OXFAM India

BANO NAYI SOCH- BUNO HINSA MUKT RISHTEY

Progress and Learning Report

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ABBREVIATIONS

AI	Appreciative Inquiry
BNS	Bano Nayi Soch
CEFM	Child Early and Forced Marriage
CHSJ	Centre for Health and Social Justice
Covid	Corona Virus Disease
CS	Creating Spaces
CSO	Civil Society Organization
EOI	Expression of Interest
EPIC	Engaging People & Institutions for Change
EVAWG	End Violence Against Women and Girls
FAM	Film Appreciation Module
FCRA	Foreign Contributions Regulation Act
FGD	Focus Group Discussion
GBV	Gender Based Violence
ICC	Internal Complaints Committee (Prevention of Sexual Harassment of Women at Work Place Act)
IIMC	Indian Institute for Mass Communication
IMS	Institute for Media Studies
ISD	Institute for Social Development
ISWO	Indira Social Welfare Organization
IVRS	Interactive Voice Response System
KII	Key Informant Interview
LASS	Lok Aastha Sewa Sansthan
LGBTQ Communities	Lesbian, Gay, Bisexual, Transgender and Queer Communities based on Sexual Orientation/Gender Identity
LS	Lok Swar
MAMI Awards	Mumbai Academy of Moving Image Awards
MBSN	Marzi Bina Shaadi Nahin
MEL Team	Monitoring Evaluation and Learning Team
MLA	Member of Legislative Council
MP	Member of Parliament
MSC Stories	Most Significant Change Stories
MTR	Mid Term Review
NAWO	National Alliance of Women
NGO	Non-Governmental Organisation
OIN	Oxfam India
Oxfam GB	Oxfam Great Britain
Oxfam GJ Team	Oxfam Gender Justice Team
PCMA Act	Prohibition of Child Marriage Act
PMVN	Pyar Main Vaar Nahin
PWW	People We Work with
SRSP	Shri Ramanand Saraswati Pustakalaya
STEM	Science, Technology, Engineering, and Mathematics
16DOA	16 Day of Activism
TOR	Terms of Reference
ToT	Training of Trainers
UP	Uttar Pradesh
VAWG	Violence Against Women and Girls
WRO	Women's Rights Organisations

ACKNOWLEDGEMENTS

Executive Summary

The campaign "Bano Nayi Soch: Buno Hinsa Mukt Rishtey" (BNS), is the flagship campaign of Oxfam India. This campaign aimed at advancing gender justice by bringing positive changes in the thinking, perceptions, attitude, behaviour and practices at the community level and by challenging and changing prevailing patriarchal social norms. The campaign was conceptualised and carried out as a multi-year, multi-state and multi-stakeholder programme with young people as the drivers of social norm change. The campaign was launched in Patna on 5th December, 2016 and over the next 5 years, was implemented across 5 states – Bihar, Jharkhand, Odisha, Chhattisgarh and Uttar Pradesh involving about 220 youth BNS 'Champions'.

The current study was specifically instituted to consolidate the learning from the BNS Campaign journey, specifically from the norm change and youth engagement perspectives. Being a qualitative study, the effort was to deep dive into specific identified areas of study and get insights from the evolution of the campaign for larger learning and sharing. The Qualitative study adopted both Primary and Secondary data collection methods. The secondary data was based on the documents shared by the Oxfam team, resources available in social media platforms and evaluation reports accessed by the study team. The primary data was collected through an online reflective learning workshop with 27 BNS Youth Champions from across the 5 states.

The workshop was designed to elicit personal and collective action stories and to enable reflection on individual and collective campaign journeys. Primary data was also collected through KIIs from 7 respondents including programme participants, OIN implementing partners and OIN team members.

The study used Appreciative Inquiry as the overarching framework, which is a strengths-based, positive approach to leadership development and transformational change. It has also referred to Heise's Ecological Model (2011), the Three-Step Model of Norm Change, OIN's Theory of Change for the Campaign and Roger Hart's Ladder of Participation (1992) as analytical frameworks to collate and analyse data.

The current study report "Bano Nayi Soch - Progress and Learning Report" has attempted to cover the following aspects in 3 major sections:

- **Mapping of the BNS Campaign Journey tracing the trajectory from conception (2016) to consolidation (2021), covering key process milestones, turning points and outreach, including documenting the Collective Actions in the campaign of the last 3 years from 2018-19 to 2020-21**

- **Detailed analysis of the process of Norm Change, including the factors that enabled and set the ground for change, through study of case examples from the field**

- **Reflective analysis of Youth Participation, Engagement and Leadership in the BNS Campaign.**

The three central analysis sections under the 'Campaign Journey Analysis and Findings' outlined below can be read as standalone sections, but when read together, offer many insights for the design and running of youth-centric gender norm change campaigns.

The first section on 'BNS Journey Mapping' has tried to compile the various strategies, processes and innovations carried out under the BNS campaign in different locations, specifically consolidating activities, impact and outreach of the last three years. Further, it has also attempted to capture the next level of engagement and impact through documenting "Collective Actions" initiated by various groups directly engaged by the Campaign - specifically by youth and women - both in the real world, as well as through virtual platforms.

Being a major part of the study mandate, this second section on 'Norm Change Analysis' has attempted to trace and document, in detail, the process of norm change, its enablers and impact, by studying a diverse set of cases from the field. The four cases chosen for studying norm change cover diverse demographies and strategies across geographies, including i) Young men promoting gender equality in their family, community and larger society; ii) Women's collectives working towards norm change in their own lives, families and communities; iii) Institutional collaborations furthering critical pedagogy in academic and professional organizations; iv) Leveraging online spaces as sites of discourse and narrative building for norm change – offering valuable insights on norm change.

Youth being a specific driver of the Campaign, the third section on 'Youth Engagement' additionally brings in a specific analysis of youth engagement in the campaign, looked at from the Youth Development perspective, and applying the Ladder of Participation framework to see how the strategy of youth engagement evolved with the campaign, what worked and how that can be strengthened.

KEY FINDINGS:
The study has drawn out findings at multiple levels of analysis, outlined at the end of each section, as well as key insights and recommendations from the overall study captured at the end of the report. Some of the findings are briefly outlined as follows:

Youth Champions and Collective Actions have deepened and vastly expanded the scope and scale of the Campaign outreach and impact: The Campaign created and intensively engaged 1920 collectives of women, men and youth in 365 villages across 5 states, with over 18500 people additionally taking action online for gender equality. It has successfully employed the strategy of creating over 215 BNS Youth Champions who have taken leadership to engage others and taken concrete actions around gender equality in both urban and rural areas. Over 23 Collective Actions from 5 regions were studied during this research, which have been found to be extremely critical for public opinion building and advocacy by expanding the base of actors and supporters on norm change and also expanding the range of issues addressed. Further, this has built local youth leadership at multiple levels, leading to self-sustaining and cumulative efforts towards norm change.

New Reference Groups have emerged which are successfully challenging conventional patriarchal norms and setting the ground for new norms: The case studies on norm change firmly establish that the campaign has not only challenged conventional patriarchal norms but also created new reference groups at various levels, which have sown seeds of new progressive norms in families, communities and institutions. Young men have found non-threatening avenues to engage with gender issues and have initiated online and offline actions to challenge stereotypes. Women's collectives have broken gendered divides of space & mobility, are questioning notions of self and identity, and challenging the hierarchy of needs and roles linked to gender. They have become new reference groups in themselves, spawning off many similar groups. Institutional Partnerships and innovative collaborations in the Campaign hold great promise and potential for becoming sites of norm change.

The online space has been effectively used to start off a dialogue for public awareness between polarised positions and democratise the policy-making process by engendering the participation and choice of those impacted by the policy. The ecological approach of having strategies covering all levels of intervention and working simultaneously with adolescent boys and girls, youth, men and women in the same community has provided multiple touch points which has enabled and facilitated change.

Investment in young people owning and leading the Campaign has brought in a multiplier effect and sustainability to the Campaign impact: Engagement of youth has sustained the campaign both on the ground and in the virtual space. The Campaign has created many 'Champions' who have become youth icons at the local level, and have motivated and mobilised other young people and are leading their own gender justice initiatives. Partnerships with youth organisations has enabled greater and deeper youth participation, which is hard for a single organisation to create. Cross-border interactions have further facilitated deeper understanding of gender issues in diverse contexts and enabled impactful collaborations between urban and rural groups and expanded the scope of collective actions – from child sexual abuse to inter-caste dining.

KEY INSIGHTS FROM THE STUDY:

The framing and naming of the BanoNayiSoch: Buno Hinsa Mukt Rishtey (BNS) Campaign - being positive, constructive, inclusive, non-threatening, and solution-oriented, without underplaying the VAW issue - is unique in the VAW space and worked very well to secure engagement of multiple target audiences and stakeholders. It was ensured that there was consistency of this principle in thematic framing and messaging throughout the course of the campaign, which strengthened the campaign approach.

Integrating a long term norm change campaign with on-ground programmatic work was a very smart and well-strategised move, which helped the campaign rationalize resources as well as capitalise on the ground already covered by intensive grassroots work over the years. However, while this layering in principle is effective, it needs to be backed by integration of the perspective into every level of planning, especially in building monitoring systems and structures that separately serve the campaign beyond the programmes, in order to extract the outcome and impact from a norm change perspective.

Wide-ranging, impressive and innovative collaborations have happened throughout the campaign, with various strategies covering all levels across the ecological framework, primarily from the view point of outreach and mobilization, activity implementation, or amplification. However, these collaborations in the campaign could be viewed from the lens of norm change as well. It needs to be explored how the choice of collaborations and partnerships can themselves serve as potent sites of norm change and shifting the discourse, thereby being both a means and an end in themselves.

Working with men and boys is now an accepted and even imperative strategy in gender justice work. While the campaign has explicitly committed to the creation of and working with adult men's groups, there needs to be a clear strategy or plan for their further engagement, and ways to capture evidence of its contribution to the process of norm change. While the campaign has successfully worked with young men and boys through curricular training, courses and institutional partnerships, engaging adult men, given their limited availability due to livelihood and migration, is a specialized area and requires focussed attention to understand their needs, constraints and motivations, and tailor the intervention accordingly.

The 3 step process of norm change has been well-applied in the campaign. However, the Campaign could do well to further recognize the multiple layers to the norm change work, with the 3 step process operating simultaneously at multiple levels, accelerating the norm change process exponentially. Investing in young people as Champions has resulted in a multiplier effect with respect to outreach and impact of the campaign, with many new youth groups being formed and collective actions for norm change being initiated. This has exponentially scaled up the impact of the campaign with each investment in one young Champion leading to multiple others being impacted, which needs to be captured and owned by the Campaign. The layered intervention and its impact is not fully captured and requires to be clearly strategized, supported and systematically recorded to truly understand the scale of impact enabled by the campaign.

LEARNING AND OPPORTUNITIES FOR FUTURE NORM CHANGE WORK

1. Norm change is a very nuanced, layered and complex process. For a strong conceptual framework to be carried through to the on-ground implementation level, it is important to have a proper framework and training for all levels of implementers for integrating the norm change lens throughout programme design, delivery, documentation and evaluation.

2. The study validates and reinforces the important role young people, and more so, Youth Champions, play in sustaining and deepening the campaign and therefore recommends development of a consciously planned youth engagement strategy based on YD principles and specialised training for the team in design and facilitation of structured self-to-society experiential journeys for young people.

3. Collective Actions are not just an outcome of NGO-led interventions, but also the ground/trigger for the next level of outcomes led by the PWW. In order to capture this large body of secondary outreach and impact of the Campaign, the study recommends investing in systems and processes for identifying, nurturing, tracking and documenting collective actions.

4. The virtual space can serve as a platform for amplifying positive norm stories, opening up a discourse, and building solidarity especially for marginalized groups, but can also polarize positions and deepen inequities. The study recommends further study of examples of large-scale virtual campaigning and mobilizing across the world, and in India, to understand better what makes it work or turn counter-productive.

5. Lastly, social norm change is an emerging area of work and distinct from individual success stories and attitudinal change, and requires specialized parameters, tools and indicators to track and measure the same. The study strongly recommends further research for developing a specialized monitoring and evaluation system, specifically drawn up from a norm change perspective, for consistently maintaining and monitoring relevant data throughout the campaign, which will help in assessing final success and impact. This would be a pioneering initiative, which will enrich the norm change sector as a whole.

PART I

BACKGROUND AND INTRODUCTION TO THE BNS CAMPAIGN

Bano Nayi Soch (BNS) is the flagship campaign of Oxfam India. This campaign aimed at advancing gender justice by bringing positive changes in the thinking, perceptions, attitude, behaviour and practices at the community level and by changing prevailing social norms. This campaign was conceptualised and carried out as a multi-year, multi-state and multi-stakeholder programme with young people as the drivers of norm change.

The campaign was launched in Patna on 5th December, 2016 in which multiple stakeholders from government offices and community participated, and over the next 5 years, was implemented across 5 states – Bihar, Jharkhand, Odisha, Chhattisgarh and Uttar Pradesh involving about 220 BNS champions.

The campaign **"Bano Nayi Soch: Buno Hinsa Mukt Rishtey"** (translated to mean "Become a New Thought: Weave Violence-Free Relationships"), embedded within the programmatic interventions of the Advancing Gender Justice programme, is a tool to mobilise young adults of 18-29 years of age to challenge and change the existing norms that underpin domestic violence, towards developing "mutually respectful, equal & nurturing relationships which are always free of any kind of violence". The idea was "to create a critical mass of young adults who would become role models for the next generation, represented by the adolescent girls and boys, the communities and the influencers at village, state and national levels". This campaign was supported by Oxfam GB and Oxfam Canada.

PART II

PROFILE OF THE STUDY TEAM

Ms. Nirupama Sarathy is a development practitioner and consultant with 15+ years of experience in development work, with a specific interest in issues of identity, education and environment. She brings wide and varied pan-India experience of adolescent and youth development, women's rights and gender campaign work in diverse settings, like educational institutions, grassroots communities, national and international collectives, with a specific focus on building empowered leadership towards gender justice, peace and sustainability. As India Country Programme Manager – Young Urban Women (YUW) Project at ActionAid, she headed the India team in a multi-location project working with 3000+ young women (15-25 years) from marginalised communities in Hyderabad, Mumbai and Chennai - employing the strategies of empowerment, campaigning and solidarity to address issues of bodily integrity, economic security and equitable distribution of care work, using an Interlinkages approach. She has held various roles as National Program Manager (ActionAid India-YUW), Director through Pravah (HCL Foundation's 'My Scholar'), Board Member (ComMutiny-The Youth Collective), 16 Days Campaign Lead (Prajnya), multiple positions at leading youth organisations Patang & Pravah. She has also done a range of freelance consultancy and voluntary work with UN bodies, national and international NGOs, educational institutions and youth groups, on areas spanning programme design, management and evaluation, TOT & facilitation, participatory training & curriculum design and policy work. She has been associated with Patang, a youth resource centre in Odisha, for over a decade, building capacities of regional partners and local teams on gender, education and youth engagement. She was instrumental in designing participatory toolkits and manuals to address the training needs of the young leaders at national and global levels.

Dr. Rita Mishra brings to the team a diversity of knowledge, relevant skills and pan India experience through different roles she played as a social entrepreneur, facilitator, visiting faculty member and researcher. She has been working in the development sector since last 25 years in different capacities - founding member Pravah, Founder-Trustee Patang, Sr. Advisor Youth, Centre for Catalyzing Change (C3) and Chief Executive Office, TAP India Foundation. She has conceptualised and implemented high impact youth programmes both with rural and urban youth for many organisations. She is a visiting faculty with NIPCCD (National Institute for Public Cooperation and Child Development), New Delhi. She setup Patang, a leading youth organisation in the country and led it for ten years. She experimented her idea of youth leadership in rural setting and nurtured a group of leaders who are leading Patang since 2012. As the senior Advisor Youth with C3, she supported Governments of Bihar and Jharkhand in the implementation of two at-scale Adolescence Education programmes through Government School System. She has been awarded her PhD from JNU, New Delhi in the area of citizenship education. She has published many articles in the area of youth, citizenship, sexuality and gender in national and international journals.

Dr. Indira Rani, currently working as an independent research and evaluation consultant, has worked in the development sector for the last 13 years on rural and urban development issues in general and in particular on women's issues. Prior to her work in the development sector, she was in the academic sector, where she conducted many research studies on various developmental issues, specifically on women's rights issues. Being a Programme Manager in ActionAid, she conceived, designed and implemented projects both at national and international level with women, girls, young adults and children with a rights based approach. She is well versed with conventional as well as qualitative research due to her extensive work in the academic and research spaces and engagement on several national and global research projects, with many published articles in peer reviewed journals. She follows research and developmental ethics while conducting research and evaluation studies. She is passionate and committed towards women and girls rights, rights of small and marginal farmers, environmental sustainability, and has a hunger for excellence.

PART -III

**CONTEXT, PURPOSE
AND OBJECTIVES OF THE STUDY**

A. OBJECTIVES OF THE STUDY

Given the context of the Campaign completing 5 years in 2021, Oxfam India hired the services of this team of consultants to put together the "**Bano Nayi Soch: Progress and Learning Report"** based on the existing reports, evaluations, case stories and other knowledge products available within Oxfam, by interactions with members of OIN and partner teams involved in implementation, and also by talking to young Gender Justice Champions and women from the field.

Objectives and Scope of Study

Specific objectives of the study were:
- Identify learning from the experience of the campaign to date
- Document and assess progress and results with regard to social norm change, based on the campaign's Theory of Change
- Identify areas of improvement and provide suggestions for the way forward

Based on the above expectations and multiple rounds of conversations with the Oxfam Team, the study scope was further defined to focus on the following aspects of the BNS campaign:

- **Mapping of the BNS Campaign Journey tracing the trajectory from conception (2016) to consolidation (2021), covering key process milestones, turning points and outreach, including documenting the Collective Actions in the campaign of the last 3 years from 2018-19 to 2020-21**

- **Detailed analysis of the process of Norm Change, including the factors that enabled and set the ground for change, through study of case examples from the field**

- **Reflective analysis of Youth Participation, Engagement and Leadership in the BNS Campaign from a Youth Development Lens.**

This report has tried to compile the various strategies, processes and innovations carried out under the campaign in different locations, specifically consolidating activities, impact and outreach of the last three years. Further, it has also attempted to capture the next level of engagement and impact through documenting "Collective Actions" carried out by various target groups directly engaged by the Campaign, specifically by youth and women, both in the real world, as well as through virtual platforms.

Being a major part of the study mandate, this comprehensive report has also attempted to trace and document, in detail, the process of norm change, its enablers and impact, by studying a diverse set of cases from the field. Youth being a specific driver of the Campaign, the report additionally brings in a specific analysis of youth engagement in the campaign.

Based on the agreed methodologies, the data collected and analysed are presented in detail in the following sections.

B. STUDY RATIONALE

OIN has an impressive body of documentation related to the Campaign, including detailed concept notes and proposals, regular programming reports, change stories and evaluation studies. In this context, the question arises: Why yet another study? What sets this report apart?
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- Given that this is a campaign embedded in 4 programmes, much of the available documentation captures details from a programmatic lens, and does not provide the macro picture from the norm change lens. **This report attempts to consciously apply the <u>norm change lens</u> to review, draw out, and consolidate data and insights relevant to understand the progress and learnings from the campaign.**

- ·There exist multiple high impact change stories documented from the field, but all of those reviewed, without exception, capture change from an individual personal transformation or individual-led social action lens and not from a larger social norm change lens. Norm change is all about "group change that reaches a critical mass and tipping point, and not about individual change" (Stakeholder analysis_10 June 2017, OIN, p. 9) and therefore requires the study of not just the primary group but also reference groups, social expectations and sanctions. In line with this principle, **the current study has identified, studied and analysed <u>four case examples </u>from diverse field settings as examples of norm change, applying the norm change frameworks.**

- ·Further, it was found that the existing programmatic documentation and evaluations had only studied the primary interventions and their outcome and impact, whereas a large part of the campaign was driven by young people leading change at their own levels and in their local contexts through collective actions. **This study has attempted to identify and document a few (23) of the <u>Collective Actions</u> to provide a flavor of the diverse issues, methodologies and levels at which young people are taking forward norm change work, which is also a secondary level of outreach and impact for the BNS campaign.**

- ·Lastly, given that youth engagement has been a primary strategy of the Campaign, the authors have applied their extensive experience of youth work in **<u>analyzing youth engagement</u> in the campaign using the Youth Development perspective and Ladder of Participation frameworks,** which, it is hoped, will provide greater insight and suggestions to better strategise and further strengthen the youth engagement component.

It is hoped that the report has been able to fulfill this mandate satisfactorily.

C. PROCESS AND METHODOLOGY

The Progress and Learning Study of the BNS campaign was envisaged to be a qualitative study. It was also decided that the report would cover campaign elements, impact, norm change process and collective actions, specifically by young men and women in all the 5 states where the campaign was carried out in India. The BNS campaign had multiple facets and adopted diverse strategies to engage with different stakeholders. In order to capture what enabled young boys and girls and women to own the BNS campaign objectives and initiate collective actions, the current study adopted an Appreciative Enquiry approach.

