevent violence and promote respect for girls and women

“I think men and women should both work equally, inside the house as well as outside. Even today, there are many girls who don’t get a chance to be educated. This should not happen. Also, women should not tolerate violence and abuse. The way women are brought up must change. Men should stop violent behavior against women.”

Mehboob, a class nine student, who was part of the Equal Community Foundation’s Action for Equality program, which focuses on ending violence against women

“In front of my house is a family that drags the woman by her hair to the gas stove and says, “Burn yourself”. She is locked in a room and not given food. After watching the Bell Bajao ads, we started making some noise every time we heard violence – which stopped for a bit at first, and eventually it stopped entirely. Earlier, I used to feel helpless around her. Now she’s happy, so I am happy.”

Pramod Tiwari, a government worker influenced by non-profit Breakthrough’s Bell Bajao, a cultural and media campaign that calls on men and boys to take a stand against domestic violence

“I used to think that only things like beating up your wife or rape constitute violence, but now I feel doing something without a wife’s consent is also a kind of violence. If a woman wants to say something and a man stops her from expressing herself, even that will count as violence.”

A participant in Men’s Action to Stop Violence Against Women (MASVAW), an alliance of men and organizations working on gender issues, committed to reducing incidents of violence against women

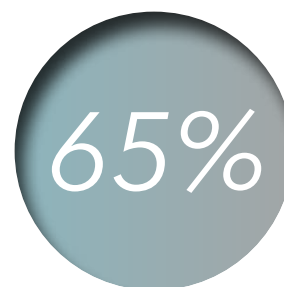
These responses from men and boys across India, while positive and refreshing, are the very minor exception, not the rule. Engaged directly or indirectly in programs that sensitize them on gender equality, these men and boys have shown an increased emotional sensitivity towards women. Interviews with wives, mothers and sisters of these men show improvements in attitudes towards domestic violence, rights, sexual consent and gender roles. Unfortunately, these women and girls represent a miniscule section of the population - the reality for a majority of women and girls in India is a picture of struggle and suffering in a predominantly patriarchal society.



India's rank as the most dangerous country in the world for women^a



women are raped in India every day^b



of the men in the IMAGES survey believe that there are times when a woman deserves to be beaten^c

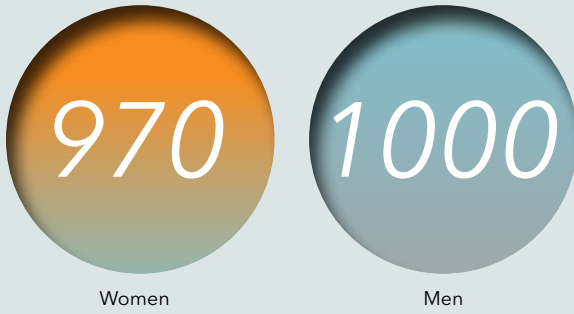
On 17 December 2012, India woke up to the gruesomely inflicted rape of a 23-year old girl in a moving bus in Delhi. The media named her Nirbhaya (Fearless). Candlelight vigils, protests and demonstrations spread across the country, demanding a safe environment for women and girls. Nirbhaya succumbed to her injuries, and the rapists were accorded the highest legal punishment applicable. Almost two years later, in December 2014, a 25-year old was raped in Delhi by a private cab driver - it brought back memories of the 2012 incident and fuelled public and policy debate to understand why such incidents continue to occur despite stricter laws, government policies and widespread public outcry.

In India, most responses to such incidents do not address the root cause. For instance, the immediate response to the 2014 rape was to ban the cab service that the victim hired - a good example of treating the symptom instead of the cause. The problem runs far deeper than insufficient background checks at a cab service - it links to gender norms, ideals of masculinity, and power equations between men and women in a highly patriarchal society.

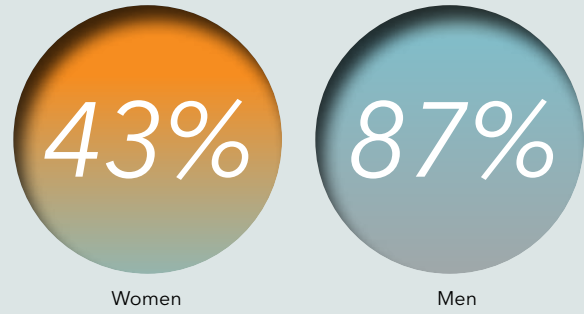
While these few instances garnered global attention, they are only the tip of the iceberg - everyday, cases of violence against women receive little or no attention even locally, let alone nationally or globally. Instances of child marriage, domestic violence, sexual abuse and workplace discrimination are commonplace. Gender inequalities in India manifest themselves throughout the life of a girl - it starts with the preference for a male child, extends to being pulled out of school to be married off, to being asked to eat once all the men have eaten to being abused by a drunk husband. These inequalities not only hamper individual lives, but significantly impact India's development as a nation. In fact, when India's Human Development Index is adjusted for gender inequality, it becomes South Asia's worst performing country after Afghanistan.

Gender inequalities in India manifest themselves across development indicators

Sex Ratio^d

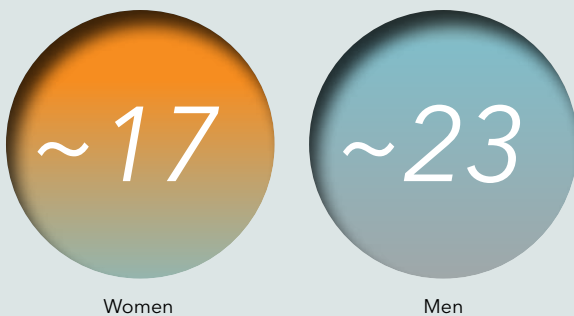


Employability



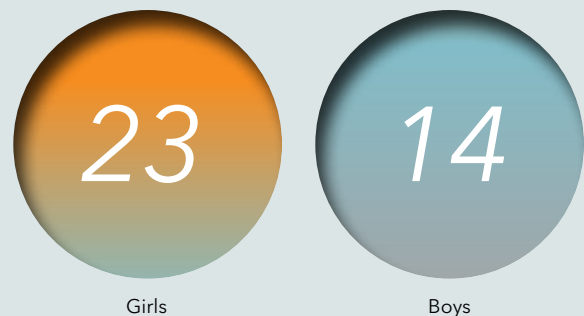
aged 15-49 are likely to be employed^e

Marriage



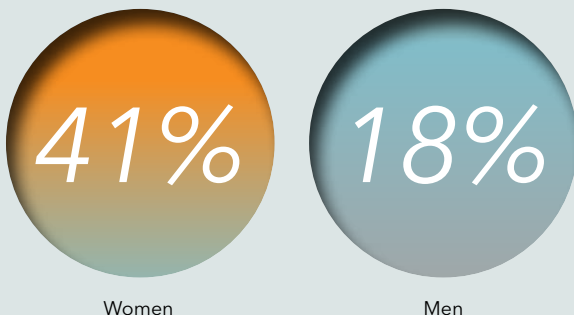
Is the median age at marriage for women and men aged 25-49^g

Child Mortality



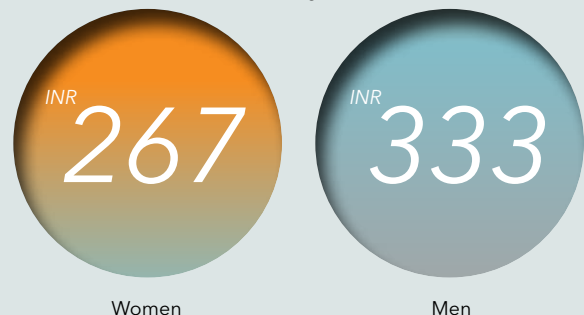
the number of deaths of children aged 1-4 years per 1,000 children^h

Education

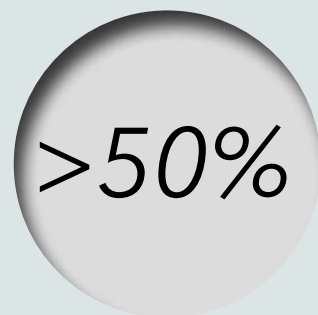


aged 15-49 have never been to school^j

Pay



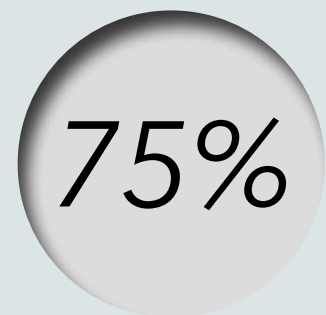
average daily wage resulting in a pay gap of ~20%^k



of men and women who agree wife beating is justified^l



Indian men has committed sexual violence at some point in his lifeⁱ



of women in India experience physical or sexual violence some time in their life^l



Chapter 2

Gender Norms Driving Gender Inequalities

While there are multiple socio-economic-political reasons for discrimination against women in our country, gender norms and stereotypes reinforced over generations in India's largely patriarchal society remain the root of the problem. Social expectations of how men and boys should be and act directly affect behavior related to HIV prevention, treatment, care and support, sexual and reproductive health, gender-based violence and men's participation in child, newborn, and maternal health.¹ Some of these stereotypes are:

Men Don't: Cry, Emote, Cook, Feel Pain

In India particularly, the idea of masculinity is strongly linked to machismo and hegemony. The idea of entitlement and privilege in being a man is internalized from a very young age and reinforced through the growing years.

86% of men in the IMAGES survey believe that to be a man you have to be tough.

92% said they will defend their reputation, with force if they have to, if someone insults them.ⁿ

The *pati parmeshwar* syndrome: My husband is God and as an Indian woman it is my duty to obey him

Not only do a majority of women conform to the country's traditional patriarchal value system, they also accept these values as indispensable to the smooth functioning of the household. One such value says the wife must see her husband as *pati parmeshwar*, which means "My husband is God, and as an Indian woman, it is my duty to obey him".