C.1 Overall Approach: Appreciative Inquiry
Appreciative Inquiry (AI) is a strengths-based, positive approach to leadership development and transformational change. AI may be used by individuals, collectives, organizations, or at the societal level; in each case, it helps people move toward a shared vision for the future by focusing on the positive aspects of activities and engagements, strengthening them, and looking at how initiatives and innovations could further work towards achieving the desired goal. It has two important elements: becoming mindful of the questions we ask and directing those questions toward strengths and positive outcomes, thereby contributing to learning and growth.

The current study, being an endeavour to bring out the learning from the BNS campaign, employed the overall philosophical approach of AI to unravel what processes worked, what enabled them to work, and what could further strengthen them.

C. 2 Study Methods & Tools
The Study adopted **both Primary and Secondary data collection methods.** The secondary data was based on the documents shared by the Oxfam team, resources available in social media platforms and evaluation reports accessed by the study team. The desk review of secondary sources included evaluation reports, conceptual framework documents, annual reports, impact studies, baseline and review reports etc.

The study, initiated in March 2021, was hit by the deadly second wave of the Covid-19 pandemic which swept across the country, causing suspension of field visits and on-ground workshop plans due to lockdowns imposed in several states, and members of the respondents as well as study team contracting the virus. However, the study successfully overcame these disruptions, and alternatives were worked out to ensure the study quality did not get impacted, and the study coverage in fact expanded with inclusion of more number and diversity of respondents through online platforms.

The primary data was collected through a reflective learning workshop with 27 BNS Youth Champions from all 5 states designed to elicit personal and collective action stories and more importantly to reflect on individual and collective campaign journeys. The study team used specially designed participatory tools during the workshop including sessions on journey mapping by champions through guided imagery; reflective comparison of campaign concept, design, activities and outcomes as envisaged by the OIN team and youth population; games and simulation exercises; and cross-regional experience sharing. The workshop outline is given in Annexure 1. Additionally, semi-structured interviews and KIIs were conducted with BNS champions, OIN team members, as well as other specific stakeholders from different locations.

A list of interview schedules used during the study is given in Annexure 2. Both, the workshop outlines and the interview schedules were designed as per the need and with guidance and feedback from Oxfam India team members.

C.3 Study Coverage: Location, Stakeholders, Sampling, Tools

The study covered all 5 states where the BNS campaign was implemented, - Bihar, Odisha, Jharkhand, Chhattisgarh and Uttar Pradesh, through primary and secondary data sources.

Desk-based secondary data sources included conceptual and proposal documents, programmatic reports covering the 5 states, as well as reviews, evaluation reports of the campaign over the last 3 years.

The Oxfam team involved in the campaign at multiple levels were a significant primary data source and data was collected through semi-structured interviews and templates. Members of the Gender Justice Team, Regional Focal Persons for all 5 states, Public Engagement Team and MEL Team were interviewed and consulted during the study.

Field visits plan had to be dropped due to the Covid-19 Pandemic in India. Instead, a three-day long workshop was designed and facilitated covering BNS champions and field staff from partner organisations from all the 5 states. The list of KII respondents and workshop participants is attached in Annexure 3.

27 young BNS champions, from the 5 implementing states, participated in a reflective learning workshop (online) facilitated between 23rd to 25th April 2021. The workshop participants were purposively selected in consultation with the regional Oxfam teams keeping the parameters of availability, convenience and representation. The study team ensured representation of young people of different genders in the workshop. It also tried representation of champions from both rural and urban context. Young champions with diverse nature of engagement during the campaign were invited to the workshop in order to enable mapping of the campaign journey.

Other stakeholders like programme participants (PWW) and grassroots partner NGO staff were interviewed over phone and virtual calls as travel was not possible due to Covid 19. In order to collect outreach data many formats were designed and circulated among OIN members. Data obtained from diverse sources were authenticated before use.

PART IV

CAMPAIGN JOURNEY ANALYSIS AND FINDINGS

A. MAPPING OF THE BNS CAMPAIGN

Oxfam India (OIN) launched Bano Nayi Soch (BNS) in 2016, as a campaign to shift the social norms that underpin violence against women and girls (VAWG), and child early and forced marriage (CEFM). After working on the issue of Gender Justice since 2009, OIN realized that there is a need to work with individuals, collectives of women and men, influencers and institutions on transforming the underlying negative social norms that impede gender justice. The BNS campaign was conceptualised and carried out as a multi-year, multi-state and multi-stakeholder programme with young people as the drivers of social change. The campaign was launched in Patna on 5th December, 2016 in which multiple stakeholders from government offices and community participated, and over the next 5 years, was implemented across 5 states – Bihar, Jharkhand, Odisha, Chhattisgarh and Uttar Pradesh covering over 215 BNS champions.

The BNS campaign is aligned to Oxfam International's multi-country campaign, "Enough! Together we can end violence against women and girls". The Hindi name of the campaign, "Bano Nayi Soch: Buno Hinsa Mukt Rishtey" (Be a new thought: Weave violence free relationships) resonates with the targeted issues and with the primary audience.

The campaign was primarily embedded in two of the existing OIN projects on gender justice - Engaging People & Institutions for Change: Promoting Violence-free Lives for Women in India (EPIC) and Creating Spaces to take action on violence against women and girls (Creating Spaces-CS) as well as integrated into all gender justice programming. The campaign used the structure of these projects to execute the campaign strategies, especially in rural areas. Initially, in rural areas, the campaign followed an intensive strategy to work with the communities in partnership with the Women's Rights Organizations (WRO), and in urban areas, the campaign followed an extensive strategy to work with urban youth by partnering with colleges and universities.

Major BNS WRO Campaign Partners across 5 states:

Odisha: NAWO, ISD, ISWO, WORD
Bihar and Jharkhand: LokSwar, SMVS, Diksha Foundation, RAHAT (network), Jumav Manch (network)
Chhattisgarh: Nivedita Foundation and LASS
Uttar Pradesh: Astitva, Humsafar, SRSP. Campaign partners during the 16 Days of Activism like Yes Foundation, Red Brigade etc.

Overall Campaign Goal: By 2020, in 5 states and 20 districts, we would have mobilised 50,000 men, women and youth as change agents to promote mutually respectful, equal & nurturing relationships which are always free of any kind of violence.

Objective 1: Strengthened support base - An increased number of citizens, collectives, and key influencers in India are promoting social norm change as a means of domestic violence in their settings.

Objective 2: Strengthened leadership of Women's Rights Organisations (WRO) and women's movements - Greater capacity of WROs and women's movements to lead on driving social norm change to end domestic violence in their settings.
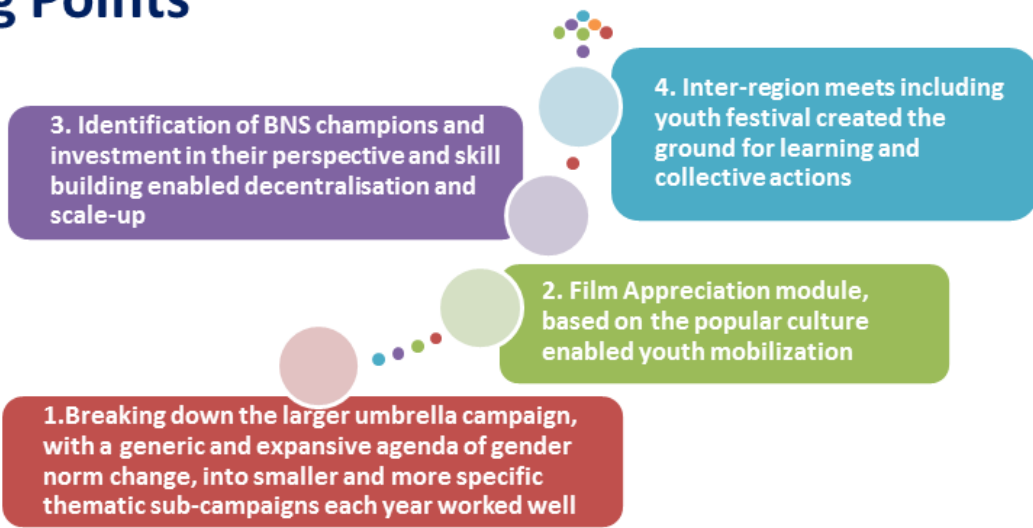
Objective 3: Strengthened institutional support - Policy & practice reforms targeting social norms that perpetuate domestic violence have been implemented in participating countries, and in at least 1 international institution at the global level.

A.1 EVOLUTION OF THE BNS CAMPAIGN OVER 5 YEARS

The image below provides a snapshot of the trajectory of the BNS campaign from its conceptualization in 2015-16 to its formal closure in 2020-21, including key strategies, thematic focus and turning points.

		Oxfam largely working on response to Violence and **Support services** till 2015		Strategic Shift from 2016 to VAW **Preventive work**			Conceptualization and positioning of BNS as a **Norm Change Campaign**	
Approach	**Pre-work**	**Year 1 2016-17**	**Year 2 2017-18**	**Year 3 2018-19**	**Year 4 2019-20**		**Year 5 2020-21**	
		Sporadic Events and Spikes	Intensive Engagement				Covid-induced immediate priorities	
Strategy & Activities	Background and Concept docs / Formative Research	Campaign Launch	Community level Collectives					
			Structured Curriculum in Community					
			Engagement with Influencers					
			Community Score Card					
			Samanata Sathi programme					
			Engagement with Men and Boys					
			Collaborations with Educational Institutions					
		Important Days - Events and Online Spikes						
		16 Days of Activism						
			Youth Friendly IEC Materials					
			Thematic campaign				Policy focused Thematic Campaign	
				Emergence of Champions	Investment in Champions		Champions-led Activities	
				Youth Festival	Konark Youth Festival – Inter-State Champions Meet		Social Media Campaign	
				Film Appreciation Modules and Gender & Media Workshops			Film Festival	
						Collective Actions		
Method-ologies	MAMI Award, Workshop, Poster making, Social Media posts & actions, Exposure Visits, Collaboration with mobile phone platforms, Documentation and dissemination of stories of change, Blogs & videos, Gender Mela, Short films competitions, Sports, Nukkad Nataks, Antakshari, Panel discussion, Public engagement events, Community Jams							
Themes			#FforFreedom	#PyaarMeinVaarNahin	#MarziBinaShaadiNahin		#EmpowermentNotAge	
Role of Youth		Audience-passive participants	Active participants	Participant-Leaders	Leaders & Champions		Champions who own & lead efforts with/without NGO Support	

Turning Points

3. Identification of BNS champions and investment in their perspective and skill building enabled decentralisation and scale-up

4. Inter-region meets including youth festival created the ground for learning and collective actions

2. Film Appreciation module, based on the popular culture enabled youth mobilization

1. Breaking down the larger umbrella campaign, with a generic and expansive agenda of gender norm change, into smaller and more specific thematic sub-campaigns each year worked well
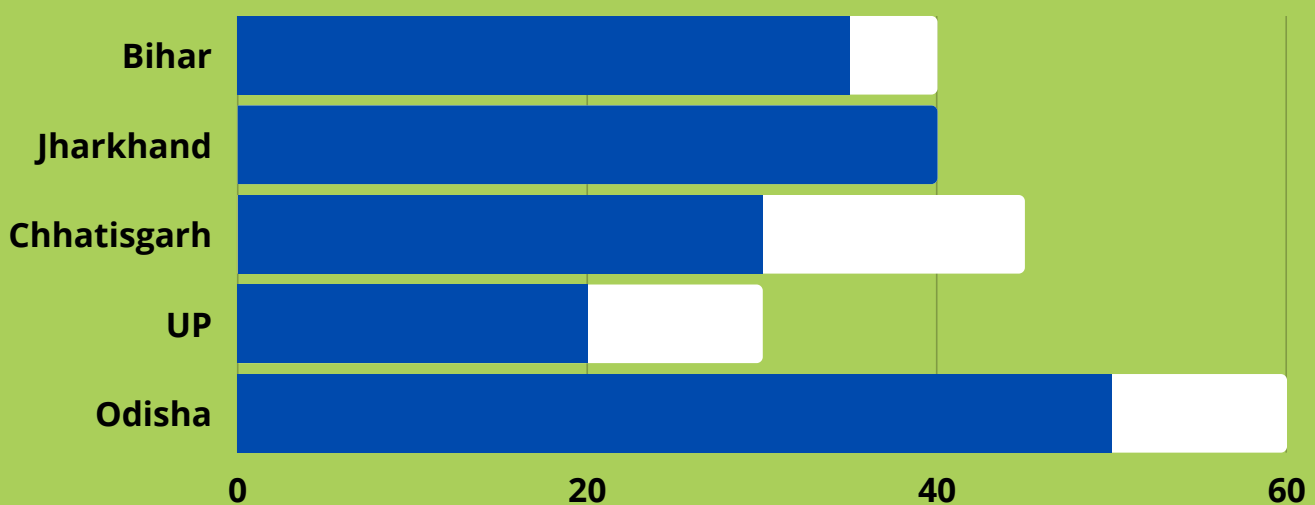
A.2 YOUTH CHAMPIONS JOURNEY MAPPING

Engaging with young men and women was a clear strategy in the campaign from the beginning. Out of the thousands of adolescents and young people this campaign worked with through various activities like facilitating structured curriculum through youth collectives in the villages, gender courses in colleges and FAM workshops etc., many of them got inspired to become ambassadors of the campaign.
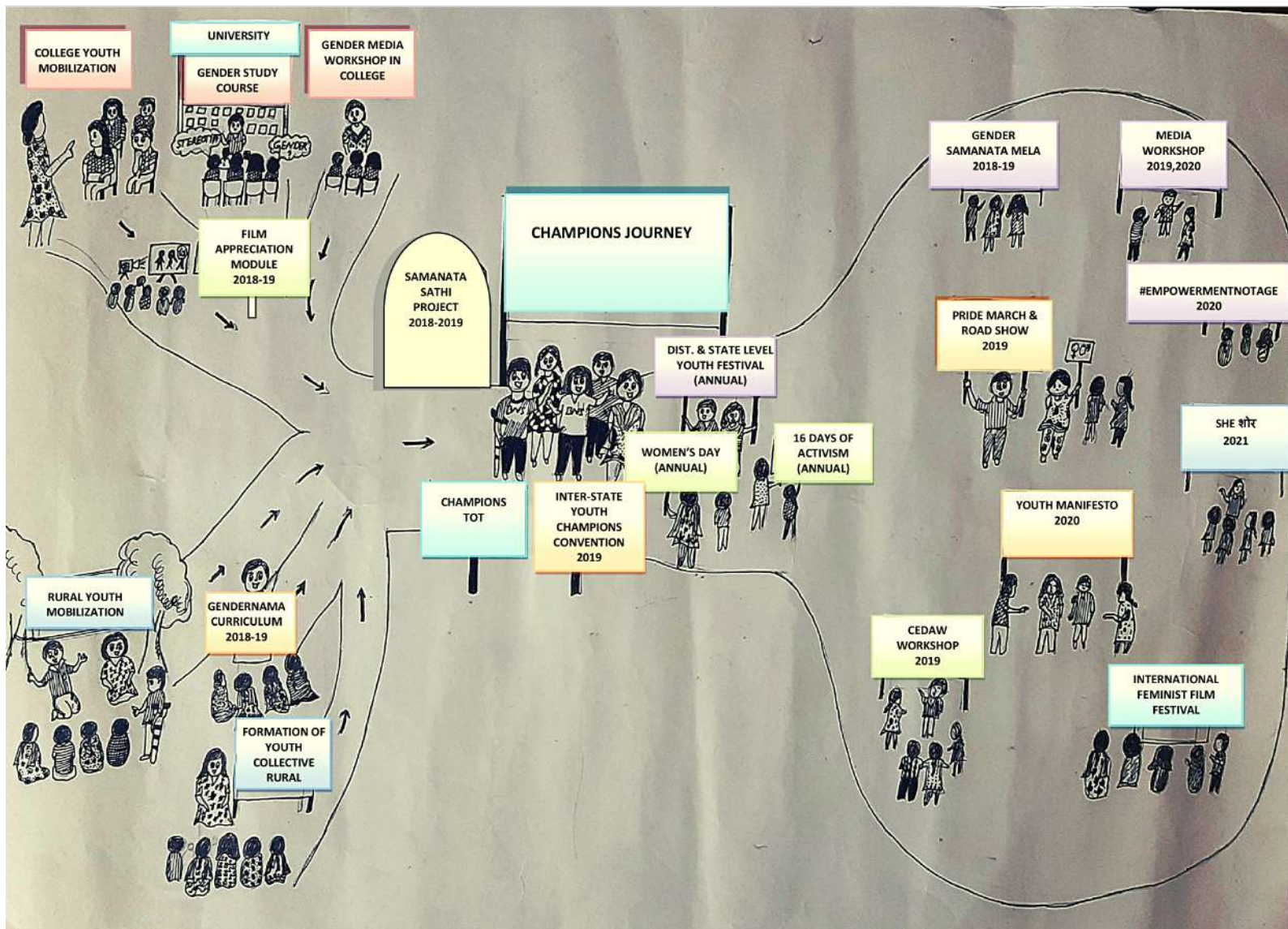
A clear structure was created within the campaign - called BNS Gender Justice Youth Champions ('Champions') and they were given additional capacity-building inputs through a ToT programme. The young champions were selected through an informal process largely keeping the below listed criteria in mind. Young people from rural, urban settings irrespective of their education level were selected as champions and this diversity has enriched the campaign outcomes and provided space for cross-learning. **There were 215 champions actively engaged, with 175 hailing from Rural areas and 40 from Urban spaces. The state-wise split up of Rural (blue) and Urban (white) is given below.**

Who is a BNS Gender Justice Youth Champion

The campaign identified a BNS Champion as one who -
- Is in the age group of 18-29 years
- Has understood the link between violence and social norms in their interactions with OIN
- Is ready to commit to an association of at least 8 months - 1 year and be a part of the journey for BNS Champions as decided by OIN
- Is willing to talk and inspire another 10 people in his/her sphere of influence about social norms that perpetuate violence in relationships.
- Has demonstrated or is willing to take one (or more) concrete action(s) that leads to breaking gender stereotypical perception of roles and responsibilities of women and men in their families/communities OR when s/he sees gender discrimination within the family/community OR raise their voice to stop violence in their lives or somebody within their sphere of influence (*the concrete actions are centred around gender equality and not purely on violence within relationships but actions that stop or change gendered roles too can lead to changes in violence within relationships*)

Youth Champions Journey

The mapping of the activity journey of Youth Champions in the campaign based on the plotting by the Champions from 5 states at the Champions Workshop conducted by the Consultants as part of this study is presented here.

This gives an idea of the learning processes and exposure opportunities that were available to the Champions, which further helped them emerge as leaders.

The Key Milestones in the journey are also explained in brief in the following page.

Champions Journey - Key Milestones:

Community-based Youth Groups - Village-level groups of 15-20 Young Men and Young Women, aged 18-29 years, who are intensively engaged through the BNS campaign

Gendernama Curriculum - Curriculum developed by OIN facilitated through monthly sessions on gender, masculinity and VAWG -

Samanata Saathi Project - A project covering online and offline courses with college-going young men to create gender-sensitive allies, run in partnership with Diksha Foundation in Bihar. The course engaged 100 young men and included an E-learning Online Course titled 'Login: New Man' developed by CHSJ with 6 modules on gender sensitization and an offline 'Gendernama' curriculum, created by OIN, besides other training opportunities.

Film Appreciation Module - A toolkit developed and facilitated by OIN to help young people explore and understand gender norms and stereotypes through popular media and explore how it perpetuates or challenges gender norms.

Gender and Media Workshops - workshops around the theme of gender and VAW facilitated by OIN with students of Journalism and media courses.

Gender Studies Course in University - Year-long course with monthly sessions designed and facilitated by OIN, run in partnership with the Womens' Studies Department of Utkal University since 2019

16 Days of Activism - This is an annual activity in the Campaign Calendar where multiple youth engagement and public outreach activities are conducted between 25th November-10th December each year, in each location, around a common chosen theme related to gender norms. The on-ground actions are also supplemented by online campaign spikes including Tweetathons, pledges, blogathons etc. amplifying and drawing attention to the cause.

Youth Festivals - These are specific youth outreach and engagement festivals held each year, often aligned with the 16 DOA, and comprise of activities like film screenings, performances by music bands, street plays, Gender Samanata Mela etc. These festivals are increasingly being planned and led by youth.

International Women's Day celebrations - March 8th every year is marked with many outreach activities and online spikes, including Cycle Rallies, Signature Campaigns, Theatre performances, sports matches, etc.

Inter-State Youth Champions Convention-2019- First inter-state meet of Youth Champions from 5 states organised by OIN at Konark, Odisha. This gave an opportunity for the Champions to meet, interact and be inspired by each other, and also learn and share their experiences. The two-day Inter-State Youth Champions Convention was held at Konark on 19-20 Aug 2019.