Around 56% of Indian women believe occasional wife-beating is justified.^o

Boys will be boys

In a large number of cases, across the country, ministers responsible for the welfare of women have gone on record several times to blame women's 'Western clothes' and their freedom of mobility after dark for their victimization. Asked for a comment on a particular case of sexual assault, influential men in the country have said, "Boys will be boys" - publicly endorsing the view that violence against women is acceptable behavior.

Reporting a crime will bring shame to the girl and her family

According to the National Family Health Survey, only 0.6% of the women who said they faced sexual violence had filed complaints with the police.² In large part, this comes out of social attitudes that portray the victims as 'loose' and suggest that reporting the crime will identify the victim's family and damage its 'reputation'.



A study titled "Masculinity, Intimate Partner Violence & Son Preference in India" by the United Nations Population Fund and International Centre for Research on Women found:^p

- Around 33% of men and women surveyed across Uttar Pradesh, Rajasthan, Punjab, Haryana, Odisha, Madhya Pradesh and Maharashtra said sex selection should be permissible for couples without a son.
 - Around 50% of those surveyed did not know about the existence of the Pre-Conception and Pre-Natal Diagnostic Techniques Act, 2003.
 - Of those who expressed a preference for one sex over another, almost four times as many parents desired more sons than daughters.
 - 81% of the women and 76% of the men considered it very important to have at least one son in their family.
-

The *paraaya dhan* syndrome: Someone else's wealth

Traditional households in India still view a girl child as *paraaya dhan*, meaning she is someone else's wealth, which her parents are safekeeping until her rightful 'owners' claim her. Based on this, parents often discourage the girl child from attending school; instead they groom her to cook, clean, take care of siblings, and not have any interests outside the house.



Chapter 3

Why Engage Men and Boys?

“Over the last 25 years, billions of dollars from across the public, private and social sectors have been spent on efforts to close the gender gap. But it hasn’t closed significantly. If we don’t start to work with men, we might still be here in another 25 years.”

- Will Muir, co-founder and CEO of Pune-based nonprofit, Equal Community Foundation³

Global evidence suggests that engaging men and boys in women’s development is highly effective.

Worldwide, relatively short-term programs with men and boys have been seen to change, among other things, their attitudes and behaviour related to sexual and reproductive health, maternal, newborn and child health, interaction with their children, use of violence against women, questioning violence with other men and their health-seeking behaviour.⁴ Not engaging men has the potential to hamper the outcomes of programs directed at women. For example, health and development programs targeted at women beneficiaries may result in changes in their productive and reproductive roles and responsibilities. These changes can cause resentment among men who hold rigid gender notions and can thus contribute to violence within the home.⁵

Men complete the gender equation.

Gender equality can be defined as the state in society in which men and women are given equal opportunities, obligations and rights in all areas of life. To tackle gender inequalities, both men and women must act as supplementary and complementary forces to each other. By neglecting men and boys and focusing solely on women, programs address the problem at the surface level, rather than treating underlying norms around masculinities.

Gender norms are fluid and can be redefined.

Masculinities are dynamic and vary based on individual socio-cultural experiences; they also evolve over time. Gender is a fluid concept that is largely defined by social constructs – this provides an opportunity to change gender norms and redefine masculinities.

Sustainable large-scale change in gender norms will require the buy-in of men.

Since men still largely control resources and social discourse, it is critical to acknowledge them as gatekeepers of gender norms and potential resisters of change in order to drive systemic changes.⁶ Unless powerful and popular men become role models of change, advocate for gender equality, and influence programs and policies, efforts to change gender norms will either be thwarted, or fragmented with limited impact.

“The very fact that masculinity must consistently be reinforced – “If you buy this motorcycle you’ll be a real man” – says something about the tenuous and fragile nature of gender identities.”

Sanjay Srivastava, professor of Sociology and co-editor, Contributions to Indian Sociology, Institute of Economic Growth, New Delhi⁹

Men also benefit

Male-to-male violence is also linked to the essential gender norms that underpin violence against women. Reaching out to men and boys through programs to deconstruct rigid notions of masculinity helps them develop more realistic gender notions

“Men need to appreciate that by preventing any form of gender-based violence against women, apart from enabling empowerment of women and promoting a gender-just society, it is their lives that will be more humane; their partnership with women will improve their (own) quality of life.”⁷

- Men Against Violence and Abuser

Also, men from economically backward sections stand to gain significantly – a society in which men and women are both expected to economically support their families would take pressure off these men to be the ‘man of the house’ and provide for everyone. The additional income would ensure better health, finances and education in those households, and also potentially prevent acts of violence against women that are often an outcome of financial stress and failure to make ends meet.



Chapter 4

Existing Efforts to Address Gender Inequalities in India



Most programs and policies in this sector equate gender with women, and clearly fall in the spectrum of 'women in development', with men being treated as perpetrators rather than partners. For instance, the Protection of Women from Domestic Violence Act refers to men only as perpetrators of violence, with no reference to reaching out to them with prevention messages or engaging them as agents of change.

The currently limited efforts to work with men to prevent violence against women are almost entirely led by non-profit organizations. These fragmented initiatives too, are largely targeted at schools and low-income communities, and often fail to scale across socio-economic strata or fight the gender stereotypes that form the basis of gender inequalities. Most organizations operate in silos with limited evidence building, monitoring and evaluation to drive further analysis or policy-making.

Non-profits engaging men and boys⁷

Organizations working with men on gender issues have been operational in India over the last few decades. The sector is largely governed by non-profits working at the grassroots level and international organizations involved in campaigns and research. Most interventions specifically target young men (aged 13-35) using tools such as mass media and curricula in educational institutions and communities.

Yaari Dosti, for example, is an adaptation of the "Program H: Working with Young Men Series" that engages 15-24-year old boys in urban slum communities on gender norms. Campaigns such as Men's Action to Stop Violence against Women (MASVAW) in Uttar Pradesh have engaged youth in schools, colleges and universities to speak out against gender-based violence. Parivartan, an ICRW initiative, reaches young athletes in school and community settings by working with youth role models such as sports coaches.

To scale efforts, programs have often been developed into toolkits for use by others. Most interventions address specific issues, such as condom use, and are implemented in communities and school settings using trained social workers to deliver short-term, extracurricular programs for adolescent boys. To achieve scale, experts stress on using schools as a platform, with teachers delivering broader curricula and acting as positive role models to children from a young age.



Examples of networks and alliances that engage men and boys

MenEngage's India network - Forum to Engage Men (FEM)⁸

As part of the MenEngage global network, FEM is a network of individuals and organizations, launched on an all-India basis in 2007, with the primary objective of working with boys and men to build a just and peaceful society. It serves as a support base to generate and disseminate ideas and activist initiatives aimed at reshaping masculinities towards gender equality and non-violence.

Men's Action to Stop Violence against Women (MASVAW)⁹

MASVAW is an alliance of men and organizations working on gender issues, committed to reducing incidents of violence against women. Raising awareness and expanding its network through cultural and advocacy campaigns, MASVAW is primarily active in Uttar Pradesh.

- In Uttar Pradesh, it has initiated activities with male youth in schools, colleges and universities in the cities of Varanasi, Faizabad, Chitrakoot and Lucknow.
- Activities include workshops, debates and poster competitions, film shows and road shows. The road shows are an innovative mechanism to reach school- and college-age youth in public places and engage them in topical discussions on violence against women.

Baapanchi Shala (Father's Schooling)¹⁰

In response to a call by Centre for Health and Social Justice, New Delhi, a group of activists and organizations in Maharashtra came together to participate in a father-care campaign in the state to engage with men as fathers to protect the rights of children.

Baapanchi Shala is an initiative that invites men and other key stakeholders to be part of the process of understanding the social and cultural meaning of fatherhood in the context of the various regions of Maharashtra, and to work with men as fathers to protect children's rights. While this campaign will be instrumental for issues of fatherhood and child rights in the state, it is also expected to address issues of masculinities, gender-based violence and social justice.



Women and Girls Lead Global (WGLG) / The Hero Project¹¹

WGLG is a public-private partnership between Independent Television Service (ITVS), United States Agency for International Development (USAID), CARE and the Ford Foundation. It is a media strategy to promote gender equality and women's empowerment. It combines documentary films, television partners and local engagement campaigns to impact communities around the world by supporting ongoing non-profit efforts aimed at women and girls. In India, the 'Hero Project' campaign supports the growing movement against gender-based violence in the wake of the 2012 Delhi gang rape. The campaign challenges damaging concepts of masculinity, helping youth organizations use the media to redefine gender roles and champion safer public spaces for girls and women. Center for Health and Social Justice (CHSJ) is the local partner.

Mobilizing Men¹²

This program works to better understand what it takes to confront sexual and gender-based violence in institutional settings. Since early 2010, the Institute of Development Studies, with support from UNFPA, has partnered with civil society organizations in India, Kenya and Uganda to develop the program. In India, Mobilizing Men is led by CHSJ, established in 2006, with the mission to promote human development, gender equality, human rights and social justice. CHSJ focuses its activities on three main sectors: university campuses, local government, and human rights work with Dalit communities.

South Asian Network to Address Masculinities (SANAM) is a network of non-profits, academics and activists working to address biased notions of masculinity. It is a platform to work together to develop a culture of resistance to gender-based violence.¹³



FAMILY

SCHOOL

MEDIA

COMMUNITY



Chapter 5

The Four Pillars to Engage:

Family, School, Media, Community



FAMILY

Global evidence on attitudes toward gender equality shows that in most cases, men perpetuate violent behaviors they learned as children, often by experiencing it themselves in families and schools, and/or by witnessing violence against their mothers.¹⁴

In India, most families are patriarchal - the father is usually the key decision-maker on household matters. Men are seen as the primary economic providers, while women are primarily responsible for household and caregiving tasks. According to the International Men and Gender Equality Survey, men whose fathers did not use violence; men whose fathers treated their mothers with respect, and shared decision-making responsibilities with them in the home; and men whose fathers cared for them when they were growing up are less likely to use violence against women.¹⁵ The manner in which a family treats its girls and women sets the tone for how young boys in the family treat women in their adult life. Families, especially parents of young boys, have a critical role to play in inculcating gender-sensitive values from a very young age by actively having age-appropriate conversations with them and setting an example.