A.3 DIRECT AND INDIRECT OUTREACH AND IMPACT

Over 5 years of the BNS campaign, the core constituencies in rural and urban areas were engaged through intensive and extensive strategies. An overview in figures is provided below:

OUTREACH

5 States [1]

20 districts [1]

485 villages [2]

18 rural WRO partners intensively engaged [2]

20 urban higher education institutional partners [2]

1920 collectives of men, women and youth formed [2]

23000 youth capacitated through 17,520 awareness sessions and dialogues [2]

50000 men, women and youth directly reached [2]

200000 men, women, boys & girls, both rural & urban, online and offline extensively reached out to [3]

ENGAGEMENT

400+ **community influencers'** meetings were held [4]

161 **colleges** were engaged in urban areas in campaign activities for gender norm change [2]
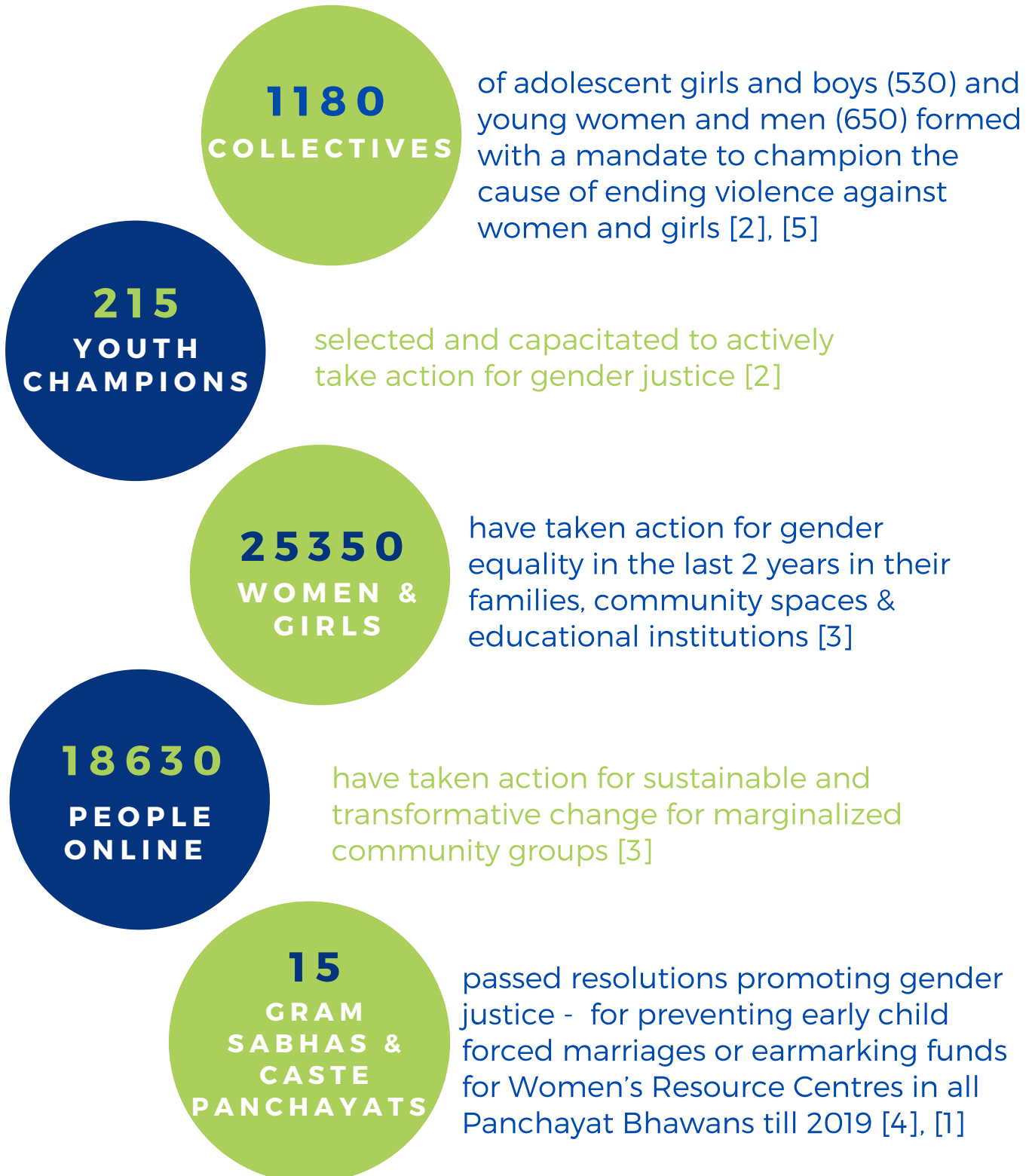
234 **thematic partners** were engaged in Campaigning & Policy advocacy [3]

> 124 **media personnel** reached on gender sensitive reporting and media portrayal [4]

Relationships built with 434 **decision-makers**, including Government institutions for policy implementation and shifting the terms of debate - in 2019- 20. [3]

CAMPAIGN IMPACT

The impact of the campaign needs to be seen at multiple levels and in both qualitative and quantitative terms. A brief snapshot of some tangible quantitative impact figures from direct interventions are provided below. The findings on qualitative impact and further collective actions by PWW are captured in other sections of the report.

1180 COLLECTIVES of adolescent girls and boys (530) and young women and men (650) formed with a mandate to champion the cause of ending violence against women and girls [2], [5]

215 YOUTH CHAMPIONS selected and capacitated to actively take action for gender justice [2]

25350 WOMEN & GIRLS have taken action for gender equality in the last 2 years in their families, community spaces & educational institutions [3]

18630 PEOPLE ONLINE have taken action for sustainable and transformative change for marginalized community groups [3]

15 GRAM SABHAS & CASTE PANCHAYATS passed resolutions promoting gender justice - for preventing early child forced marriages or earmarking funds for Women's Resource Centres in all Panchayat Bhawans till 2019 [4], [1]

[1] - "Beyond Charity" -Annual Report 2019-20, OIN
[2] - "Be A New Thought: Weave Violence Free Relationships - Most Significant Change Stories", OIN Publication, 2020
[3] - OIN Annual Output Reporting to Oxfam International, compiled by OIN Team, July 2021
[4] - Internal presentation of campaign data by the Gender Justice Team, 2019-20
[5] - PWW Data Compilation by OIN Team, June 2021

A.4 COLLECTIVE ACTIONS

This section documents the meaning, significance and examples of collective actions initiated as an outcome of the Campaign strategy.

A.4.1 What are Collective Actions
The BNS campaign has inspired many social actions, which amplified the messages that the campaign was trying to promote. What is Collective Action? For the purpose of this study we have considered all actions initiated by young boys, men, young girls and women in the community, as an outcome of their BNS journey, as collective actions. As the word "collective" suggests, these actions are undertaken by a group of people (PWW); the initiatives led by partner NGOs and OIN are excluded from this. However, if these action projects led by BNS champions or community members sought technical guidance, financial resources etc. from others, they are still considered "collective actions" as they are still "community-led" initiatives. Collective actions may further be classified as individual-led and group-led.

- **Individual-led:** These include actions by Individuals, who have averted their marriage leveraging legal provisions, continued their higher studies, fought GBV etc. and have become role models in their communities. They have sown seeds of change in their communities, are perceived as role models and a new reference group, inspiring others. Therefore, if the initiative has created a new reference group, by setting a new narrative challenging the discriminatory norms, it is considered a collective action.
- **Group-led:** Any action which is initiated by an individual or a group of individuals and carried out as a collective activity is identified as group-led collective action.

The collective actions elaborated in the following section are not exhaustive in nature as the information has been collated only from available sources. The below section identifies the range of issues these initiatives have addressed and the methodologies used to bring the desired change.

A.4. 2 Kinds of Collective Actions witnessed in the BNS Campaign
The collective actions under the campaign have created impact at various levels. For easy comprehension, they are put under 3 categories: individual, community and ecosystem.

Individuals initiating actions for gender equality: Young participants in the BNS campaign have reflected on their rights and have gained confidence to assert their agency. They raised their voice and stopped unjust practices. Priyanka(1), after joining the gender course in Utkal University realised that domestic violence is not unique to her home, rather it is a widespread social evil. She discussed about it with her elder brother and counselled her parents. According to her, domestic violence has completely ceased at her home now.(MSC stories, p.25).

Mahima, from Uttar Pradesh, after being married at the age of 17, gave birth to two girl children. She was tortured by her husband and in-laws. Finally, one day, she decided enough was enough, left her husband's house and decided not to return. She took an interest in studies and started honing her skills for gainful employment. She is seen as an inspiration to her mother and sister in the family. (MSC Stories, p.31).

Samir from Kalahandi, Odisha refused to marry at 19 years as he knew the legal age for marriage for young men was 21. After gaining confidence from his own experience, he and his friends confronted another parent who was to marry off his daughter before the age of 18 years. They convinced her father to postpone the marriage by a year, citing legal provisions. (MSC Stories, p. 31).

These individual stories of change, though seen as personal transformation stories, in reality, inspire other people to find their voice, make choices and avail their rights. They are the harbingers of change in the community, against discrimination, domestic violence, child early and forced marriage, and promote greater opportunity and choice for all genders.

Community level social actions for gender equality: Young people and women have led many collective initiatives which have changed normative practices in the villages and cities/towns and made spaces more inclusive and gender sensitive. Nazmul's work with the villagers in Lakhimpur (UP) has enabled creation of a favourable environment for people from the LGBT community. The acceptance of LGBT people has increased among the villagers post the efforts by the group.

Similarly, discussing domestic violence and resolving it in a peaceful manner, using all possible measures including legal recourse, is no more a taboo in many households, communities and villages because of initiatives such as - "Nari Gunjan Sargam Mahila Band" in Bihar; "Music for Change"' by Firoz Ali in Bihar; "Gender Talkies" online group started in Bihar, Sayeeda and team in Siwan, Bihar; "Sheetla Samooh" in Chhattisgarh, Women's collective in Hazaribagh, Jharkhand; Mahima and team in UP; Priyanka and Samir and team in Odisha and Mothers' Football Team in Jharkhand. (Source: MSC Stories)

The awareness around bodily integrity during the campaign has enabled Raqaiyya, UP to raise alarm about a child sexual abuse case in her community. She fought a legal battle by reaching out to the State Women's Commission and National Human Rights Commission and ensured that the culprit was put behind bars. Priyanka (Bhubaneswar, Odisha) and her college mates supported a girl fighting against sexual harassment and ensured justice is delivered to her, by accessing the Internal Complaints Committee (ICC) of the university (MSC Stories p. 25).

Young men and women like Samir, Ankita and others have refused to marry before the legal age of marriage and set a new norm for their peers. All the groups initiated by young people are fighting against child marriage using creative methods such as music, street plays, stage productions, films and music. They are counselling parents, putting pressure on the PRI members and seeking intervention from legal authorities. Members from the youth collectives and women's collectives have taken pledges and convinced the local authorities to make their villages child marriage-free and ensure school completion before marriage.

Women's groups from Odisha, Chhattisgarh, Bihar and Jharkhand have demonstrated critical citizenship and have fought for their rights. They blocked a highway to get attention of the authorities who were not attending to their request for village road construction, got rid of illegal liquor shops, and joined hands with young men to ask for their right to equal pay. Members of Sheetal Samooha, Chhattisgarh and The Mothers' football team, Jharkhand have been actively participating in Gram Panchayat activities. They are ensuring effective delivery of government-run social security schemes in their villages.

Ecosystem strengthening for gender equality

Collective actions create an enabling ecosystem that others can leverage. The campaign has successfully strengthened the ecosystem at local, community and systemic levels by amplifying the most significant change stories through conventional and virtual media platforms, which created a buzz on the issues highlighted by the campaign. Groups like Gender Talkies, All Women Music Band and Mothers' Football team have received admiration and attention from all sections of society, for breaking the glass ceiling and for being trendsetters .
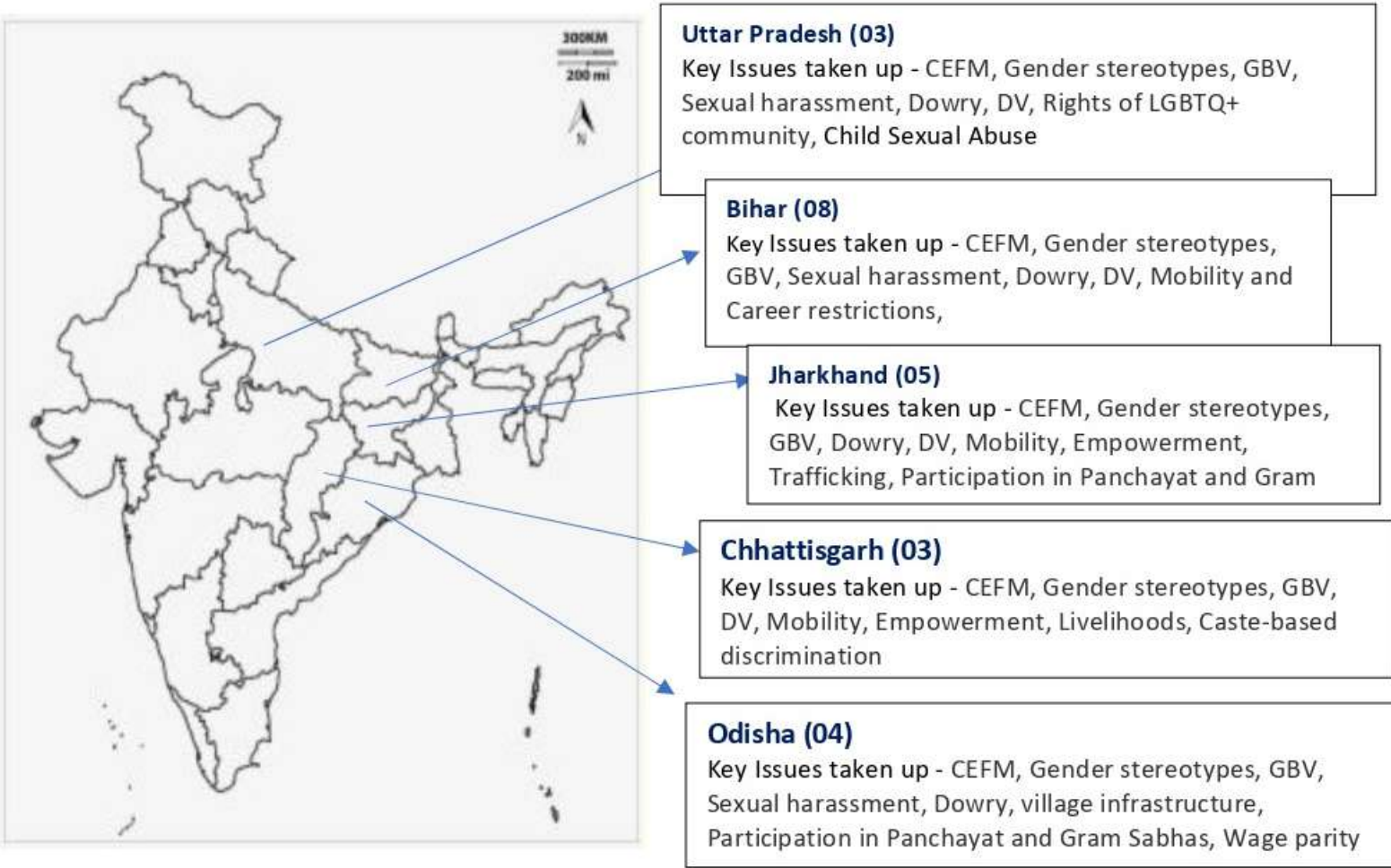
As detailed in a later section, the Mothers' Football Team from Jharkhand got invited by many institutions including Ranchi University, where the women were felicitated and applauded by 3000+ students. Recently (May 2021), Doordarshan shot and telecast a film on the Mothers' Football Team, which is a big endorsement by the Government owned media and legitimises and showcases norm change by presenting them as role models. These events reported locally act as a motivators and enablers for young girls and women from similar backgrounds.

Gender Talkies' Instagram page is regularly uploading content which critiques stereotypes and appeals to the younger generation. With young people spending more time on social media platforms, this initiative is attracting followers from different geographies. The comments received on their posts suggest that the administrators of the page are providing support and solidarity to right-thinking young people living in difficult contexts, who find information and validation to carry on with their lonely battles.

Bharat and his team's intervention normalising inter-caste dining, although happened in a small village in Chhattisgarh, can be a stepping stone for changing the dynamics around inter-caste marriages and relationships in a highly caste-based society. The issue of gender cannot be addressed without talking about caste and Brahminical Patriarchy. This initiative needs further amplification by progressive institutions in order to give it the necessary social approval for others to emulate.

The partnership between Aditya's livelihood enterprise and Sheetal Samooh in Chhattisgarh has opened up opportunities for women from rural India to collaborate with modern start-ups, contributing socio-economic benefits. Small-scale enterprises in smaller cities and towns can encourage people to be a part of organized sector and be assured of social security. The inter-generation and inter-location collaborations between gender-sensitive urban youth and empowered rural women can create safe and customised job opportunities, which even big companies struggle to guarantee to their female employees.

All these collective actions are slowly establishing themselves as new normative practices. What is interesting is that these initiatives are addressing the issue of gender equality by providing a realistic solution which keeps in mind the abilities and contexts of the stakeholders. Soon, they will not be seen as exceptions but as the new progressive normal.

Uttar Pradesh (03)
Key Issues taken up - CEFM, Gender stereotypes, GBV, Sexual harassment, Dowry, DV, Rights of LGBTQ+ community, Child Sexual Abuse

Bihar (08)
Key Issues taken up - CEFM, Gender stereotypes, GBV, Sexual harassment, Dowry, DV, Mobility and Career restrictions,

Jharkhand (05)
Key Issues taken up - CEFM, Gender stereotypes, GBV, Dowry, DV, Mobility, Empowerment, Trafficking, Participation in Panchayat and Gram

Chhattisgarh (03)
Key Issues taken up - CEFM, Gender stereotypes, GBV, DV, Mobility, Empowerment, Livelihoods, Caste-based discrimination

Odisha (04)
Key Issues taken up - CEFM, Gender stereotypes, GBV, Sexual harassment, Dowry, village infrastructure, Participation in Panchayat and Gram Sabhas, Wage parity

Note: During this study only 23 collective actions were analyzed. The actual number of collective actions initiated during the BNS campaign are much more.

State - wise Collective Actions

A total of 23 collective action initiatives were studied during the research - 8 in Bihar, 5 in Jharkhand and 3 each in UP, and Chhattisgarh and 4 in Odisha.

Kind of issues addressed
Child early and forced marriage (CEFM) of both girls and boys, Gender stereotypes, Gender-based violence, Sexual harassment, Dowry demands and harassment, Domestic violence, Gender-based wage disparity, Lack of agency to pursue hobbies and interests, Mobility and Career restrictions, Lack of representation in Panchayat, Female labour participation in enterprises, Curtailed voices of the marginalised, Lack of space for youth participation, Issues impacting people from LGBTQ+ community, Trafficking, Child sexual abuse, Village infrastructure development, Caste based discrimination, etc.

Methodologies and spaces used for collective actions
- Sports – Football, Hockey
- Music - music band, song, poetry, satire
- Films and Theatre – street plays and stage productions
- Social Media platforms - posts, dedicated pages, illustrations and infographics
- Profit making Enterprises
- Local governance - Village meetings/ Panchayat meetings

A.4. 3 What has worked in inspiring and sustaining collective actions?
A careful review of the qualitative data, interaction with BNS champions and OIN members suggests that, of all the activities they were part of, the actions initiated by the target groups (PWW) themselves, were the most memorable experiences for all of them. They said the memories and learning from these action experiences are going to stay with them forever.

What has enabled these actions to be so impactful and diverse? Firstly, members were encouraged to decide on the themes / issues they wanted to address. Issues were neither pre-decided nor pushed for. Each member and their team took up issues they personally connected with and felt passionate about. Secondly, space was provided for everyone to build on their own talent – whether writing songs, performing a rap or putting up a theatre performance - and all valued equally. This enabled members to raise issues through all possible mediums and methodologies they had access to - from music bands to Instagram pages. Thirdly, supporting the members with knowledge and equipping them with a gender perspective facilitated internalization of the issue. Ownership for the *'Nayi Soch'* that they themselves explored and arrived at, continues to guide their day to day conversations, choices and decisions. **What others perceive as activism or 'Collective Action' has infact become an integral part of their identity**.

A.4. 4 Significance of collective actions for norm change
Collective actions are extremely critical for public opinion building and advocacy. They are significant for three key reasons:
Firstly, the collective actions initiated by the BNS campaign participants have had a **cumulative effect**. The change in their attitude and understanding of gender has not stopped with them, but it has challenged and motivated those around them to be more sensitive and take action towards gender justice.
Secondly, collective action has led to the **formation of new groups and practices**. The participants of the campaign have influenced and engaged community members around them on the issues they seek to discuss. They have created groups, forged alliances and formed networks which can **sustain the movement** and lead to long-term impact towards norm change, without being dependent on the leadership of specific individuals.
Thirdly, collective actions have enabled and encouraged **youth leadership** at multiple levels. A lot of investment was made in building capacities of BNS champions as leaders, who put their knowledge and skills to test in real life contexts through collective actions. The youth engaged during these actions got exposure to new ideas, initiatives and discourses which they otherwise may not have had. Young people being enthusiastic learners, quickly internalised this new progressive perspective and cultivated a sense of ownership for the cause, which they have started advocating for in every aspect of their daily lives.