SCHOOL

Evidence suggests that schools and colleges are extensively used as platforms to engage men and boys given their conducive learning environment - peer-learning, potential to integrate messages into routine curricula, continued engagement over time, potential to carry messages back home, and ability to reach out to a large number of impressionable boys and girls.

"We need to bring up boys differently in our homes. Boys need to be made sensitive right from school. We need to tell them from the start that being macho is about being cultured and treating women equally."

*Kiran Walia, Delhi minister for health and family welfare*⁵

Gender Equity Movements in School (GEMS) by ICRW, CORO for Literacy and TISS^u

GEMS is a school-based program currently running in municipal schools in Mumbai. It promotes gender equality by encouraging equal relationships between girls and boys, examining the social norms that define men's and women's roles, and questioning the use of violence. The two specific interventions by GEMS are:



1. Group Education Activities (GEA), which use participatory methodologies such as role play, games, debates and discussions, and are held in classrooms during a regular school day.
2. A campaign that includes a week-long series of events - games, competitions, debates and short plays that are designed in consultation with students.

Impact

- After the second round of the intervention, more students in both intervention groups reported they would take action in response to sexual harassment, as compared to before the intervention.
- Boys and girls in the GEA schools reported greater changes in their own behavior than those in the campaign-only schools.
- Students in GEA schools were more likely to have high gender equality scores, endorse a higher age for marriage (21+ years) and higher education for girls, and oppose partner violence.

The power of the Indian media in shaping public opinion has grown exponentially in the last few decades. While sections of the media are often criticized for sensationalizing incidents of violence against women and even victim-blaming, over the years, it has made significant efforts to sensitize the masses and use its power to get perpetrators punished. With unprecedented power to drive public thinking, especially among the youth, our media has substantial potential to tackle the root causes of gender discrimination, question existing gender stereotypes and lay groundwork to redefine gender norms.



MEDIA

Men Against Violence and Abuse's (MAVA) Purush Spandana (Male Vibrations)^v

MAVA publishes Purush Spandana, an annual magazine in Marathi that voices the sentiments of men through short stories, first-person accounts, interviews, poems, analytical articles and media trends. The first systematic effort by men to publish issues concerning men and women, the magazine is a platform exclusively for men, across age groups and backgrounds. It allows men to express their innermost thoughts on personal lives, upbringing, man-woman relationships, companionship, beauty, friendship, aspirations, vices, violence and various contemporary gender-related issues.



Centre for Health and Social Justice - Naya Mard Nayee Soch (New Men, New Thinking)^x

This campaign aimed to begin a discussion among men, especially youth, about the importance of gender equality in the context of men and masculinities, and the need for legal interventions to uphold women's human rights. It developed communication messages aimed at new gender-equitable behaviour among men. A community-based campaign was implemented across 350 villages and 20 districts in the states of UP, Rajasthan and Orissa, involving youth, teachers and the media.





Men Against Rape and Discrimination (MARD)^w

MARD is a 2013 social campaign launched by film director and actor Farhan Akhtar to create awareness and instill gender equality and respect towards women. The campaign is largely promoted through social networking sites and popular Bollywood celebrities who reach out to their fan base to spread the message.



Breakthrough's Bell Bajao! campaign

Bell Bajao!, launched in India in 2008, is a cultural and media campaign that calls on men and boys to take a stand against domestic violence. It urges local residents to take a stand against physical abuse through simple acts meant to interrupt domestic violence. When locals, specially men, overhear sounds of violence against a woman, they are urged to ring the doorbell and ask for something – some tea powder, a glass of water, or to use the phone. This is meant to let the abuser know that others can hear them, and will act to interrupt the violence.

- More than 130 million people have been reached via television and mass media, and another 7.5 million through video vans.
 - Through education and trainings, more than 75,000 youth, community leaders, non-profit groups, and government actors have become agents of change in their homes, neighborhoods and beyond.
 - Baseline and endline studies show that Bell Bajao has achieved a 12% increase in awareness about India's Protection of Women against Domestic Violence Act, and a 15% increase in requests for services for women.
-



COMMUNITY OWNERSHIP & PARTICIPATION

Community ownership and participation programs have created leaders and advocates within communities to ensure community buy-in and ownership, while driving attitudinal and behavior changes. Some programs raise awareness at the community level, others involve local leaders and role models with an in-depth understanding of the socio-cultural nuances specific to their communities to create and deliver key messages.



The Prachar Project, carried out in Bihar, was a community-based intervention aimed at raising awareness about family planning among adolescents, and educating young couples on healthy spacing between pregnancies.

- Training sessions targeted male youth aged 15-19 to educate them about reproduction and family planning, while other sessions encouraged open dialogue about family planning among couples in their teens and early 20s. Young couples were also trained on healthy timing and spacing of pregnancies and post-partum contraception.
- The number of individuals in the community who believed contraception is necessary and safe increased from 38% to 81%, and from 45% to 91% among unmarried adolescents.
- The percentage of recently married couples using contraception to delay their first pregnancy increased from 5% to 20%.

Source: z

Grameen Vikas Jan Sahbhagita Trust, Jaunpur, and Ujala Welfare Society - Engaging local leaders^{aa}

Grameen Vikas Jan Sahbhagita Trust, Jaunpur, and Ujala Welfare Society started engaging local leaders to increase awareness among men and boys about gender norms and the consequences of violence against women using the following interventions:

- Workshops covering conceptual understandings of masculinity, gender, violence against women and sexuality. A second series of workshops introduced the concepts of power in relationships, sexuality, human rights and the role of men in caregiving, and men's participation in domestic activities.
- Community mobilization workshops
- Two campaigns: The first was deployed during local elections to raise awareness on panchayat elections, and to make panchayats accountable for violence against women, and increase women's participation in panchayats. The second, titled Ab to Jaago (Wake up Now) - launched in 20 villages and at the district level - included youth groups and community workshops, a candlelight walk, a film screening and rallies. The MASVAW network continues to run campaigns; it also runs a crisis center for women survivors of gender-based violence in the region, which makes the program sustainable and reinforces messages in the communities.

Impact

Results suggest that some change in attitudes and behaviors likely resulted from the intervention, that the means of reaching men (via community leadership councils, community leaders and colleges) was useful, but that long-term change in reducing gender-based violence and creating gender-equitable attitudes among men in this setting needs more research and longer-term, multi-faceted interventions.



Social Action for Rural & Tribal inhabitants of India (SARTHI): Panchayat Sensitization Program^{bb}

SARTHI is a grassroots non-profit, with experience in rural development that works in the areas of health, natural resource management, women's empowerment, governance and skills development. Recognizing that much of the influence in a village is centered in the panchayat - a very important forum for gender equality - SARTHI conducts workshops / awareness camps for local leaders and panchayat members, to sensitize them on gender issues.







Chapter 6

Approaches to Engage Men and Boys



1. Employ role models and a group education mode of engagement



2. Build bridges between gender organizations



3. Engage with youth



4. Institute harsher punishment for crimes against women



5. Encourage men's participation across women-specific health sectors



1. Employ role models and a group education mode of engagement

In several Indian families, men are criticized as being 'incapable of performing their duties as a real man' for letting their wives have a career and contribute to the household income. During the formative years, such ideals of masculinity are largely influenced by the media, political and religious leaders, sports personalities and celebrities. These influential 'role models' also include coaches, teachers, peer leaders and fathers.

Role models have access to impressionable boys during their childhood and teenage years. There is huge potential - and likelihood of acceptance - to use them to transmit messages about gender equality and motivate their followers to rethink their roles in society as responsible men. Messages delivered by popular role models will also receive greater acceptance. For instance: popular Bollywood actors can play a huge role in debunking the 'ultra-macho' image that they have been promoting through their films; cricket personalities can use their mass appeal to redefine the 'real Indian man', religious leaders can urge older men and women to critically examine their understanding of gender roles.

Because men listen to other men, they will be more likely to pay attention to men who question gender stereotypes and speak out against violence. Discussing gender stereotypes and their impact with other men in a group setting has proven to be effective at creating safe spaces for men to openly question existing practices. Promundo, ICRW and CARE International worked in Brazil, India and the Balkans to create evidence-based group education and school-based campaigns to promote gender equality. Evaluation results of those efforts suggest that structured, participatory and consistent group education that promotes a critical reflection about gender norms, together with youth-led school-based campaigns can lead to measurable change in these norms with positive outcomes for girls and boys.¹⁶



Parivartan:**Engaging cricket coaches and mentors to promote gender equality^{cc}**

Parivartan (meaning Transformation), a Mumbai-based program, engaged cricket coaches and mentors in schools and the community to teach boys about controlling aggression, preventing violence and promoting respect. ICRW along with Futures without Violence partnered with the Mumbai Schools Sports Association and the non-profit Apnalaya to implement Parivartan in the formal school system and the slum community of Shivaji Nagar respectively. Specific interventions included:

- Training school coaches and community mentors to lead interactive sessions with athletes using training cards and other resources - the Parivartan team trained 26 school coaches and 16 community mentors.
 - Training cards included discussion topics such as respect, responsibility, insulting language, disrespectful and harmful behavior towards women and girls, aggression and violence, and relationship abuse.
 - A series of planned group sessions facilitated by the coaches / mentors formed the basis of the intervention for the athletes. These sessions followed the sequence of the card series and involved group discussions, games and films.
- Building the capacity of partner organizations to learn about gender concepts, communication and facilitation skills to support the cricket coaches on program implementation.