Thus, there is a need for a conscious incorporation of collective actions as a strategy in any campaign, more so in BNS, in order to have both scale and sustainable impact.

[1] Source: Most Significant Change Stories - Draft report_BNS_OIN_18April2020.docx
[2] (https://youtu.be/wAXr4Meq1HU),
[3] Draft report_BNS_OIN_18April2020.docx, p.31
[4] Draft report_BNS_OIN_18April2020.docx, p.15

A.5 KEY FINDINGS FROM THE STUDY OF THE BNS CAMPAIGN PROCESS

The BNS Campaign study covered the major milestones in the trajectory and turning points of the campaign, the learning journey of the BNS champions, direct outreach and impact of the campaign and collective actions initiated by groups in different regions. this has been detailed in earlier pages of this section.

The key findings from the study of the BNS campaign process are as follows.

First and foremost, **positive messaging and wider framing of a campaign on gender justice works much better to include and get the buy in of more actors for initiating and sustaining expansive agendas like norm change.** Popular gender campaigns like '16 Days of Activism against Gender-Based Violence', 'No More Silence about Domestic Violence', 'Say No to Child Marriage' have very progressive agendas but the framing is focused on 'problems' that need to be addressed or eradicated. The positive framing of 'Bano Nayi Soch: Buno Hinsa Mukt Rishtey', presenting a more open and constructive agenda, is seen to be far more inviting, less threatening, and more inclusive. It also steers clear of the "us-them" divide of perpetrator vs victim, and enlists the cooperation of all in building better relationships, while not ignoring the issue of violence and discrimination. This has been a game-changer at the conceptualization level.

The **strategy of breaking down the larger umbrella campaign, with a generic and expansive agenda of gender norm change, into smaller and more specific thematic sub-campaigns each year was a pertinent strategic move.** It not just enunciated what the BNS campaign was attempting to do in simple, specific and practical terms, but the choice of slogans was also interesting and catchy for the youth, and in line with the positive messaging of 'being the new change'. For eg., It simply and effectively replaced popular and conventionally accepted (but problematic) expressions like "Jahaan Pyaar Hai Wahan Takraar Hai", "Ladki Ki Naa Mein Bhi Haan Hoti Hai" with positive, progressive and 'cool' new alternatives like "#Pyaar Mein Vaar Nahin", "#Marzi Bina Shaadi Nahin".

Of the themes studied**, the themes of "Pyaar Mein Vaar Nahin"(PMVN) and "Marzi Bina Shaadi Nahin" (MBSN) seem to have struck a chord with the youth and had the highest rating and recall value.** The rural Champions, particularly, rated MBSN 4.6/5, closely followed by 4.3/5 for PMVN (Source: Champions workshop), showing that choice and consent in marriage was an issue they found important and could instantly connect with, given their life stage and circumstances. This is also reflected in the individual stories of change documented and Collective actions taken up by them, for stopping of marriages, and passing of resolutions by Gram Sabha.

#EmpowermentNotAge theme, was unique, due to the urgency and complexity of the issue and pandemic challenges to building a grassroots buy-in, and thereby, comparatively less identified with, probably also due to the English-sounding name and primarily online strategy that may not have been as accessible to all categories of youth. This is analysed in detail in a later section.

Many processes introduced during the campaign found resonance with both the participants and facilitators. For example, **Youth Festival as a model for outreach and large-scale engagement; Film Appreciation Module for college students were extremely popular among all the stakeholders.** There is a need to maintain repository of resources created and processes facilitated during the course of the campaign and document and disseminate best practices for larger impact.

While the campaign, right from the start, had chosen young people as the primary constituency, **the strategic decision in 2019 to select specific youth and invest in them to create Champions was a game-changer and helped widely expand the base of key drivers of the campaign and amplify its reach and impact.** The investment in building the perspective and skills of the youth Champions will continue to bear fruit much beyond the formal campaign as well, and in ways that cannot be planned and predicted.

Capturing and regularly updating Youth Champions data, instituting a tried and tested learning and leadership journey plan, and putting in individual tracking mechanisms in place are essential for a youth-driven norm change campaign. For example, some young people had received many learning opportunities while others had limited exposures.A large scale campaign aimed at attitudinal change needs to have a clear input-training plan. While some of this happened by default, there is a need for BNS to consciously structure and sequence these learning processes and introduce it as a planned journey with clearly identified mandatory and voluntary processes in future iterations.

Collective actions represent an exponential and self-sustaining secondary level impact of the Campaign which needs to be captured and documented systematically. As stated in OIN's BNS planning document(Stakeholder analysis_10 June 2017, (p. 9)), "norm change is all about group change that reaches a critical mass and tipping point, and not about individual change". Collective actions help to multiply the campaign gains exponentially by diversifying and decentralising the site and mode of action. It was found that while there have been multiple levels of documenting individual change and success stories, not systematically identifying and documenting impact from a Collective Actions perspective, could mean a significant loss in measuring the full outreach and impact of the campaign.

B.NORM CHANGE UNDER BNS CAMPAIGN
B.1. UNDERSTANDING SOCIAL NORMS

Social Norms are shared beliefs about a) what others in a group *actually do* (i.e. what is typical behaviour) and b) what others in a group think one *ought to do* (i.e. what is appropriate behaviour). These beliefs shape the 'social expectations' within a group of people. The first category is referred to as **Descriptive Norms or Empirical Expectations** and the second category as **Injunctive Norms or Normative Expectations**. While they are interconnected, social norms differ from attitudes and behaviours:

Attitude refers to the extent that an individual owns certain favourable or unfavourable evaluations or appraisals of [a specific] behaviour. It is internally motivated.

Behaviour is what someone actually does, the observable and tangible conduct.

Often a social norm will influence a behaviour, and the behaviour of many people can influence the perpetuation or changing of an existing social norm. The major difference is that attitudes and behaviours are mostly found at the individual level, whereas social norms are collective in nature. In other words, attitudes and behaviours are closer to independent actions of individuals whereas social norms are grounded in interdependent actions of a collective. They are interconnected and have some level of influence on each other. Working on the individual attitudes and behaviour will not be sufficient to change social norms. For that, there would be a need to promote coordinated behavioural change.

Therefore, in order to shift social norms, interventions must create new beliefs within an individual's reference group so that the collective expectations of the people important to them allow new behaviours to emerge.

Based on the above understanding, there are three elements that make a social norm:

Social expectations: Firstly, social norms are based on interdependent actions of individuals. They provide or lay out the social expectations: i.e., shared belief of what is typical and appropriate for a particular group.

Reference groups: Social norms exist within reference groups. A 'reference group' or 'reference network' is the group of people important to an individual when he or she is making a particular behavioural decision.

Social sanctions: Approval (positive sanctions), or disapproval (including negative sanctions ranging from direct punishment or loss of opportunity through ostracism). This is what makes the desire to adhere to social norms higher and can often over-ride the threat of more formal punishment by the state.

Source: Formative Research for Proposed Campaign on Changing Social Norms Underpinning Domestic Violence by Athena Infonomics, OIN, (2016)

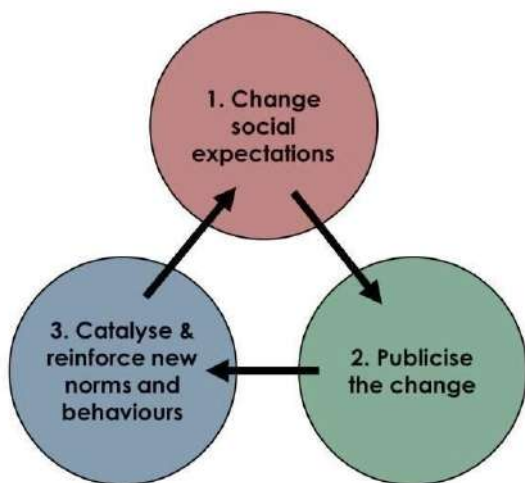# B.2. FRAMEWORKS FOR THE STUDY AND ANALYSIS OF NORMS CHANGE

The model discussed here shows the different levels of changes across which norm change occurs.

Heise's Ecological Model 2011: This model is based on the understanding that to create lasting change to end VAWG, gender power relations must shift across the entire ecological framework. This approach works at the level of the individual, interpersonal, community and societal levels.

Imbalance of power/gender inequality

Discriminatory laws and policies

Little funding — Deprioritisation of violence against women and girls

Inequitable norms and practices

Impunity by decision makers — Health, law, and security not responding — Explicit support of VAWG

Stigma, shame, and silence

Internalised acceptance of male superiority/ female inferiority — Religious and cultural justification — Lack of political will to implement law and policy

Submissive feminity
Dominant masculinity

Men's use of violence against women and girls — Victim bears costs — Acceptance of men's control

Societal / Community / Interpersonal / Individual

Preventing violence against women and girls/transformation of power

Through

Empowerment and opportunity for women
Support and accountability for men

Social movements for state account-ability — Community outreach — Critical reflection — Skill building — Consciousness raising — First responders — Neighbour-hood organising — Edutain-ment/ change in public debate — Advocacy

Activism

Movement building — Skill building — Popular education — Funding

Recognition, respect, and dialogue

Skill building — Collective action

Public opinion campaigns — Enabling environment — Legal and policy reform

Supportive infrastructure

Balance of power/gender equality

1. Change social expectations

3. Catalyse & reinforce new norms and behaviours

2. Publicise the change

The **three-step framework** to changing Social Norms involves three steps: change social expectations, publicise the change and reinforce the new norms and behaviours.
i. Along with shifting individual attitudes, **social expectations** regarding the behaviour within the reference group must also be changed;
ii. These changes in attitudes and expectations need to be **publicized**; and
iii. New norms and behaviours need to be catalyzed and **reinforced** through rewards, sanctions and opportunities to conform.
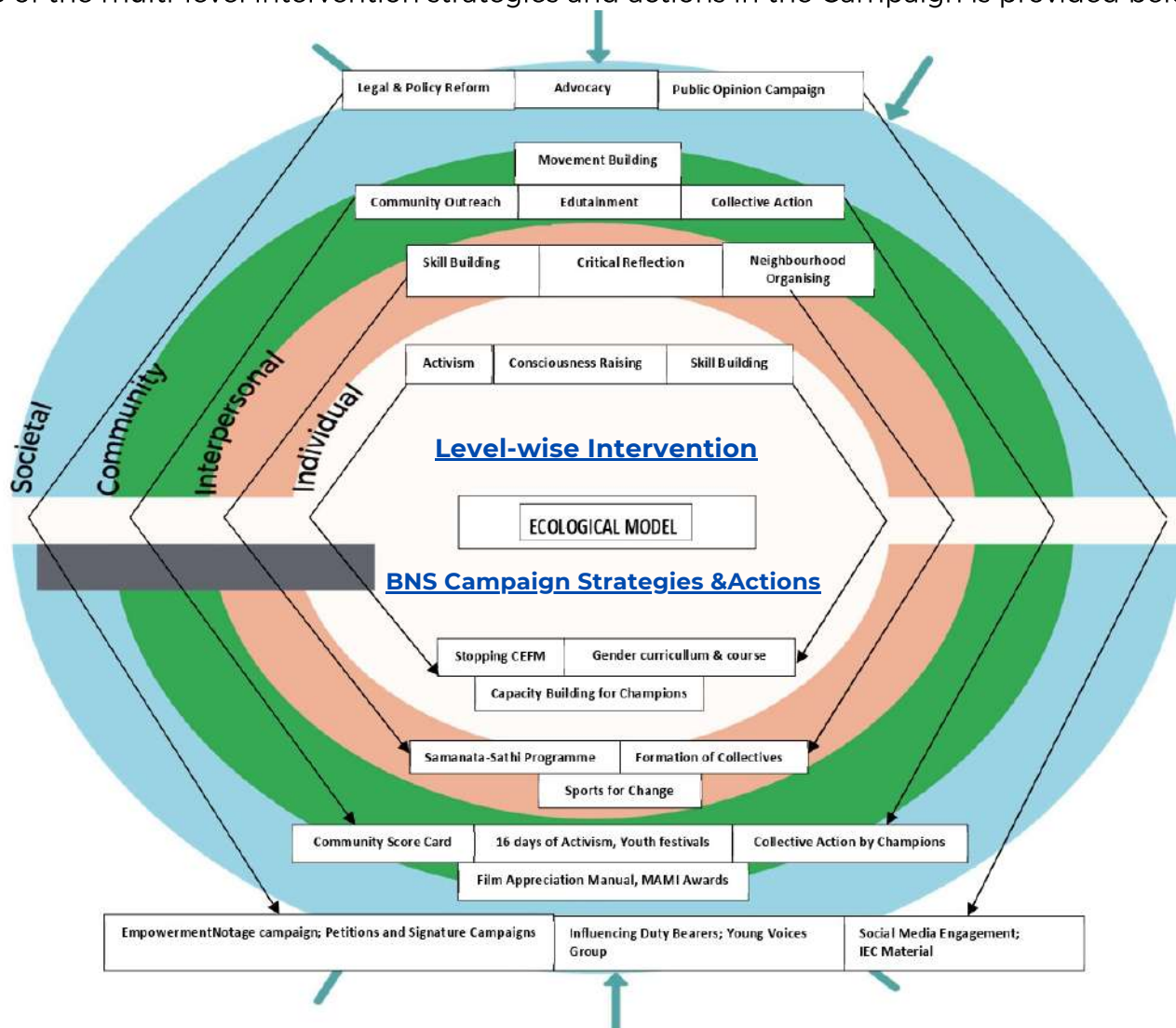
Most evaluations do not examine the expectations that members have from one another in the group, which goes to form social norms. Measuring social norms in this way actually complements the measuring of individual attitudes and behaviours. In order to identify a social norm we need to ask these basic questions :
• Who is the reference group? Whose opinion matters to the target population?
• Is the behaviour perceived as typical among the reference group?
• Is the behaviour perceived to be appropriate among the reference group?
• Are there consequences for departing from this behaviour? (i.e. social sanctions)
• Would the majority of people still act this way even if others disagreed? (i.e. social vs moral norm)
This three-stage framework, based on both theory and evidence of successful approaches to shifting harmful social norms, forms the basis for analysing norm change case examples in detail in this section.

The Ecological Model not just provides a framework for understanding the ecology of violence, but also outlines entry points for strategising interventions targeted at various levels, which collectively helps turn the tide of norm change in a favourable way to eliminate VAW. The BNS Campaign has, interestingly, used a multitude of strategies targeted at all levels of the Ecological Model with a view to bringing in holistic and sustained norm change. A snapshot of some of the multi-level intervention strategies and actions in the Campaign is provided below.

Level-wise Intervention	BNS Campaign Strategies and Actions
I. Conscious raising, Activism, Skill building	I. Gender Curriculum; Gender Course Stopping CEFM, Capacity Building for Champions
II. Critical Reflection, Neighborhood. Skill Building	II. Samantha-Sathi Programme, Formation of Collectives, Sports for Change
III. Movement Building Community Outreach Collective Action Entertainmen	III. 16 days of Activism; Youth Festivals Community Score Card, Collective Action by Champions, Film Appreciation Manual; MAMI Awards
IV. Legal and Policy Reform Advocacy Public Opinion Campaign	IV. EmpowermentNotage campaign; Petitions and Signature Campaigns, Influencing Duty Bearers; Social Movements; Young Voices Group Social Media Engagement; IEC

LEVELS

I. Individual

II. Interpersonal

III. Community

IV. Society

The diagram above has attempted to map the many strategies and activities of the campaign against the different intervention levels of the Ecological Model. The top half of the circle contains the suggested interventions at each level, while the bottom half gives concrete examples of actual strategies and activities employed under the BNS campaign, connected at individual, interpersonal, Community and Societal levels.

While all the BNS strategies and activities have not been looked at in detail in this report, the macro picture is useful to understand how the norm change process is aided by multi-level interventions which cumulatively tilt the balance in a favourable way to challenge the old and establish new norms.

A careful study of the existing documentation through a Social Norms lens revealed many hints of powerful stories of norm change at multiple levels, which could potentially be explored further. However, for the purpose of an in-depth study, the following 4 examples were chosen for the opportunity they provided to intricately understand the process of norm change, based on the reading of available documentation, and in consultation with the OIN team. The chosen case examples cover a diversity of audiences, geographies and strategies, and help provide a more holistic view of the process and enablers for norm change under the Campaign. An overview is provided below:

Case Study	Audience / PWW Demography	Primary Geography	OIN Strategies
Case 1: Young men promoting gender equality in their family, community and larger society	College-going Urban Young Men	Patna, Bihar	Engagement with boys and men Youth engagement
Case 2: Women's collectives working towards norm change in their own lives, families and communities	Rural Adult Women's Collectives	Village Silda, Jharkhand	Intensive on-ground work with Women's Collectives Sports for Change
Case 3: Institutional collaborations furthering critical pedagogy in academic and professional organizations	Partnerships and Collaborations with Educational Institutions (Urban)	Bhubaneswar, Odisha	Gender Course in College Partnerships with Institutions
Case 4: Leveraging online spaces as sites of discourse and narrative building for norm change	Online Campaign (supplemented with limited on-ground action)	Online	Online Campaign aimed at public opinion-building and policy advocacy

Kindly note that these case stories and examples, as such, are available in other previous documentation of OIN from which we have drawn, and hence not reproduced here. However, in this report, an attempt has been made to use these case examples, to explore and analyse in detail, specifically from the social norms change perspective, applying the above mentioned conceptual and analytical frameworks, thereby providing insights on the actual process and enablers of norm change.

B.3.1. NORM CHANGE CASE 1: YOUNG MEN PROMOTING GENDER EQUALITY IN THEIR FAMILIES, COMMUNITIES AND THE LARGER SOCIETY

The BNS campaign had articulated the need to work with young men from the beginning, for which strategies and processes were already in place. In this section, it is argued that the campaign has been able to position young men as gender justice champions. The young men have also been able to lead, inspire and sustain new reference groups committed to gender equality. In the following section, an attempt has been made to substantiate this claim primarily through Prince's story (BNS champion from Bihar-Urban).

It is important to note here that norm change takes time and therefore it is unrealistic to expect that a campaign, five year long, can change the norm. However, the campaign is capable of inducing perceptible shifts in attitude and behaviour, and diminishing the blockers for gender equality. It has the potential to create new positive reference groups which act as enablers locally. The analysis of men's engagement in the campaign has been presented in two sections: (a) shifts in gender-based norms, led by men, and (b) strategies adopted by OIN to engage young men - what worked and how.

(a) Shifts, led by men, in gender-based norms
In order to capture the shifts in norms, an attempt was made to examine a) what old norms was this campaign trying to change? b) What kind of norm change has Prince's story and similar stories exemplified?[1] c) Who was leading that norm change process? d) Which new norms were trying to replace the old norms? e) What kind of shift was induced among different reference groups linked to Prince and others? f) Did the norm change process create new reference groups? g) How critical are reference groups in sustaining new norms?

All genders have equal rights - Careful examination of data collected suggests that engagement with young men has addressed both descriptive and injunctive norms[2]. For example, young men are expected to participate in conversations and popular practices which demean women, objectify girls and reinforce gender stereotypes (refer to the second column of the table below). After joining the campaign, young men were able to critically reflect on their attitude, behaviour and language, and articulate what was problematic about their earlier perspective. They questioned patriarchal norms, such as young married girls having to seek permission to work or to go out. They challenge the norm which gives men the power to decide what their wives should or should not be doing. They think it is the right of girls and women to pursue their interests and passions. Gradually, they are making their families and friends, educational institutions and villages aware about the myopic social norms (injunctive norms). They are also creating new social norms (descriptive). Rather than taking credit for their newly acquired sensitivity towards other genders, these men are underlining the fact that all genders have equal rights and by being sensitive they are not exceptional.

Note:
- The analysis is based on KIIs with Prince (BNS urban champion) and Sushmita (OIN, Bihar)
- The social expectations of different reference groups have been captured from Prince's lens.

Stakeholder	Pre-Campaign including initial months of the campaign		Post Campaign journey	
	Doing/Thinking	What stakeholders were expected to do	Doing / Thinking	What stakeholders are expected to do
BNS Champion	Very few friends Doing theatre on social issues Limited conversation on gender issues in the family Considered unpaid care as women's work	It is ok to believe that: "A man gives permission to his wife to work" "A man allows his wife to go out" "Real man is one who comes across as strong" "Not to get entangled in others 'personal' issues" "There is nothing wrong in the way women are portrayed in mainstream films"	Gained confidence, and have more friends – from other genders including minority sexual orientations Talks about gender issues in the family and the work he does on gender equality Thinks it is wrong to say that "I allowed my wife to work, to go out", and now he thinks "who am I to do that?" Tries to delete old texts/posts published in social media prior to his gender training, which he thinks are not appropriate and highly problematic Co–created new youth groups and platforms – "Gender lens wale manushya" and "Gender Talkies"	The traditional expectations from family and society and friends towards a young boy is still there and continuing In addition, members in new groups expect him to respect women who assert their rights remain active in newly found/ created reference groups and maintain his credibility enhance capacity to amplify the cause of gender justice champion the cause of gender equality in family and society

Table continued

Ref. group 1 Mother, Sister-in-law and father	Not expecting / assigning household works Intervening when think no need to bring gender into a conversation – example, when somebody says "why a boy is so concerned about acne like girls, she intervenes and opines it is nothing to do with boy or a girl"	Women are responsible for unpaid care work at home Mother expects son to continue the sensitization work he does Sister in – law expects him to do only tasks which men are traditionally expected to do	Allowing her son to support her in household chores when he wants (mother is open to it but not sister-in-law) Discussing VAWG issues with her son if a conversation is initiated by him and engages with it seriously	Unpaid care work is women's work Talking about gender issues linked to men and women is acceptable but not about other sexual orientation and preferences
Ref. group 2 Peers	Not mindful of abuses and remarks about girls during conversation with friends. Not approached by many for friendship	It is ok - To continue with the popular culture which is objectifying women To have cross border friendship	Mindful of each word and concept used while engaging in casual conversations with friends Have friends from diverse backgrounds Part of many youth groups committed to gender equality	There are peers and classmates who expect him not to be so serious about these issues and say "in issues main itna mat ghus, take it easy" Expected to lead and support gender justice work

A New Narrative - In a subtle way they are questioning injunctive norms and creating a new narrative in their families and communities. For example, by making interesting excuses, Prince is able to enter the kitchen and do household chores, which his sister-in-law thinks is against the norm. "I will go outside for higher studies, I must learn cooking and household chores beforehand", says Prince. Through this clever strategy, he is pushing his family to accept that it is alright for men to do household chores.

Equipped with the gender lens, these young men are able to identify how gender-based discriminatory practices have been institutionalized, and are trying to create a new narrative. For example, Samir from Odisha found there is no wage parity in his village. Men are getting more wages than their female counterparts for the same work. By ensuring the same wage for the same work for both men and women, he is able to position women as equal members of the society. He cited the legal provisions to push this cause.

Gender sensitivity demonstrated by these young men has given confidence to members of other genders and sexual orientations to be friends with them. The ignorance and the stigma associated with LGBTQ communities are further dispelled by these young men. Nazmul's (Lakhimpur, UP) work in his village has enabled the creation of a favourable environment for people from the LGBTQ community, with increased acceptance among the villagers. However, this is easier said than done. According to Prince, though he can talk freely about heterosexual relationships, talking about same sex relationship is taboo in his family.

"I will go outside for higher studies; so I must learn cooking and household chores beforehand"

\- Prince, Champion, Bihar (Urban)

(Through this clever strategy, he is pushing his family to accept that it is alright for men to do household chores)

Similarly, several reference groups created by young men in the community (Gender Talkies, Gender Lens wale Manushya) are questioning gender stereotypes and applying a lens of critical analysis to examine popular culture - Bollywood films, Bhojpuri films and advertisements. By changing the composition of existing reference groups (having members from minority sexual orientation) and creating tensions (men spending time in the kitchen) in social institutions like families, these new reference groups are pushing members to take note of new narratives, in both the real and virtual worlds. Young men are able to derive strength from their membership in new reference groups to negotiate and push new norms in their primary reference groups

(b) Strategies adopted by OIN to engage young men, what worked and how

The BNS campaign had a mandate to engage with men and boys. While the strategy was in place, the activities around this strategy underwent change through the course of the campaign. In this section, the effort is to articulate the shifts which took place within OIN and analyse how the OIN processes contributed in a) questioning the normative practices linked to GBV b) creating spaces for reflection and dialogue c) initiating youth-led actions and collective actions d) ensuring legitimacy and building public opinion. What worked on the ground for young men has been shared.
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- **Norm change requires continuous engagement with young men**

In 2018, OIN offered a three month long online course titled, "Login: New Man", for 100 boys in partnership with CHSJ. This course had six modules including components like quizzes, games, stories, videos and self-reflection exercises to be completed in three months. During this process the OIN team realised that for transformation to take place, there is a need for deeper and continuous engagement with young men. They took a conscious decision to facilitate activities and processes beyond the six modules. In Bihar, they identified youth organisations and built their capacity for gender justice work and then availed their skills to engage with youth. This paved the way for continuous discussion, reflection and action among youth for gender justice . Young men, while mapping their journey, have clearly mentioned that they have been part of various activities, events and processes and each one of those activities challenged them and pushed them to think about gender justice issues deeply. Similarly, in an institutional partnership with Utkal University, a series of modules, one each month, was transacted with the university students. Additionally, students were invited to attend film festivals, round tables, youth festivals etc. to get field-based exposure.

- **Positive messaging which strikes a chord with boys and other stakeholders**

It was learnt during this study that there was an understanding within the OIN team that in collaborating with boys, the campaign should not be perceived as fixing accountability for gender equality on boys and men. Rather, the effort must be to make men and boys realise that everyone is affected by patriarchy. The role of gender in the life of a young man, in his career choices as well as in personal choices, needs to be emphasized. By discussing "Is it possible for young boys to study home science?", the association of subjects with feminine and masculine characteristics and their role in reproducing gender bias was examined in one workshop conducted in a college in Patna. This enabled young men to acknowledge how deep-rooted the issue of gender inequality is, and that much more effort, than just reversing roles or encouraging women's participation and mobility, is required.

What should be the nature of learning and how should it be facilitated in an initiative working with young boys, towards norm change? The OIN team gave equal weightage to structured and unstructured spaces. For example, the Film Appreciation Module (FAM) was offered through a two-day residential training. According to Sushmita (OIN, Bihar) this decision was not a default process. According to her, in most cases it is better to work with boys and girls separately on the theme before bringing them together. Otherwise the dialogue space in the workshop shrinks and it becomes like a battleground with both constituencies perceiving each other as opponents. It leads to accusations and counter-accusations and defensiveness. She stated that by engaging them separately (if they are not ready), their gender identity and the concerns associated are fully accepted. This acceptance paves way for listening to the other side and pushes young people to empathize with each other. Therefore, by the time they join the residential camp, they have transcended the "boy" vs "girl" identity and accept each other as part of one team.The structured space (transacting the module) in an unstructured space (residential camp) allows them to interact and spend time with each other and explore each other's struggles, concerns and positions with more openness.
"They come to the training as individual members, but leave as a team with a larger purpose. This transformation is hard to witness in an online course", says Sushmita.

While both structured and unstructured spaces are critical, the activities need to be carefully chosen. Citing one experience from one of the youth festivals, where Tug of War was a chosen activity, she said an internal discussion led to eventually abandoning the idea. It was thought that this might reinforce gender stereotypes and harden polarising positions, irrespective of who wins.

- **Non-hierarchical organisational culture**

Organisational culture and the values the organisation stands for are not highlighted enough when we discuss youth engagement. The openness to listen to diverse and conflicting views and respecting all opinions is essential, according to the OIN team, and this has played a key role in the campaign's success. Young men who go through an intensive process start questioning the gender norms in their own homes, in educational institutions where they study and in the community/village where they stay. They go through intra-personal conflicts as the adults (primary reference groups) they trust and follow, expect them to do things which are contrary to what they have been exposed to through OIN training and exposure programmes. They deal with self-doubt, resentment and frustration. During this time they need support and guidance. The non-threatening safe space provided by OIN acted as an enabler for young men to reflect, own up and rework on their attitudes and beliefs.

Overall analysis

By positioning young men as an important stakeholder and by being flexible with the strategies and activities, the campaign expanded the role of men: from passive participants to building active leaders and engaged youth champions. The strategy to focus on a positive course of action enabled young men and women to jointly advocate on messages like "marzi bina shaadi nahi" and "pyaar mein vaar nahin". This helped them understand the nuances of relationships, equality, gender justice etc., rather than only emphasise on ending evils such as dowry/domestic violence which are often seen in a limited way as 'women's issues', undermining complexities and not being very relatable for men. Moving from a primarily issue-focussed strategy to investing in changing attitudes through creative processes, young men were pushed to learn, unlearn and be the change. They were able to internalise the campaign objective of Bano Nayi Soch (becoming the new thought). While this is clearly seen from conversations with young male Champions and through anecdotal reporting, there is not enough data regarding how adult men have been engaged and have contributed to the cause – this is significant as engagement with adult men is a stated strategy. The Film Appreciation Module was very effective in making young men uncomfortable because it critiqued popular culture which influences their attitude and behaviour. According to Prince, the question "Why do we need item songs in films?", deeply unsettled him from within and was the start of a journey of inquiry. Similarly, Youth Festivals were rated as a very memorable experience and served as an important entire learning platform for young men. The opportunity given by OIN to co-create processes and amplify their voices in the larger society, enhanced the credibility of these young crusaders among their families and communities. The social recognition received through rewards and learning opportunities supported young people to overcome barriers and forge ahead to establish new gender norms.

[1] Source – MSC Story document by OIN has the detailed case study of Prince and other young people.
[2] Injunctive norms ban or discourage certain behaviours, whereas descriptive norms set an expectation that encourages others to follow.

B.3.2 NORM CHANGE CASE STUDY 2: WOMEN'S COLLECTIVES CHANGING AND CHALLENGING SOCIAL NORMS IN THEIR OWN LIVES, FAMILIES AND COMMUNITIES

Formation of and working with community-based women's collectives has been a long term strategy of OIN's gender justice work since 2008. OIN had several strategies and processes in place to work with women's collectives for over a decade before their involvement in the BNS Campaign. In the following section, an attempt has been made to examine if and how the focus and strategy of working with women's collectives evolved under the umbrella of the BNS campaign and how that has helped in effecting changes in gender norms. This has been examined and substantiated primarily by a detailed study of the Mother's Football Team in rural Jharkhand, along with other examples.

A point to note here is that it would be premature to conclude that sustained norm change has happened with just 4-5 years of campaign work. Norm change work is slow, and requires sustained efforts at multiple levels and with multiple stakeholders. A good beginning has been made with these examples which have certainly caused a perceptible shift in attitudes and social expectations of reference groups, challenging entrenched social norms, even if not changing them completely. Moreover, norm change work is cumulative, and the campaign efforts stand on the shoulders of ground-level organising and capacity building of women and women's groups by local partners over the decades, which has begun to bear fruit now.

This analysis covers the following aspects:
i) documenting significant shifts in beliefs, attitudes, expectations and behaviours contributing to observable and articulated changes in norms among primary and reference groups;
ii) analysing the enablers that contributed to this, including specific strategies of OIN and grassroots partners to collectivise and empower women and engage other stakeholders through the campaign.

i) Changes and Challenges to social norms on gender
The intent and effort of the analysis in this section is to examine a) examples of initiatives with and by women's collectives, like the Mothers' Football Team, and how they have contributed to challenging or changing gender norms in society, b) what kind of minor and major norm change is exemplified by them, c) who are the significant reference groups and how this has been received by them, d) what are the new reference groups that emerged as game-changers.

The story of the Mothers' Football Team in Silda Village, in Jharkhand is a perfect case to examine the strategies of how the work with women's collectives has resulted in challenging and changing entrenched gender norms in a remote rural setting, in the process, setting an example for and creating ripple effects across the country. The Mothers' Football Team story details are available in the "Mothers' Football Team Story (1)" document[3] and also captured as a short 5-minute film[4] on the OxfamIndia YouTube channel. #BanoNayiSoch | Mothers' Football Team, Jharkhand.

[3] Mothers' Football Team Story (1) (1)
[4] https://youtu.be/3md6h7dMR5I - #BanoNayiSoch | Mothers' Football Team, Jharkhand

The following analysis is based on these documented sources, backed up with observations and data from KIIs with the OIN regional team (Ms. Sushmita, GJ Team, OIN, Jharkhand) and the local partner LokSwar's team. (Ms. Shalini Samvedna, Convenor & Mr. Prince Kunal, Team Member, LokSwar)

Old Norm (Social Expectations of Reference Groups)	Challenge to the Norm	Reference Groups' Response Barrier / Backlash / Support / Inspiration	Sprouts of the New Norm (Changes in attitudes and social expectations)
Gendered Divisions of Space & Mobility: Women, esp married women and mothers, are primarily duty-bound and confined to the private home space and cannot and should not step outside the house, esp without their male companions.	The Mothers have not just stepped out of their homes, but also their villages and even their state, and entered the public space and stormed public imagination of what married women and mothers from small villages in rural Jharkhand are capable of.	While the initial social expectations largely shared by major reference groups is outlined in Column 1, the expectations underwent changes as The Mothers began to challenge the norms and with the changing external circumstances. This changing response of the reference groups is outlined here: The **family members** initially did not approve of The Mothers going out of the home to play in public. They reiterated and reinforced the notions that – post-marriage and motherhood, prioritise the family first. However, when the women persisted and stepped out for the match, they could not withhold their curiosity and came to watch them play.	Seeing what The Mothers have achieved and the widespread public recognition and institutional validation for their efforts, many families are now more open to girls and women stepping out of home – for livelihoods, for education or for sports and cultural activities. Parents in nearby villages too seek out such opportunities for their daughters. Mothers from other villages are also now pushing the boundaries and forming sports and cultural teams in their own villages.
Gender-based Hierarchy of Needs & Roles: The life purpose and duty of women is to serve the family and take care of the house, and their priority is serving all the members of the household and immediate community, even at the expense of their own health, well-being and needs, which is last priority.	While The Mothers do take care of work in the fields and housework, they have recognised and asserted their right to take time out for themselves, engaging in whatever activities they feel like, purely for their own interest, enjoyment and satisfaction, without seeking approval from others.	There was serious backlash from a **section of the community** the first time the women stepped out to play (which is well documented). There was also support that came from **young men**, who had supported The Mothers in training and also stood with The Mothers in the face of backlash and helped in rebuilding the ground.	While women, including The Mothers, are still primarily responsible for housework and work in the fields, it is more widely accepted for women to take time out for themselves, to pursue their own interests and passions, or even to just relax and enjoy. Elderly women in fact encourage them and "see nothing wrong in it". Men and others in the family are also more ready to support and step in for housework when needed.
Notions of Self & Identity linked to Gender: A woman's identity comes from her family – her husband or children. She does not have an existence or identity of her own and has the onus to sustain the legacy and maintain the respect and honour of the family and community.	The Mothers have created an identity for themselves, based on their own skills and initiatives, as The Mothers' Football Team. They have infact become celebrities in their own right, and got widespread publicity and acclaim, and are cited as role models. Now their families and the entire village and district have earned a name and got recognition nationally and internationally, thanks to The Mothers.	**Young women**, who initially discounted the older Mothers, later drew inspiration from them. **Other married women and mothers**, who initially secretly admired The Mothers, found role models in The Mothers and began to see them as a new reference group.	It is ok for women to get their share of limelight, and get visibility and recognition in the public space for their efforts. Men and boys are less threatened and increasingly more comfortable with the independent identity of women and even feel proud of being identified by the 'success' of their wives, mothers, sisters or daughters. A village can be known by its daughters-in-law too!

Other norms, earlier internalised by the women, that have now been questioned and challenged by The Mothers:

Old attitudes and norms ...	... challenged
Women are expected to dress modestly, cover up, and not attract attention to their bodies. Women's bodies are often sites of shame and not to be displayed, esp to 'outsiders'.	The Mothers, in defiance to the backlash, chose to play in knickers and shorts, in full public view, with their family members and esp in-laws and elders in attendance. In their own words, "when we wore those clothes and stepped out, we felt so good... felt like real champions!" Reclaiming control and ownership of their own bodies.
There will be people watching. What will people say? Seeking approval of society	Don't care what people say. "We put up with so much, can't we have a few moments of happiness without others judging us?" We deserve this freedom and happiness and are not seeking anybody's approval for it.
"Lost in fulfilling my duties and satisfying the needs of others, i had forgotten who i was or what i wanted." "Can't think of one thing that i did just for myself, for my own joy."	Even the realisation that i have dreams and desires of my own that i have forgotten is significant. Rediscovering and asserting the right to wishes, desires and dreams. "i had forgotten that i used to love playing football as a child." "We have a right to do things that we like, just for ourselves."
Women need to be docile, soft-spoken, walk with their heads down and should not be seen or heard	Women can shout, laugh out loud, run, fall, fight, compete
Married women's bodies need to be protected, more so after motherhood. 'i didn't think my body was capable of it. I felt i had lost the ability to engage in physical sports.'	'So what if i am a mother of 3 children. I can still be fit. I can still train and build my physical capacity.' Started believing in and discovering the potential of their own body and mind, even after motherhood.

Sustained Impact of this episode:

Becoming a New Reference Group Exemplifying Positive Norms Change:

- The Mothers have created, or rather, **they have themselves become, the new positive reference point where none existed for the married women and mothers in the community.** The Mothers' own internal journey of struggle, of unlearning and challenging the internalised and deeply entrenched beliefs, patriarchal attitudes, societal expectations and norms is detailed in the table in the previous section. They are successfully managing to rescript the story, first in their own lives, thereby also opening up new paths for others.

- **They have emerged as role models for all the adolescent girls and young women,** who generally believe that marriage and motherhood puts an end to their own aspirations and needs as individuals. They have shown that there is a life and opportunity for learning, growth and discovery of one's own passions and interests beyond marriage and motherhood. They also silenced doubts in the minds of everybody, including in their own minds, regarding the mental strength and physical capabilities of a mother's body, and gave a fitting fight to their opponents in the game who initially took them lightly.

- Above all, this incident and the following experience has inspired and spawned off many similar groups and initiatives across locations. Sports and cultural activities have been adopted as campaign strategies in Bihar, Chhattisgarh and Odisha. **7 Mothers Teams in different villages in Jharkhand are currently undergoing sports trainings and 3 of them are ready to play.** 16 villages have boys and girls groups of 12-15 each engaged in cultural activities and sports. One group of mothers persisting against all odds and breaking new ground has created a revolution of sorts with ripple effects in the entire region.

Being a Harbinger of Normative Changes in the Community:

- As per the local partner, there is enough evidence to suggest that **physical violence in intimate relationships has reduced with growing recognition of women's abilities and achievements and widespread support they are receiving.** Solidarity and collective pressure by women's groups and strategies like 'Thaaali Bajao' have resulted in overall reduction in domestic violence cases and child marriages. Though verbal and emotional violence continues, the women are much stronger mentally to deal with it and respond appropriately.

- Women, from earlier being silent participants in Gram Sabha meetings, sitting separately and engaging only with the SHG agendas, are today actively engaging in and even taking care of Governmental development projects – like Poshaahaar Yojana (nutrition programme), selected as Pashu Sakhi (livestock carers), and even running a Covid-19 centre. Women have got elected to the Gram Sabha and as Ward members too. **From being passive participants and recipients to becoming active citizens and leaders, the women are accepted as significant contributors in polity and governance.**

> " *This case has made it acceptable, and even a matter of pride, for a village, that often celebrates the sons of the soil, to be known by its daughters-in-law too* "

- It is not just young and older women who have found role models. With an **increasing acceptance of women's independent identity and mobility,** parents from different villages are themselves inviting the local NGO to organise sports and cultural trainings in their villages and willingly supporting the aspirations of their daughters to play, travel, study and work.
- This case has made it acceptable and even a matter of pride for a village, that often celebrates the sons of the soil, to be known by its daughters-in-law too.

Amplifying the change by forcing external reference groups to take notice:

- The stories of women's collectives, and specifically The Mothers Team, have travelled far and wide and attracted public attention and support. The print media covered the story extensively and the Oxfam film was publicised on many platforms. **The State Women's Commission invited The Mothers' Team to Ranchi to play a friendly match** on 8 March 2019 for International Women's Day, where they won everybody's hearts and opened up minds.

- Beyond looking at these as opportunities that help amplification of the cause, they can also been seen as critical changes in the narrative and norm for new external reference groups like the Government, Media or University. Poor, illiterate women from a small forest-dwelling tribal community in rural Jharkhand may have never been on the radar of the University, not even as audience. However, **The Mothers' Team got invited as speakers and chief guests in 2-3 colleges, including Ranchi University in March 2021**, where the women were personally escorted on stage by the Principal and felicitated in front of and applauded by 3000+ students. With the women becoming unlikely heroes and instant celebrities with students seeking their autographs, in their own words, the women "felt like we were in heaven!"

- Most recently, the state-owned television **Doordarshan** sought permission and came to the village to shoot a film on the Mothers' Football Team, which was telecasted on the state DD channel in May 2021. This was not just a lasting moment in the limelight for the women and the village, but also **a big endorsement by the Government media which lends legitimacy to such gender justice and norm change work by showcasing them as role models.**

ii) Enablers of Norm Change

This section seeks to explore and document a) what factors contributed to or hindered this norm change work , and b) change in focus and strategic shifts within Oxfam regarding work with women's collectives under the campaign.