Impact:

- The school and community athletes participating in the program showed improved gender attitudes compared to non-participants.
- The school coaches and mentors became less likely to justify men's control over their wife's behavior.
- The female relatives of the coaches and mentors noted improvements in the men's gender-related attitudes and behaviors.

2. Connect women- and girls-oriented organizations with and men- and boys-oriented organizations:

Organizations working towards men's and women's empowerment in India tend to work in silos, and often actually believe they have conflicting interests. While both groups compete for a limited set of resources, working in collaboration - aligning their programs, developing common goals and building joint strategies and approaches - will generate larger social returns and help redefine gender norms and attitudes.

“We need to hold on to that anger and demand that the Indian government enforces all the promised changes of its recent Criminal Law Amendment Act, which expanded the definition of rape, and incorporated new offences, including acid attack, sexual harassment, voyeurism and stalking.”

-Meera Syal^{dd}



3. Engage with youth:

Gender socialization begins early in both, boys and girls, so it follows that reshaping attitudes and behaviors must also begin at a young age. Youth in India are increasingly socially conscious, vocal about their views and aware of their rights. Most programs run by non-profits have a youth component because of its potential to drive long-lasting and inter-generational shift in attitudes, as opposed to working with older men and women, whose beliefs and attitudes are much more rigidly set.



Men against Violence and Abuse (MAVA): Networking with women's groups and like-minded groups^{ee}

MAVA is the first men's organization in India directly intervening against gender-based violence on women. Established in 1993, MAVA is working towards building a movement that explores the role of men as 'partners' and 'stakeholders' - addressing gender issues (including women's empowerment) through cultural advocacy, direct intervention and youth education initiatives.

An integral part of MAVA's work involves working in close coordination with several women's organizations. This is done through referral of cases of domestic violence whenever MAVA's intervention is required, and by jointly organizing activities aimed at tackling specific gender issues.

- Specific interventions include on-going referrals, joint collaborative programs for college youth and municipal school children, efforts to promote dialogue with women's groups across the state on men's involvement to tackle gender issues.
- It works very closely with leading women's organizations like Akshara, Stree Mukti Sanghatana, Sakhya, Mahila Dakshata Samiti, Special Cell for Women-in-Distress and Sophia's Centre for Women's Studies.



Equal Community Foundation (ECF) - Action for Equality^{ff}

ECF works with men to end violence and discrimination against women. One of its key programs is Action for Equality, which works with young men aged 14-17 across low-income communities to provide the skills, knowledge and tools they will need to take personal and collective action to end violence and discrimination against women in their lives and communities; and also advocate this change to other men whom they may know.

MAVA's Pre-marital Guidance and Youth Helpline for distressed youths

- MAVA organizes pre-marital guidance workshops for potential brides and grooms on various aspects of marriage. Apart from one-day workshops, MAVA also arranges personalized guidance on pre-marital aspects for individuals.
- It also runs Yuva Maitri (friend of youth), a helpline (022-26826062) for distressed youth across Mumbai, to address problems related to relationships, sexuality and violence.

4. Use laws to redefine socially acceptable behaviors; sensitize law enforcement agencies



Despite a rise in crimes reported over 2010-2012, the conviction rate for rape fell from around 27% to 24%, for molestation from 30% to 24%, and for public sexual harassment from 53% to 37%.¹⁷ Women frequently complain that the police tend to discourage them from filing a rape charge.

An increasing number of perpetrators are going unpunished, and some even end up in positions of power. For instance, India's political parties have nominated 260 candidates waiting to go on trial for various crimes against women, and a substantial number of serving state- and national-level lawmakers face charges of rape or other crimes against women.¹⁸

After the 2012 Nirbhaya rape, tough new sexual assault laws were passed, including a mandatory minimum sentence of 20 years for gang rape; six new fast-track courts were created solely for rape prosecutions. Strengthening the legal system to have a 'no-tolerance' stance on acts of violence against women will also push boys and men to reflect on how their attitudes and behaviors need to change.

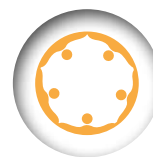
Also needed are programs to sensitize the police while handling cases of violence against women to ensure the victim is not victimized twice over.

SNEHA: Police sensitization training^{hh}

SNEHA targets four large public health areas - maternal and newborn health, child health and nutrition, sexual and reproductive health, and prevention of violence against women and children. As part of prevention of violence against women and children, it conducts sensitization training at the Marol Police Training School and in four out of the six zones that Mumbai city is divided into. It has trained 450 police officers and constables from the four zones, as well as 1,060 police cadets at the Marol Police Training School.