Little drops make a sea-change… What worked…

- With few opportunities for learning and exposure, the women, when given the opportunity, soaked up like a sponge, all the information, insights, discussions and debates during the trainings and awareness building activities. The 'monthly meetings' were accelerated and the women met several times in a week and even reached out individually for more information or support. Within a short duration of a few months, they had already **gained much knowledge of gender, patriarchy, rights, laws etc.**

- **The use of sports and cultural activities like song, dance and theatre worked very well to attract the women and convert serious and heavy topics** like domestic violence and legal awareness into easily accessible and interesting learning. Further, the women along with the team enjoyed writing the lyrics and composing songs and scripting street plays on multiple issues that concern them.

- While individual women showed courage to change attitudes and defy stereotypes, 10 or 20 women coming together to stand up for one woman's problems, had an unprecedented effect. **The collectivisation of women helped build their strength and gave them the confidence of success in dealing with cases of violence**.

- Blurring the age criteria for the groups and including younger and older women in **intergenerational group meetings and engagement** activities. Respected elderly women like Subhadra Chaachi attending the meetings and leading the theatre troupe, generated a lot of trust, and many other families started sending their daughters and wives to attend meetings. Similarly, many adolescent girls groups have got inspired by the Mothers' group, which has emerged as a new reference group for the girls and women in the surrounding villages.

- **Exposure opportunities to interact with groups from other states,** especially the Odisha exposure, opened up their world to what is happening outside their village and state, and meet so many women who were trailblazers in their own way. This was very motivating for the women to continue on their unconventional paths with renewed vigour.

- Engaging men and boys was an added strategy in the BNS campaign and done very strategically through sports and other trainings. **These young men became useful allies** to the women's groups for resisting the backlash, and also supported the creation of more such groups.

- The work with Influencers also paid off, with **engagement of pahaan (pujari), teachers, gram sabha members and heads, as well as influential elders** who were all made into allies. One key learning is – "Don't leave out any stakeholder, who might end up creating resistance in future." (KII- Shalini Samvedna, Lokswar)

Oxfam India's Strategic Shift in work with women's collectives under the BNS Campaign

Oxfam India, through its partners, has been working with women's collectives for over a decade. However, following the strategic exercise in 2015, there has been a significant strategic shift which influenced the framing of the campaign as well as the strategy for engagement with women's collectives.

Over the years, the focus and strategy has shifted from primarily support services for survivors to building leadership of women's collectives. It has further expanded under the campaign to cover a whole range of stakeholders including working with men and boys and investing in Youth Champions to take the work forward. Now, with a continuing but smaller component of support services, identifying and addressing social norms is central, with the opportunity for expanding further into livelihood development as an additional strategy towards challenging negative social norms and promoting positive ones (KII-Sushmita, OIN).

To end violence, we don't need to only be fighting against discrimination and oppression all the time - we can also constructively change the ecosystem as a preventive measure (Sushmita, OIN). With an expansion of the agenda towards norm change, there is now a broader basing of issues. It is not just about women facing violence, it is also about the girls and boys who sustain or change these norms and about influencers and other community stakeholders who have the power and influence to catalyse change. **And it is seen that interactions and collaborations of women's collectives with these different groups has resulted in unprecedented and unplanned outcomes and impacts through the campaign.**

While these strategic shifts have yielded much results in terms of addressing social norms, as witnessed through the study of The Mothers' Football Team case, we would like to quote here the words of Ms. Shalini Samvedna, Secretary – LokSwar (WRO and OIN partner in the BNS Campaign in Jharkhand), and one of the key informants for this case study:

> *Changing social norms on gender is a vast goal and a lifelong quest. We have certainly seen significant successes on the ground and inspirational stories like that of the Mother's Football Team have energised the entire ecosystem, spawning off many such ripples. However, I will not delude myself to believe that our work has ended and we have achieved the desired norm change. We have certainly shaken up the foundation and moved a few bricks, but have a long way to go to dismantle the edifice of patriarchal social norms. What this experience has done is, it has reaffirmed our resolve and infused fresh energy and hope for norm change work to be further sustained, in each and every thought and action, every single day.*
>
> *Ms. Shalini Samvedna, Secretary – LokSwar*

B.3.3 NORM CHANGE CASE 3: INSTITUTIONAL COLLABORATIONS FURTHERING CRITICAL PEDAGOGY IN ACADEMIC AND PROFESSIONAL ORGANIZATIONS

Institutions in India have a mandate to be inclusive and ensure gender equality by creating enabling structures and processes. Universities have a greater role in this. Many universities in India have a Women Studies Department. OIN team collaborated with one such department in Utkal University, Odisha. In the following section, effort is to examine how far this partnership has furthered the campaign goal and impacted norm change. Effort was to find out a) what was the excitement in the university for this partnership b) whether it was a formal partnership c) which norms were challenged by the campaign d) which new norms regarding gender equality were established in the institution e) whether institutional partnership was a good strategy for norm change.

 A Good Beginning

The Gender studies course was offered in the university campus after signing a formal MOU with the university, and the women studies department was responsible for its implementation. The participants were from all 27 departments of the university. It was explicitly stated that each department would have to send one boy and one girl for this course. In total 52 students participated in the course. While all departments were forthcoming, the science department opted out of the gender course midway through it. Each month one session was transacted on a mutually agreed upon Saturday by the participants and the OIN facilitator. On many occasions, the faculty members from various departments attended the workshop and mobilized new members. Formal orientation on the course did not happen with departments. However, department heads were briefed about the objective and the process.

Existing Norms	New norms the campaign tried to promote
Gender training is meant for students pursuing humanities	Gender training is for all
Gender is a women's issue	It (understanding gender) is everyone's concern
Gender training is NGOs' agenda	Gender training is university's mandate

Participants were assured of a certificate post successful completion of the course. So, how did these processes enable norm change? It will be premature to claim that this partnership has brought norm change. However, it has certainly contributed to the norm change process by - a) validating and legitimizing the gender discourse b) providing space to progressive faculty members to drive the university's mandate to ensure gender equality d) positioning the women's studies department as an important department. The year-long course has enabled the university to acknowledge that it is meant for all students (boys and girls) and for all departments (Science, Commerce and Humanities).

The Potential

There lies a huge potential to further the norm change process by supporting faculty members and the university to examine the existing structures and dynamics. For example, the anti-sexual harassment committee (ICC) though available, is not functional. Two participants from the gender course (from the departments of Sociology and Philosophy) approached the ICC and registered complaints and justice was delivered to them. The inputs received during the gender course enabled these women to seek justice and held the system accountable.

Institutional mechanisms to fight against VAWG could be put to good use by ensuring all students know about them. The university could organise orientations for newly enrolled students to inform them about the mechanisms available to prevent and address GBV as well as highlight the initiatives taken (this can be done in the form of a report) and reinforce its commitment to gender justice. Normative practices in gender discourse often place the onus on individuals to either commit or omit their actions. This needs to change. Eventually, the onus of addressing gender-based inequality should move from individuals and rest with institutions. For example, the following examples of normative thinking view the individual as the doer, rather than recognising patterns and pushing institutions to make spaces more accessible to all:

- "Majority of students in social sciences are women"
- "Girls should opt for STEM career"
- "Teacher education at school level is dominated by women and the reverse is true for higher education"
- "Most university vice chancellors are men, with just a few exceptions"

'Law won't stop early marriage, empowerment will'

POST NEWS NETWORK

Bhubaneswar, Dec 8: School of Women Studies, Utkal University in collaboration with Oxfam India organised a youth festival titled 'Empowerment Not Age' under its campaign 'Bano Nayi Soch' at here Tuesday.

"The festival aims to sensitise young people about the issues of early marriage and empowerment of young girls. It aims to create conversations and help young people voice against old social systems that promote gender inequality and oppress women and girls," said Akshaya Kumar Biswal, Regional Manager, Oxfam India.

'Bano Nayi Soch' is a campaign by Oxfam India to end violence against women and girls. The campaign calls on men and women to help change social practices that discriminate against women and lead to violence, Biswal added.

"Recently, the central government informed that it is considering raising the minimum legal age of marriage for young women from 18 to 21, ostensibly to delay the age of motherhood, improve nutritional levels among young mothers and decrease maternal mortality rates," he further said.

RAISING AWARENESS

The central government recently stated that it is considering raising the minimum legal age of marriage for young women from 18 to 21

This is to delay the age of motherhood, improve nutritional levels among young mothers and decrease maternal mortality rates

The 'Bano Nayi Soch' campaign takes a hard look at ground realities and evidence-backed research in order to examine whether a legal intervention is the best route to delay the age of marriage

The campaign takes a hard look at ground realities and evidence-backed research in order to examine whether a legal intervention is the best route to delay the age of marriage in young women.

"The evidence clearly demonstrates that a focus on improving young women's lives through better education, employment opportunities, safety from violence, and increased agency all directly contribute to delaying marriage. We know that if women have the opportunity to complete their education and earn money, they are less likely to be viewed as financial burdens that need to be married off at an early age," he explained.

Rukmini Panda, program officer, Gender Justice, Oxfam India, said, "Educated girls have more power to negotiate their marriages with their families. We also know that early marriage in India is the result of several deep-rooted social norms, such as the belief that early marriage will save a woman from sexual violence, assure a lower dowry, prevent elopement and will protect her honour. While there is no evidence to back these claims, these deep-rooted norms are unlikely to shift because of a legal amendment."

"Consequently, the families of 56% of women in India who will likely get married under the age of 21 as per existing evidence, most of whom belong to poor and marginalised communities, will be turned into criminals overnight with the introduction of this law," she added.

"We demand that the government should focus on creating positive incentives for young women and their families to delay marriage, instead of criminalising them through this law," she said.

Utkal Univeristy's first woman Vice Chancellor Sabita Acharya said, "We will make sure that the varsity and all its affiliated colleges provide violence-free and discrimination-free environment to the students."

The Youth Festival organised at Utkal University in Bhubaneswar on 8th Dec 2020 received good news coverage

Similarly, university faculty members along with students' support can undertake a gender audit – students enrolment ratio, number of hostels, quality of food served in boys' and girls' hostels, canteen operation timings, department heads and faculty members, students' council, access to LGBTQ students, gender budget etc. Strategies adopted by the university to address some of the injunctive norms (cited in the earlier section) could be reviewed regularly by students and authorities.

Overall Analysis

Institutional partnership was a clear strategy under the BNS Campaign. It has certainly facilitated youth mobilization and individual transformation in colleges and universities. On many occasions such as in NIT, Kanpur, and in Utkal University these partnerships pushed authority to make some of the structures more gender sensitive. For example, Priyal (discussed in collective actions), from NIT Raipur could install a sanitary napkin vending machine for girls in the campus after filing a petition. These changes within the campus structure (making ICC functional elaborated above and the NIT example) took place by chance and due to individual efforts. Additionally, these efforts have not been showcased enough for others to emulate.

Unfortunately, collaborations with educational institutions in other locations could not be forged and therefore, it will be premature to draw conclusions. Additionally, it seems that those that were forged were meant be strategies for youth mobilization. Having said that, there is a huge potential to reimagine these partnerships wherein rather than being seen as means to an end, they can be reimagined to achieve the goals of norm change and system strengthening.

B.3.4 NORM CHANGE CASE 4. LEVERAGING ONLINE SPACES AS SITES OF DISCOURSE AND BUILDING NEW NARRATIVES FOR NORM CHANGE

OIN has been having an online presence on major platforms like Facebook, Twitter, Instagram and YouTube since 2010 and has been regularly posting content showcasing their work, primarily for public awareness and brand building. The online engagement strategically continued under the BNS campaign, with an enhanced participation of young people and involving several planned spikes* around annual campaign themes each year during the 16 Days of activism and other significant observance dates that saw mass outreach and public engagement. The following section seeks to examine how OIN's online/social media strategy/efforts under the BNS campaign contributed towards norm change, with a specific focus on the #EmpowermentNotAge thematic sub-campaign in 2020.

This analysis covers the following aspects of enquiry:

i. The context and factors that shaped the #EnA thematic sub-campaign and what set it apart from other norm change thematics under BNS;

ii. If and how the sub-campaign contributed to norm change through public engagement and policy influencing, and shifts within OIN as well

iii. What worked and what are the key takeaways from this experience

i) The Context and Differentiators of #EnA Sub-Campaign
This section seeks to examine a) what were the triggers and unique circumstances under which the sub-campaign was designed; b) what set this apart in terms of process and strategies.

The sub-campaign began in October 2020, peaked during the 16 days of activism to end violence against women and then continued into February 2021. The initial trigger came from the news 1of a task-force set up by the Women and Child Development Ministry in June 2020 for considering raising the minimum age of marriage for young women (reportedly from 18 to 21).

While this was being seen by many as a progressive move, ostensibly to delay the age of motherhood, improve maternal health and reduce maternal morbidity, OIN, along with like-minded civil society actors, questioned the efficacy of the move to uproot deep-rooted norms, that are unlikely to shift merely by raising the age of marriage legally, instead criminalizing families, most of whom belong to the poorest and most marginalized communities.

The position of OIN was based on thorough study and observation of ground experiences of norm-change work, and especially on CEFM, over the past few years, which clearly showed that a focus on improving young women's lives through better education, employment opportunities, safety from violence, and increased agency all directly contribute to delaying marriage, rather than merely raising legal age [5].

Thus, the position of OIN and their decision to pick this up as an urgent and topical sub-campaign thematic came as a reactionary response to the proposal of the Government. Unlike previous thematics, this did not have the benefit of gradual and broad-based bottom-up discussion in the conceptualizing and framing of the theme, and the clarity and buy-in for the position had to be built along the course of the campaign.

Further, it is to be noted that this sub-campaign also came in the backdrop of some other key developments that completely altered the way the sub-campaign would have been usually run. Early 2020 saw the world engulfed by the Covid-19 pandemic, with the billion plus population of India under lockdown for months.

This pushed everybody to be locked indoors, with limited possibilities of on-ground meeting and organising, making online engagements the only feasible mode of engagement. Further, some changes in FCRA rules in September also altered OIN's relationship with grassroots partners through whom the ground work used to be sustained, and made conventional bottom-up policy advocacy processes targeted at influencing decision-makers more difficult.

All of this influenced and contributed to the manner in which the #EnA sub-campaign finally took shape – as an urgent, reactionary campaign with a clear policy ask, with centralized planning and messaging, primarily driven through online platforms, opening up new virtual partnerships and new audiences, with a campaign position that was not instantly popular and for which buy-in had to be built during the course of the campaign [6]. (KII - Anushree, GJ Team)

It is in this context that the campaign strategy, target audience, messaging, processes and methodologies are examined.

- Even though the clear policy ask was against the increase in age of marriage, the campaign also came with the constructive suggestion of 'Empowerment' as an alternative, and the thematic was termed "#EmpowermentNotAge" in keeping with the stated Campaign principles of positive messaging [7].

[5] https://www.oxfamindia.org/blog/empowermentnotage
[6] KII with Anushree, GJ Team, OIN
[7] "The campaign messaging will endeavour to be always positive rather than show negative pictures"- Stakeholder analysis_10 June 2017 (00000003) – pg 12

- The efforts of the sub-campaign were ultimately geared towards influencing the policy decision, for which the primary strategies would be convincing policy-makers and advocating through large-scale public opinion-building favouring the OIN position. However, due to limitations explored below, the sub-campaign was largely restricted to questioning and presenting alternative views to the popular and policy position, thereby opening up a discourse on the multiple facets of the issue, which worked well.

- While the legal age change measure would criminalise and inordinately impact the poorest and marginalized communities the most, however, due to the methodologies and online platforms available and chosen, the sub-campaign ended up targeting the urban middle classes who were the most digitally accessible during pandemic times, and thereby 'educating' them on the nuances of the issue.

- However, significant efforts were made to engage grassroots communities and rural audiences too, despite the constraints, with the limited on-ground engagements centred more around building a basic understanding for the position among young people in communities and colleges and quickly garnering voices of support to pressurize for policy change, through networks like Young Voices Group. That way, there was reasonable integration of on-ground and online engagement, though online was the primary platform for the campaign.

- There was clear and systematic messaging from OIN covering a) why the proposed change was problematic [8], b) what were the actual factors that contributed to early marriage, backed by research and ground experience, c) what could be effective alternatives to achieve the desired outcomes, d) what actions could each one take in pushing for the 'right' change through suggested petitioning [9] and publicizing actions, including an elaborate Social Media Toolkit [10].

- Familiar Social Media platforms like Twitter, Facebook, YouTube and Instagram, and new spaces like LinkedIn, were used extensively and quite effectively, a) by OIN directly on their social media pages, channels and website, b) through partnerships with groups like VitaminStree and FII having social media expertise, good online reach and youth following, and c) through young people who have been part of BNS, especially Youth Champions, who amplified the messages and actions online and took it to the ground as well.

- The campaign also engaged other stakeholders like the media (with excellent press coverage)[11], key political stakeholders, including members of the Indian Youth Congress and opposition parties, reaching out to members of parliament, other CSOs through webinars and digital advocacy, and also doctors.

[8] https://www.oxfamindia.org/blog/5-reasons-changing-minimum-age-marriage-bad-move
[9] https://www.oxfamindia.org/blog/empowermentnotage
[10] https://docs.google.com/document/d/1srMKfo5CLfiz1zLPYVXi9BUGyz1aGoMbPAP_J8gDQR4/edit?usp=sharing
[11] https://www.oxfamindia.org/blog/empowermentnotage - articles referenced in the suggested Email to NCW

ii.) Norm Change through #EnA

In the context of the above, this section examines the following questions: a) What are the norms the Campaign tried to address under #EnA? b) How did this thematic contribute to or align with the larger process of norm change under the BNS Campaign? c) What did the campaign manage to achieve
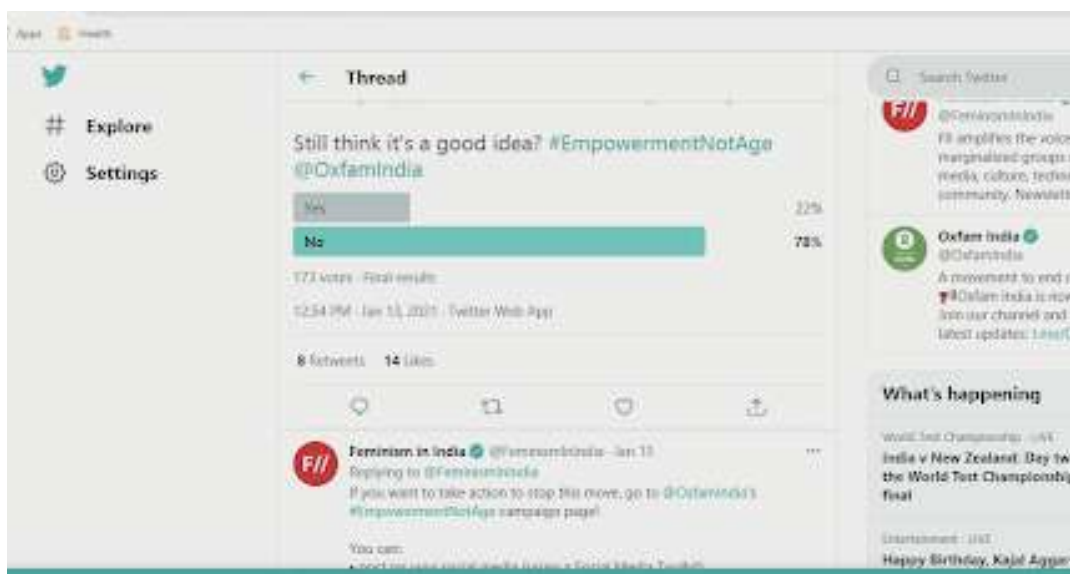
WHAT THE CAMPAIGN ACHIEVED: KEY HIGHLIGHTS

1. OUTREACH AND IMPACT

The social media campaign generated 4,15,903 impressions; 2,05,874 out-reach and 800 active engagements each on Facebook and LinkedIn, including mentions of the campaign in the media. The poll on the FII platform, moved from 88% feeling that the move was good, to 78% disagreeing with the move. To further deepen the dialogue, the campaign collaborated with South Asian Women in Media in a webinar attended by 127 and another one with doctors and health activists attended by 100; both constituencies crucial to shape public opinion. Five op-eds were written to deepen the discussion in The Quint, The Print, Feminism In India (FII), FII in Hindi and the Oxfam India website. More than 500 young people, youth and women's rights activists joined the campaign. Oxfam participated in a consultation called by the National Commission for Women (NCW) where activists firmly laid out opposition to the move [12].

2. RECOGNITION OF RESTRICTIVE SOCIAL NORMS AND THEIR IMPACT

The EmpowermentNotAge theme, besides being topical, was potent in terms of the spectrum of norms it simultaneously highlighted, throwing light on how changing deep-rooted social norms was key to tangible positive social change. While this highlighting, by itself, would not change norms, identifying the web of restrictive social norms and recognizing how they constrain not just the lives and liberties of young girls, but also our own capacity to deconstruct problems and find lasting solutions – is a primary and essential step towards norm change.

I HAD TO DROP OUT OF SCHOOL BECAUSE:

POVERTY — My parents couldn't pay my fees.

DEEP SEATED SOCIAL NORMS — My parents think educating me is an unnecessary burden.

SEXUAL HARASSMENT — I got sexually harassed at school.

POOR FACILITIES — My school doesn't have a girls' toilet, so I miss school during my periods

POOR ACCESS TO EDUCATION — There is no high school in my village.

LACK OF AUTONOMY — My parents found out about my boyfriend and said they had given me too much freedom.

#EMPOWERMENTNOTAGE

OXFAM India

3.PROMOTING AN ALTERNATIVE NARRATIVE

The Campaign promoted an alternative narrative, backed by research and ground experience, regarding valuing and investing in girls' well-being and empowerment rather than adopting legal and punitive measures. In this regard, **it was not just a reactionary campaign, but also solution-oriented, in line with the overall positive framing of the BNS campaign. The campaign at one level, was ultimately about choice and consent,** and allowing girls and young people to take decisions about their own lives without parents or the Government dictating terms – which was very much in line with the previous campaign slogan of #MarziBinaShaadiNahin, and takes it further toward gaining legitimacy.

4. HIGHLIGHTING MULTIPLE MARGINALISATIONS AND INTERSECTIONALITY

A Key highlight is that the campaign also foregrounded multiple marginalisation and the intersectionality of class, caste and poverty with gender justice. By showing the link between poverty and early marriage, it forced the general public to consider people in poverty as 'victims' rather than 'offenders'. The Campaign afforded an opportunity for recognizing how social position can colour perceptions and its consequent impact on large-scale policy and legal change. This is an essential contribution towards norm change.

5.CONSCIOUSLY ENGAGING REFERENCE GROUPS HITHERTO NOT FOCUSED ON

The Campaign effectively engaged the urban, educated and relatively elite middle class, who do not see this as 'our problem', and yet have an opinion on the same, "especially educating the supposedly 'woke' urban audiences - who often feel entitled to decide for the poor" - regarding the ground realities, research and nuances in the issue. [13]Even if not fully changing perceptions and beliefs, the campaign was successful in raising questions and forcing people to consider other perspectives, backed by data and experience, rather than go with assumptions and prejudices. While it drew the middle classes out of their comfort zones, OIN too moved out of its own comfort zone to reaching out to such constituencies.

[12] Issue No. 3 April 2021-pg 16 - https://drive.google.com/drive/u/0/folders/1UikAJYhmnRdF5s3LnJ_Cn_nJ1LhX2W8B

Free/affordable higher education	Restrictions will increase, rapes will increase, stricter monitoring.	Include Rights education as part of school education	If age increases, child marriage will increase. Families wait till 18 years with great difficulty- if this increases to 21 years, they will not wait.
No pressure to marry early		No violence on streets & No sexual harassment at school	

We wish girls and boys could meet openly, talk openly, live together if they wish to, get married if they wish to, young people should have these rights, just now we have nothing

If we don't want to become mothers we should be able to discuss this with our partners

Allow us to explore relationshi ps and our sexuality safely and with dignity

More options in higher education in rural areas

Access enabled through safe transport

My control over my body and without being ashamed about it

Society needs to value girls and ask us about our opinions

Run a mass awareness campaign against gender discrimination

iii. What worked and what are the key takeaways from this experience

What worked:
- Shifting the thrust of the targeted policy-change campaign, from political mobilization, to educating the youth and middle classes, as also decision makers and influencers [14], given the circumstances and constraints posed by the pandemic, was a smart strategic move. The campaign did well in terms of generating debate and discussion on the issue, even if a change in policy that has been championed by the Prime Minister himself, seems difficult.

- Despite constraints, the campaign pushed for democratising the process of policy-making, putting young people at the centre. Where young people are generally at the receiving end of decisions regarding their lives, the campaign's exhortation to "Treat them as Adults"[15], positioned it as young people taking charge of their own lives and choices, which worked very well, despite the otherwise complex position.

- Significant efforts were made to build ground-level buy-in for a centrally-planned, urgent and reactionary campaign. The collaboration with the Young Voices Group which gathered opinions of youth, Champions who took the messages to the grassroots communities, the individualized engagement on social media – all showed sincerity of purpose.

- The partnerships with FII and VitaminStree for digital advocacy, collaborations with various groups like SAWM and other credible civil society groups, as well as the mobilizations at the grassroots through Champions and youth groups, despite not having formal partners on board, was creditable. They succeeded in creating a buzz and garnered significant media attention as well.

{13} KII – Anushree, GJ, OIN
14] - Issue No. 3 April 2021 – pp14-15https://drive.google.com/drive/u/0/folders/1UikAJYhmnRdF5s3LnJ_Cn_nJ1LhX2W8B
[15] - Oxfam Position Note on Age of Marriage

What could be better:

- Though the campaign framing was envisaged by OIN as positive messaging, large sections of the public seemed to perceive the campaign as 'against' an increase in age which had 'obvious benefits' – thereby creating a negative perception and polarizing positions further. Titles like "5-reasons-changing-minimum-age-marriage-bad-move" seemed to further present it as 'good vs bad'. Perhaps framing the same campaign as an invitation to explore – "Empowerment, Not Age?" Or "Empowerment, Not Just Age" – may have invited more people to engage in dialogue, to try and understand other points of view.

- For a nuanced and complicated issue as this, it is critically important to first build a strong base of internal clarity and consensus, both within OIN and among constituencies worked with directly, before amplification of the position publicly. This would help reduce backlash, build greater buy-in, and create more ambassadors for the cause, who speak with conviction.

- As identified by the Impact Report, the campaign tended to focus more on digital advocacy than political mobilisation and stakeholder engagement, which was a drawback for the campaign. With the COVID crisis severely limiting the on-ground mobilization, it would help to have both legs of the campaign equally strengthened in future [16].

- Owing to the circumstances in which the Campaign was run, it ended up being more of centralized planning of messaging and methodologies with diversified dissemination. With greater clarity and buy-in among primary constituencies, other ways could be found to decentralize the process of perspective building and planning, starting with drawing experiences and ideas ground-up, which will further build ownership for the cause.

[16] #EmpowermentNotAge Campaign: Impact Report

C.KEY INSIGHTS ON NORM CHANGE FROM THE BNS CAMPAIGN

- It is useful for a gender justice programme to have a **multi-pronged approach of working simultaneously with adolescent boys and girls, young people, men and women in the same community**. In the BNS Campaign, this had resulted in many touch points within the same family and helped prepare the soil for sowing the seeds of change – it may be seen that young girls find greater support to delay marriage or continue education, women get greater understanding, support and freedom and considerably less backlash, and participation of young boys in care work etc. is more acceptable and encouraged within the family.

- The multi-stakeholder engagement approach, which includes men's engagement as a strategy, has proven to be effective in ensuring their involvement with gender issues. While it is accepted that women are "direct" stakeholders in the gender discourse, it is easier for men to believe that somehow they are not associated with the problems surrounding gender. When partnering with an educational institution or working with spaces dominated by men (Gram Panchayats, Gram Sabhas), the members of that institution are obliged to participate in the campaigns that the institution ascribes to. More often than not, men do eventually realise that they are also direct stakeholders in the gender discourse, and their previous indifference is replaced with an active interest and sensitivity.

- It is abundantly clear that **working with young boys and girls simultaneously is essential and has proved to have multiple benefits**. The absence of the other gender's perspective and experience leads to a lack of holistic understanding and acknowledgment of nuances of any gender issue. Moreover, engaging with the different genders in an isolated manner can also lead to the creation of echo chambers and a consequent hostility toward the "other" gender.

- The study found that there lies huge potential in institutional collaborations and this strategy need reimagination. Institutional collaborations can contribute immensely to the norm change process, if a) perceived as sites for norm change by bringing systemic reforms, creating best practices for gender equality b) start recognizing individual and collective actions by incentivizing and scaling up change processes and c) decide to be the new norm on gender equality (gender course is offered part of credit course irrespective of the discipline studied; inviting celebrities like Dutee Chand, Women's football team to big day celebrations etc.). By introducing new practices (discussed in Case Example 3), institutions will receive gender sensitive tag and be seen as progressive ones. This aspiration is possible, only when these collaborations are rather than being seen as means to an end (outreach spaces for youth mobilization), reimagined to achieve the goals of norm change.

- There is increasing evidence of cumulative norm change impact through intergenerational work with women and young girls. This is evidenced in the study of many long-term community-based programmes which involve working with both older women and young women and adolescent girls. While it is hard to show evidence for it within this campaign, given that it is only 5 years old, However the cumulative impact of years of work by partners with women in the community, coupled with the recent focus on adolescent girls and young women through the campaign, has clearly led to accelerating the pace of change.

- The online social media platforms such as twitter, facebook, instagram and LinkedIn have been leveraged effectively in reaching out to masses and pushing conversations with public at large on gender issues. By providing a counter narrative, these spaces have empowered marginalised groups especially rural youth, people from minority sexual orientation communities and women who are subjected to GBVs. They identified with the issues discussed and engaged with them for information, courage and solidarity. However, the flip side is that there exists a big digital divide in terms of access to these platforms, the content it produces and language used. While it's role in amplifying positive stories and giving legitimacy to grassroots struggles is huge, it is far from a level playing field and actions primarily relying on social media need factor this in.

- Linking livelihood options with gender norm change work helps accelerate and sustain gender justice work. Adding an economics angle to norm change work helps engender the support and acceptance of other family members, reduces resistance and makes it easier to enroll women and girls, as there is an immediate tangible gain to the family. Moreover, by drawing out women from homes and into public spaces, it indirectly blurs the classic private space-public space gender divide. While more focus could be given to this under the BNS campaign, a few initiatives have already taken off on the ground. Eg., Sheetal Samooh in Chhattisgarh is improving their economic standard by engaging in different businesses.

- Norm change requires building public opinion around new norms. The initiatives taken by different participants to bring about positive change in the society were recognized and publicised during the BNS campaign. Amplifying and reinforcing the changed norms by publicising the actions and successes through credible platforms have sustained the gains from the campaign. As elaborated in the earlier collective action section, many new groups have emerged and are valued by the villagers and community members for the positive role they are playing in addressing gender inequality.

PART V

YOUTH ENGAGEMENT IN BNS CAMPAIGN

A.FRAMEWORKS FOR ANALYSIS OF YOUTH ENGAGEMENT

i) Youth Development Approach

Young people, given their sheer numbers, energy, curiosity and creativity, are the favourite demographic for being 'drivers of change', whether in political mobilisation, business or social development work – and rightly so. However, the dominant approach to youth work i.e. Youth for Development (YfD), looks at young people as a means to an end, who may be instrumentalized to achieve developmental goals without their own specific needs being addressed. The seemingly well- intentioned youth-for-development programmes neither recognise the needs of young people, (as most of the programmes have pre-determined goals and methodology and are top-down in their planning) nor do they challenge structural inequities, and often reinforce hierarchies. (Mishra, 2014).

An alternate approach in youth work is the Youth Development (YD) approach, which is being influenced by both deficit and asset perspectives. The **deficit perspective** seems youth-centric in focus, but assumes that young people *lack* the required skill, information and knowledge and hence, these need to be developed. The YD approach from an **asset lens** emphasizes that young people have the potential and we need to nurture their potential, broaden their understanding about issues and build their leadership skills so that they can become changemakers. It refers to processes which are youth-centered and focus on the young person and his or her development as a worthwhile end in itself. This approach neither sees the young person as a 'problem' that has to be addressed nor as a passive recipient of services; rather, it sees the young person as a partner in addressing development problems while nurturing their potential. It uses different strategies to support their personal transformation and develop the skills of young people to become responsible citizens.

	Dominant Approach	**Youth Development Approach**
Perspective	• Youth as 'means to an end' • Youth are 'giving' time and 'sharing' skills	• Supporting Youth to develop their potential • Youth are 'taking' away new learnings and 'gaining' skills through experience and exposure
Process	• Focus on task accomplishment • Outcome oriented	• Focus on building potential of young people • Learning oriented
Feeling	• Helped, Contributed and Used • Completed the task	• Learnt and grown • Followed one's passion
Change	• Led by NGO / Programme Officers • Leadership is limited to project / campaign • Initiated to bring a change	• Led by young people • Leadership is a way life • Taking initiative leading to personal transformation

Source: Patang, 2012

However, it will be erroneous to assume that programmes designed from the youth-for-development approach do not bring any positive change. This approach helps large scale involvement of youth, building awareness about issues and impacting them (Mishra, 2014). The YD approach believes in creating an enabling environment for young people to experience change and succeed, where the outcome is not measured solely by what has been accomplished by the youth, but also by *how* it has been accomplished and **how it has enriched th**e youth's life.

ii. Ladder of Participation

While analysing Youth Participation, one of the best known models is the 'Ladder of Participation' developed by Roger Hart (1992). The ladder features eight "rungs" that describe the characteristics associated with different levels of decision-making agency and control, or power that can be given to children and youth by adults. An overview of the different levels is provided in the diagram below.

It is important to note that this ladder was not created to suggest that we have to be "at the top" rung always, but rather, that we ought to be able to reflect, identify and move out of the lower rungs of non-participation, and think of ways to genuinely engage children and youth.

Hart stresses that the ladder forms a starting point for thinking about youth participation in projects, rather than providing a finished model. It helps us think about where we really are and where we'd like to be in terms of youth participation in our programs. It suggests that young people must have a certain level of empowerment, responsibility, and decision-making power to participate meaningfully in change processes. This further reinforces the argument for investing in a YD approach for enabling true participation and partnership of youth. The quality and nature of the relationship between youth (as role models and champions) and other stakeholders reveals the extent of adults' respect for and confidence in young people's decision-making agency and judgment, and their openness to change.

Ladder of Participation

8. Youth-initiated, shared decision with adults
7. Youth-initiated and directed
6. Adult-initiated, shared decisions with youth
5. Consulted and informed
4. Assigned but informed

Degrees of Participation

3. Tokenism
2. Decoration
1. Manipulation

Nonparticipation

- Mishra, R. (2014), Rethinking Youth Work in India: Does Youth Development Approach Make Sense? A chapter in the book "Social Entrepreneurship: A livelihood option with social transformation", p. 36 – 40.
- Small, S. And Memmo, M. (2004), "Contemporary Models of Youth Development and Problem Prevention: Towards an Integration of Terms, Concepts, and Models", Family Relations, Vol. 53, No.1
- Adapted from Roger Hart's original 1992 illustration of the Ladder of Children's Participation from 'Children's Participation: From Tokenism to Citizenship'

B.ANALYSIS OF YOUTH ENGAGEMENT STRATEGIES IN THE BNS CAMPAIGN USING THE ABOVE FRAMEWORKS:

This section discusses the gradual shift in the campaign from a Youth-for-Development approach towards a more Youth Development approach and analyses the growth in ownership for the cause and leadership demonstrated by youth during the course of the campaign using the Youth Development lens and Ladder of Youth Participation frameworks as reference.

Any campaign that aims at social norm change involving young people will do well to strategise itself along youth development principles. The hallmark of a programme designed along youth development principles is that, besides seeing them as social change agents, it invests in young people as an end in itself, intentionally incorporating a Self-to-Society learning and leadership journey model into the design. In other words, rather than event-based or issue-based activities, it engages young people in a sustained way through skillfully **facilitated impactful experiential processes spanning self-development and social change.** These are processes that facilitate young people to reflect on and deep dive into one's own life journey and lived experiences, and link it to their understanding and response to what is happening in the world around them. Besides creating safe spaces for these explorations, they also consciously make room for cross-border interactions with 'others' – whether in terms of gender, sexual orientation, ability, religion, caste, class or geography. This starts off an intensive process of reflection and action, and further reflection, which helps the youth make shifts in their own values, attitudes and behaviours and question and challenge social customs and norms.

In the following pages, the case is made to show that the BNS Campaign, through the course of its evolution, moved from a youth-for-development to a more youth development centric approach, with consistently increasing youth participation in both quality and quantity, which has helped to increase felt ownership and demonstrated leadership. While this appears to have happened more by default than by design, it has nevertheless helped build sustainability of the campaign, as clearly evidenced through Collective Actions and when ongoing plans were disrupted suddenly due to the pandemic and lockdowns, but youth-led actions still continued locally.

This section examines

- **What did OIN do different from the dominant approach and how did it build ownership young among people to "be the change" – Bano Nayi Soch?**

- **What worked with/for youth in the BNS journey and contributed to their enhanced participation?**

(i) Analysing the growth in youth leadership and ownership in the campaign

We have discussed some of the strategies OIN adopted successfully to get the attention of young people in the Norm Change section (refer to men engagement section p.34). In this section, we would elaborate what worked for young people in the campaign and what sustained their interest in the campaign, viewed from the youth lens.

As mentioned earlier, the Ladder of Participation provides a framework to assess the scope of youth participation in a programme. According to Roger Hart (1992), the quality and nature of relationship between youth and other stakeholders is a key indicator to ascertain young people's openness to change. It is clear from the documented and anecdotal evidence that **young people felt valued during the BNS journey**. The broad theme of GBVW, while being discussed with boys and girls, was not positioned as a "Women's issue". The way topics were discussed and facilitated helped them connect with the issues as their own.

Himanshu Kumar from Patna College said, "We joined this course with a perspective that this would be a regular gender education course which will tell us about gender discrimination issues against women. But we felt good, when in the first offline session, we were given an opportunity to share the challenges faced by us, being men. This gave us greater confidence and ownership regarding the issue, by relating to our own experiences of gender stereotyping.

Similarly, Prince, urban Champion from Bihar, was given an opportunity to accompany the OIN team to Jharkhand to witness the ongoing youth festival and capture it in photographs, given his interest in the visual medium. This is where he met with The Mother's Football Team. He was so moved (in his words "shocked") by The Mother's Football Team story that instead of just photos, he proposed to make a film on them and the space for the same was immediately created by OIN. He was supported to interview the football team members in gaps (such as lunch and tea breaks) between the scheduled activities and shoot a video on the Mothers' Football Team. This finally took the shape of a film which has been widely viewed and shared on various fora and become synonymous with the Campaign. This instance shows that **making space for and supporting this young Champion's interests, skills and excitement**, has resulted not just in the Champion taking greater initiative and showing ownership, but also benefitted OIN in showcasing its work and impact in new ways.

Like Himashu and Prince, Sasmita from Odisha was going through immense stress when her marriage was fixed without her consent and she was being forced to marry by her immediate and extended family. During that period, she says, the OIN members were continuously available to her for conversation and supported her stand with empathy and clarity, without imposing their views on her. These nurturing relationships, where **young people were valued without being judged or manipulated**, and the **safe spaces available for them to build clarity and take a stance**, inspired confidence in young people's decision-making agency and judgment and encouraged young people to bring their personal struggles to the shared space. The involvement of youth, which initially involved them being assigned a specific task, changed as the relationships evolved. Gradually, young people started having an increasing say in the adult-initiated decision-making processes. The decisions were not forced upon the youth. For example, post a discussion on gender, identity, and discrimination, young people agreed on a task to prepare one-minute long videos capturing gender differences in society.

While the task to make the videos was adult (facilitator)-initiated, the young people had the freedom to capture anything they thought represented gender differences, from their experience. **This process of co-creating learning spaces, where adults are not seen as "givers of knowledge" and young people as mere "passive recipients of knowledge", dissolved hierarchies, and made young people feel more worthy and equal.**

The effort to include young people's voices across the country during the #The EmpowermentNotAge campaign and bringing their Asks to the policymakers is an excellent example of building ownership among young people, by respecting the diversity of voices and experiences. During the campaign focused on the contentious issue of increasing the age of marriage for girls, all opinions, including contrarian, were welcomed and received equal weightage in the recommendation section of the report submitted to the policymakers. **Creating non-judgmental spaces to bring one's experiences, ideas and views, further cemented the relationships between the stakeholders and developed ownership for the cause at hand.**

The strategy of creating the structure of BNS Champions, a unique category created and nurtured during the course of the campaign, positioned young people as primary stakeholders and promising leaders, and also turned into an amplifier and sustainability strategy for the Campaign. This worked well for all the stakeholders. This new category of youth identified as BNS champions enabled the Campaign to climb several steps in the Ladder of Participation framework which emphasises on processes to be increasingly youth-initiated and directed. This structure resulted in creating a cadre of youth icons locally. It has inspired many young people to lead change processes independently and in groups, on issues of their choice and at various levels. The challenge to sustain the campaign objectives was addressed by the Champions' structure, and the result is there for everyone to see (Refer Collective Actions section for further details).