5. Encourage men's participation in women-specific health sectors:



There is increasing evidence that involving men and boys has positive outcomes for the health of women, men, boys and girls. Calls for greater male participation are now commonplace in work on sexual and reproductive health and rights.¹⁹ Special efforts are being made to promote men's active involvement in responsible parenthood; sexual and reproductive behavior; prenatal, maternal and child health; prevention of sexually transmitted diseases; and prevention of unwanted and high-risk pregnancies.²⁰

“Men who hold more traditional notions of masculinity are less likely to use condoms, less likely to report STI symptoms, more likely to see pregnancy as a validation of masculinity, and more likely to use violence against a partner.”

*- Andrew Levack, deputy director,
US Programs for Promundoⁱⁱ*



CASE
STUDY

Rishta^{jj}

A six-year research and intervention project that was undertaken in Mumbai to develop Narrative Prevention Counselling (NPC), Rishta is an approach to address HIV/STIs. It looked at sexual health from a relationship and masculinity perspective. By focusing on gupt rog ('secret illness' in Hindi), the program reached out to men looking for HIV/STI prevention and treatment services. It also sought to establish a partnership between the allopathic and AYUSH (the range of alternative medicines including Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy) health systems, while challenging gender and sexual cultural norms in group and community settings. Specific interventions included:

- Establishing male health clinics in urban health centers.
- Training allopaths and AYUSH providers in NPC, which guides health providers' approach to history taking, diagnosis and treatment to identify factors - such as the patient's beliefs, lifestyle, marital relationship and behavior - that increase the potential for risky sexual behavior.
- Organizing community and group education, and establishing referral linkages.

Impact

- Preliminary program findings indicate that working on men's sexual health concerns was an effective way to engage men in STI prevention and reduce their HIV risk. Men who visited NPC-trained providers showed a reduction in violent behavior toward their spouses.
- An interim assessment of the impact of training on the AYUSH providers found a significant increase in the number of men being seen for sexual health problems, the willingness of men to discuss these problems, and referrals by AYUSH providers to other services within the healthcare system.
- AYUSH providers also reported that men presented sexual health problems within five months, rather than delaying treatment to 20 months, as was the case before the intervention.



CASE
STUDY

Prajwala - Men Against Demand (MAD) Engages men and boys to prevent sex trafficking^{kk}

Prajwala is an anti-trafficking organization that works to prevent women and children from entering prostitution. Prajwala initiated MAD to address male demand for prostitution. The MAD movement mainly targets autorickshaw drivers and industrial employees, traditionally the two major sources of demand. To gain access to these two groups, Prajwala contacts their trade unions and conducts sensitization programs, after which these men can sign a Men Against Demand pledge to not seek out prostitution services.

Impact:

- So far, thousands of men have been sensitized, and over 100,000 men have signed the MAD pledge.
-



Chapter 7

Conclusion

"From economic empowerment for women to violence prevention, the evidence consistently affirms that engaging men as partners in gender equality is more effective than only tapping women. And the data is clear that men who support gender equality and get involved in their share of the care work are happier men... ; we won't achieve full equality for women until we move beyond binary us-versus-them, women-versus-men thinking. We must commit to ending patriarchy in the lives of women and in the lives of men. Men must acknowledge that they have an equal stake in gender equality, and that their lives in fact get better when they embrace it."

- Gary Barker, founder of the Brazilian non-profit Promundo²¹

Around the world, development experts are reiterating that gender equality is a prerequisite for a nation's social and economic progress. And that unless men and women become equal partners, challenge and redefine existing gender norms, progress towards development and economic goals will be slow and incomplete.

Non-profits lead most efforts in the sector; funders need to drive the agenda

While there is widespread consensus on the need for programs that engage men in women's development, in practice, funding such programs remains a challenge. Traditionally, most of the funds earmarked for women's development have been directed at programs that address girls and women as beneficiaries - an agenda supported by several development agencies, foundations, governments and corporates. In contrast, most efforts to engage men have been led by non-profits with limited funding. As India focuses on closing its gender equality gap, it is critical for funders supporting women's development to recognize that directing resources towards engaging men and boys is critical to the objective.

Most funding goes to sexual and reproductive health

Most existing efforts to engage men and boys are in the domain of sexual and reproductive health. However, there is a clear need to expand the scope of men's engagement to other development sectors since there is sufficient evidence to prove that men and women working as equal partners leads to improved outcomes in other sectors such as water and sanitation.

Monitoring and evaluation (M&E) will help identify and scale the most effective models

There is no dearth of data on existing gender perceptions and evidence from interventions undertaken by non-profits and development agencies in India. Systematic M&E of existing programs will help develop evidence-based strategies to inform government policies. Since most existing efforts in the sector are scattered, strengthening these networks and integrating them with other social justice movements, documenting best practices, and creating tool kits will ensure that the most effective models are taken to scale.

Investing now in the sector stands to generate substantial economic and social returns

While breaking some of the most deeply ingrained gender norms will take significant time, resources and cooperation across stakeholders, these are still the most optimistic times for the gender equality movement in India. As UN Women Executive Director, Phumzile Mlambo-Ngcuka said, "India's support is critical to run the 'last mile' to break the back of gender inequality."²²

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