There were efforts by OIN at all possible stages to create platforms for youth to come to the forefront and others where youth made their own paths and claimed their space. Five young people from five different regions spoke at the Konark Youth Festival inauguration ceremony, Youth Panels were encouraged during different activities, and intergenerational interactions were carefully curated, furthering the cause of building youth leadership and inspiring confidence in youth to lead the change processes at their own pace and levels. The collective action section (refer p. 23) is testimony to the fact that most social actions were initiated by youth. In many instances, young people are initiating action without necessarily waiting for adults' guidance or approval. During the first lockdown imposed due to the Covid19 pandemic, a young boy was being forced to get married before the legal age of marriage. Youth in Kalahandi, Odisha took up the case with the appropriate stakeholders including Government authorities, and the marriage was averted. There are many such instances where young people initiated action without waiting for direction from adults.

Though not consciously designed, the youth Champions anyway underwent a personal transformative journey from self to society, through impactful experiential processes (processes which made young people to reflect and deep dive into one's own journey in life), for example, the youth festivals enabled young people to meet with their peers from other genders / sexual orientations, from different religions, caste, and geographies. These cross-border interactions (though unstructured and unintended) took young people through a process of churning during the BNS journey. They were constantly getting challenged and were reflecting on their own attitude and behaviour towards other genders and worldviews.

> "**"They come to the training as individual members but leave as a team with a larger purpose. This transformation is hard to witness through an online course"**
>
> **Sushmita, OIN, Patna**
>
> *(In response to a question about the importance of structured and unstructured spaces for gender work and the need for continuous engagement with young people for greater impact)*

The insights from the interactions and exposures enabled them to question themselves and the various discriminatory practices prevalent in society at large. These processes contributed immensely to the learning process of the youth and would have been even more impactful if they had been intentionally planned and consciously facilitated as a journey.

However, these learnings did not come without a cost. They were labelled, ridiculed, and faced backlash for breaking the stereotypes, questioning gender-based discrimination, and demanding their right to consent in marriage, and choosing their own path in life. During the BNS Champions Workshop organized as part of data collection for this study, young people shared that they constantly face backlash from society. The team which runs the "Gender Talkies" social media page (this page critiques mainstream films from a gender perspective) gets trolled by the followers of celebrities, who don't appreciate critiques of their films. However, the young people perceive this backlash as a "success", as they are getting noticed for the right reasons. They deal with this by taking screenshots of the comments and circulating among friends and laughing out at them. One young BNS Champion from Kishanganj, Bihar who has stopped many CEFM in her community is mockingly named "*Shaadi Roko*" (stop marriage) by the villagers. Initially, this label bothered her a lot. Her peers counselled her that she should wear this as a badge of honour as she has found a new identity where earlier she had none, and now she and her work are getting noticed. **Young people seek support from peers, their mentors, and sensitive adults to face the backlash they encounter. They devise their own mechanisms to face these challenges. The BNS campaign, by constantly encouraging young people to initiate change in their communities and recognising them for their actions, nurtured their leadership potential at each stage**.

During the study, it was found that **young people have deeply internalised the values linked to gender equality and this internalisation has provided them with a lens to examine diverse day-to-day experiences and unravel subtle manifestations of gender discrimination.** During a discussion at the Champions Workshop (young people shared that though there are many issues impacting young people, they have chosen to act on issues linked to gender as they find a personal connection with this theme due to their lived experience. Priyal (currently studying in NIT, Raipur, and hailing from a Marwari family) says that the lack of encouragement in her family to pursue professional courses pushed her to engage with gender issues. On the other hand, many girls identified with the themes such as ECFM and VAWG, because they were compelled to marry early and their consent was never sought for decisions linked to their marriage, education and career. Many have either witnessed domestic violence in their homes or in the neighbourhood and have also been discriminated against during their periods. **Young people personally connected with the campaign themes and were provided plenty of opportunities to deep dive into the above issues, thereby making it feasible and attractive for young people to address some of these concerns.**

The Collective Actions section is testimony to the fact that young Champions owned the cause of gender justice and have made a huge impact through their courage and actions. Priyal, after supporting her sister to pursue a professional course, filed a petition in her institute to install a sanitary pad dispenser. Her objective was to normalize the conversation around menstruation and menstrual hygiene in her institute.

According to the Ladder of Participation (Rung 7 - Young people lead and initiate action), **the prospect of identifying and initiating action which young people are passionate about enhances their participation and ownership as they get the freedom to choose and experiment. The campaign not only provided this space to initiate action but also recognised them by amplifying their stories and struggles in appropriate fora. The action being validated by a credible entity like OIN enabled young people to negotiate their position with their primary reference groups – parents, educational institutions, etc.** They got not just permission, but even encouragement, from family and educational institutions to pursue their ambitions and passions. On the contrary, young people shared that they stopped engaging with initiatives/ organisations which treated them as mere attendees or service providers (Rung.1 Tokenism in Ladder of Participation). Therefore, it could be safely concluded that the BNS campaign was driven from a youth development perspective and encouraged active participation of young people, and nurtured their leadership skills.

C.KEY FINDINGS AND LEARNING ON YOUTH ENGAGEMENT FROM THE BNS CAMPAIGN

Partnerships with youth organisations expanded the depth and scope of youth engagement for gender equality. The campaign took a conscious decision to work with youth organisations. This has resulted in two important developments – One, it strengthened the capacity of youth organisations by integrating a gender lens into their work and thereby positioning progressive youth organisations as important reference groups for youth and gender justice work. Two, collaboration enabled greater and deeper youth participation, which is hard for a single organisation to create. Gender inequality is all pervasive; therefore it opens up the door for multiple-entry points and non-conventional collaborations. Programmes working on environmental issues, skill-building etc. are usually missed by organisations working on gender equality, and therein could also lie partnership opportunities for social norm change.

Walking the thin line between youth development and youth for development approach. The subtle differences between these approaches have been explained in the beginning of this section. During the study, it was found that OIN team members were inherently guided by the youth development approach which emphasises investing in young people and honing their skills. The BNS journey (refer to p. 17) substantiates the claim that the campaign invested hugely in changing the attitude and behaviour of youth by organising online and offline courses, facilitating FAM, organising youth festivals etc.

However, some of the reports reviewed and interactions with members suggest that there is lack of clarity among all the stakeholders regarding the YD approach. For example, the Samanata Saathi Report submitted by Diksha Foundation (refer p.2) envisions the possible change the programme will bring in the society through these youth ambassadors, but does not clearly spell out what kind of change it first wants to see in the youth before that happens. Lack of clarity on the approach to youth work runs the risk of instrumentalising young people and they may end up feeling 'used' by organisations who treat them as change agents without young people's own needs getting addressed.

Learning is a process and not an event. Behaviour change requires time. No single activity is powerful enough to bring attitudinal change. As though recognising this, the BNS campaign has ensured that young people go through many intensive learning processes. However, what was missing is a clearly articulated, systematic process map for facilitating an experiential journey from self to society for young people. For example, some young people had received many learning opportunities while others had limited exposures. A large scale campaign aimed at attitudinal change needs to have a clear input - training plan. Therefore, there is a need to structure and sequence these learning processes and introduce it as a journey with clearly identified mandatory and voluntary processes.

Cross border interactions resulted in greater learning. Opportunity for cross border interactions facilitated understanding of gender issues in diverse contexts. Meeting with young women from remote villages who stood for their rights inspired young men from towns and cities. Similarly, seeing married women playing football in shorts forced young boys to own up to the gender stereotypes and perceptions prevalent in literate and urban communities about 'others'. Opportunity to make friends with people from LGBTQ+ community enabled youth to understand gender beyond the male and female binary. It supported youth to appreciate the intersectionality of gender and link it with class and caste. The #EmpowermentNotAge campaign further underlined the fact that youth is not a homogenous category and facilitated dialogue and the need for accepting differences in understanding gender based norms. This cross border exposure expanded the scope of collective actions – from child sexual abuse to inter-caste dining.

Having the right kind of team which understood gender issues and was equally proficient in designing, facilitating and mentoring youth from diverse groups contributed to the success of the BNS campaign. Youth as a constituency is averse to prescriptive and preachy measures and like to question and rebel. They seek acceptance and validation for their explorations and not ready-made solutions from adults.

It requires a deep understanding of youthhood and exceptional skills to accept young people with all their quirks and limitations and yet show them a mirror to reflect upon without being judgmental. All the OIN members and partners interviewed during this study demonstrated the required skills and sensitivity to make young people navigate through their triumphs, self-doubts, and backlash. However, such an important and intensive programme cannot rest on a few individuals' skills, but this needs to be integrated and institutionalized in the programme. Moving forward, therefore, it is imperative that a campaign like BNS will need to consciously invest in training, perspective- and skill-building of a strong team that has a good understanding as well as skills essential for gender and youth work.

[1] Samanata Saathi Project Report, Diksha Foundation, P.5)

PART VI

INSIGHTS AND LEARNING FROM THE BNS CAMPAIGN AND STUDY LIMITATIONS

A. KEY INSIGHTS FROM THE STUDY

- The framing and naming of the BanoNayiSoch: BunoHinsaMuktRishtey (BNS) Campaign - being positive, constructive, inclusive, non-threatening, inviting and solution-oriented, without underplaying the VAW issue - is unique in the VAW space and worked very well to secure engagement of multiple target audiences and stakeholders. It was ensured that there was consistency of this principle in thematic framing and messaging throughout the course of the campaign, which strengthened the campaign approach.

- Integrating a long-term norm-change campaign with on-ground programmatic work was a very smart and well-strategised move, which helped the campaign rationalize resources as well as capitalise on the ground already covered by intensive grassroots work over the years. However, while this layering in principle is effective, it needs to be backed by integration of the perspective into every level of planning, especially in building monitoring systems and structures that separately serve the campaign beyond the programmes, in order to extract the outcome and impact from a norm change perspective.

- A wide range of innovative partnerships and collaborations have happened throughout the campaign, with various strategies covering all levels across the ecological framework, primarily from the viewpoint of outreach and mobilization, or amplification. However, these collaborations in the campaign could be viewed from the lens of norm change as well. It needs to be explored how the choice of collaborations and partnerships can themselves serve as potent sites of norm change and shifting the discourse, thereby being both a means and an end in themselves.

- Working with men and boys is now an accepted strategy in gender justice work. While the campaign has explicitly committed to the creation of and working with adult men's groups, there needs to be a clear strategy or plan for their further engagement, and ways to capture evidence of its contribution to the process of norm change. While the campaign has successfully worked with young men and boys through curricular training, courses and institutional partnerships, engaging adult men, given their limited availability due to livelihood and migration, is a specialized area and requires focussed attention to understand their needs, constraints and motivations, and tailor the intervention accordingly.

- The 3 step process of norm change has been well-applied in the campaign. However, it could do well to further recognize the multiple layers to the norm change work, with the 3 step process operating simultaneously at multiple levels, accelerating the norm change process exponentially. Investing in young people as Champions has resulted in a multiplier effect with respect to outreach and impact of the campaign, with many new youth groups being formed and collective actions for norm change being initiated. This has scaled up the impact of the campaign with each investment in one young Champion leading to multiple others being impacted, which needs to be captured and owned by the Campaign. The layered intervention and its impact requires to be clearly strategized, supported and systematically recorded to truly understand the scale of impact enabled by the campaign.

B. LIMITATIONS OF THE STUDY

This study has some limitations in the following four areas:

- **Sampling:** The study had planned to cover multiple primary respondents from the field for the KIIs and Champions workshop. However, owing to limited mobility and availability of respondents due to the Covid-19 pandemic, the respondents were purposively selected in consultation with the regional Oxfam teams keeping the parameters of availability, convenience and representation. While this resulted in the number and diversity of primary respondents increasing for the Champions workshop, the KIIs relied on fewer field respondents, with them also sharing from the perspective of their significant reference groups. The study acknowledges that this may have brought in some subjective bias.

- **Data availability:** A major part of the study depended on desk-based analysis of published and unpublished sources, and thus was limited by the availability and accuracy of secondary data. Data gaps and data inconsistencies noted were clarified and rationalized in consultation with the OIN team, and the data sources finally used have been clearly indicated in the report.

- **Methodology:** The original plans of travel to field sites for face-to-face interviews and on-ground workshops had to be dropped, owing to lockdowns and travel restrictions imposed due to the second wave of the Covid-19 pandemic. The methodology and design, therefore, was adapted to suit the virtual space. Though video interactions happened through online platforms, the qualitative study was limited by the lack of physical presence on the ground and face-to-face interactions, which would have provided opportunities for better observation and validation.

- **Analysis Frameworks:** The study has consciously chosen specific analysis frameworks to analyse the findings, which have been clearly outlined and justified in the Methodology section. The learning and recommendations from the study are thus subject to some degree of intentional bias and limited by the limitations of these frameworks, and need to be read in this context.

PART VII
KEY RECOMMENDATIONS

RECOMMENDATIONS

1. Norm change is a very nuanced, layered and complex process. For a strong conceptual framework to be carried through to the on-ground implementation level, it is recommended to have a proper framework and training for all levels of implementers for integrating the norm change lens throughout programme design, delivery, documentation and evaluation.

2. The study validates and reinforces the important role young people, and more so, Youth Champions, play in sustaining and deepening the campaign and therefore recommends development of a consciously planned youth engagement strategy based on Youth Development principles, and specialised training for the team in design and facilitation of structured self-to-society experiential journeys for young people.

3. Collective Actions are not just an outcome of NGO-led interventions, but also the trigger and ground for the next level of outcomes, led by the PWW. In order to capture this large body of secondary outreach and impact of the Campaign, the study recommends investing in customised systems and processes for identifying, nurturing, tracking and documenting collective actions.

4. The virtual space can serve as a platform for amplifying positive norm stories, opening up a discourse, and building solidarity especially for marginalized groups, but can also polarize positions and deepen inequities. The study recommends further study of examples of large-scale virtual campaigning and mobilizing across the world, and in India, to understand better what makes it work or turn counterproductive.

5. Lastly, social norm change is an emerging area of work and distinct from individual success stories and attitudinal change, and requires specialized parameters, tools and indicators to track and measure the same. The study strongly recommends further research for developing a specialized monitoring and evaluation system, specifically drawn up from a norm change perspective, for consistently maintaining and tracking relevant data throughout the campaign, which will help in assessing final success and impact. This would be a pioneering initiative, which will enrich the norm change sector as a whole.

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ANNEXURE - 1. WORKSHOP OUTLINE

Online workshop with BNS Champions
23-25 April 2021 on Zoom

Objectives:

- To meet and interact with BNS Youth Champions from 5 states who were actively involved in the BNS campaign and document the campaign journey as perceived by them
- To capture the most exciting and impactful experiences from the campaign as identified by the Champions
- To analyse youth leadership development process, created and facilitated through the campaign
- To map and document collective actions initiated or participated in by the Champions for advancing gender justice locally

Time	Objectives and session flow	Facilitators
	DAY I	
2.00 - 6.00pm	• Welcome and Introduction • Context Setting • Agenda Sharing • Part 1 - Campaign journey mapping (Individual Journey) through guided meditation and art work	Nirupama Anushree Rita Patang Team
	DAY II	
2.00 - 6.00pm	• Recap • Energizers • Part 2 – collective journey map (Map collective journey elements in Padlet – (separate for rural and for urban) - and identify key milestones	Nirupama Patang Team
	DAY III	
2.00 - 6.00pm	• Recap • Energizers • Introducing Ladder of Participation • Self reflection on leadership jouney • Sharing nature of participation in the campaign • Feedback and Closure	Nirupama Rita Patang Team

ANNEXURE 2. INTERVIEW SCHEDULE

Key Informant Interview Schedule (a sample) used with OIN member, Patna is given below

Date -
Place / Mode -
Interviewer -
Interviewee -
Designation -
No of years of experience in Oxfam -
Kinds of projects handled:

- During the last interaction, you had said, at one point, that you were grappling with the question of what is "Bano Nai Soch"? What was your struggle in articulating it?

- What kind of "old soch" / old thinking were you trying to change? Share whatever is on top of your mind?

- What kind of "new soch", were you trying to replace the "old soch" with?

- What kind of thinking were you trying to advocate while engaging with different stakeholders? What approach helped you to build collaborations with so many institutions?

- You have been in – charge of two neighbouring states though geographically close but are very different in terms of demography and socio-political composition. One is a highly caste-based society, another having a tribal majority. What were the key differences in the nature of the intervention (in terms of content, methodology, partnership etc.)?

- Two processes which you found Oxfam did internally which resulted in greater impact?

- Is Gender justice course offered part of the syllabus in any of the institutions you worked with in Patna? (Indian Institute of Health Education and Research, A.N College, Patna College, St. Xavier's College If yes?

- When did you feel you made a dent in the institutional thinking and how? What did it take to make this happen? If no? What were the mental models which acted as hindrances?

- If you were to design the campaign again one thing you will certainly say is non – negotiable for you and why?

- Kindly recall one or two instances from the campaign from each state which will be part of your memory forever and why?

ANNEXURE 3. STUDY STAKEHOLDER MATRIX

Actions and People	Name	Designation & Location
Concept Support and Guidance **and** **Data Validation**	**Amita Pitre**	Lead Specialist, Gender Justice, OIN
	Itishree Sahoo	Manager, Programme Management & MEL, OIN
	Saumya Gupta	Programme Coordinator, Monitoring, Evaluation and Learning, OIN
	Anushree Jairath	Program Coordinator, Gender Justice, OIN
Key Informant Interviewees	**Anushree Jairath**	Program Coordinator, Gender Justice, OIN, Delhi
	Rukmini Panda	Regional Focal Person, OIN, Odisha
	Sushmita Goswami	Regional Focal Person, OIN, Jharkhand & Bihar
	Shalini Samvedna	Secretary, Lok Swar in Jharkhand
	Prince Kunal	Team Member, Lok Swar in Jharkhand
	Prince	BNS Youth Champion, Patna
Workshop Participants - BNS Youth Champions	**Abhishek** **Aditya** **Anjali** **Ankita** **Bharat Barman** **Divya** **Gaya Gond** **Harshita** **Hema** **Jaisnu** **Jayant Yadav** **Kajal** **Manju Patra**	**Nagesh Banjare** **Nitin Parjapati** **Pranab kumar Sahoo** **Pratima** **Pravin Kumar Yadav** **Prince** **Priyal** **Purnakshi Sahu** **Sameer Pujhari** **Sasmita Mandal** **Shalini** **Shashibala** **Sushila Kumar Raj** **Vidyadhar**

ANNEXURE 4. COLLECTIVE ACTIONS

BIHAR

1. Collective action: Gender Talkies, a social media initiative available on different social media platforms highlights how gender stereotypes are promoted in films and advertisements

- The action led by Prince, Hema, Harshhita, Shalini, and their friends (2019)
- Action details- This group reviews films, movies, advertisements, etc, through a gender lens. they raise questions and critique the content, characters, and other elements and underline how gender bases stereotypes, patriarchal mindset, and gender-based violence are promoted throughs films and advertisements. For example, they have looked at portrayals of the lead female character in the film Kabir Singh. They have also critiqued the problematic power relationship displayed in the film.
- Reference-Gender Talkies - Instagram , Youtube and Facebook Page
- Location - Patna

2. Collective action: "Gender lens wale manushya" - an informal youth group challenging normative practices
- The action led by an informal group formed by Prince and his friends
- Action details: Prince and his friends under the informal group did a discussion on different gender norms and questioned them. One of the group members named Harshita did advocacy regarding increasing the time limit for girls to enter the hostel.
- Reference: Draft report_BNS_OIN_18April2020.docx Page-11
- Location – Patna

3.Collective action: "Nari Gunjan Sargam Mahila Band" - an all-women band challenging gender stereotypes and addressing domestic violence in their village
- The action led by women's group
- Action details: Most of the women in the village were married at an early age and were the victims of domestic violence. After coming through the Nari Gunjan organization (WRO) they came to know about their rights. They formed a women's band group named "Nari Gunjan Sargam Mahila Band". After honing their skills to play the musical instruments they formed the band and were invited to different programs outside their village and block and started performing on the stage. Some started stitching at home which helped in developing their economic condition. They are pleased with these developments and investing in their children's education.
- Reference: Youtube
- Location: Dhibra, Danapur, Patna, Bihar

4.Collective action: Music for Change - advocating gender equality through songs
- Action led by Firoz Ali (joined the boys collective when he was 15)
- Action details: Firoz started thinking of ways to make the discussions interesting and looked for songs and poems with social messages on different online platforms like, YouTube, etc. As an amateur singer, it became a routine for Firoz to sing songs with inspiring social messages on gender equality, domestic violence in every monthly meeting. Through his songs, Firoz strongly advocates gender equality and sensitises the community on negative aspects of gender-based discrimination and importance of gender equality
- Reference: Draft report_BNS_OIN_18April2020.docx Page-13
- Location: Beliyar, Siwan, Bihar

5. Collective action: Supporting and counselling domestic violence victims
- Action led by Sayeeda and team
- Action details -Sayeeda, who is now aware of the legal process to be followed in domestic violence cases, keeps in regular touch with the police and the village leader. She immediately reports if she comes across any incident of domestic violence in her vicinity. With the help of the WRO, she has counselled families in resolving small family matters, which if not addressed in a timely manner can lead to violence in future.
- Reference-Draft report_BNS_OIN_18April2020.docx Page-15
- Location- Ngooli, Siwan, Bihar

6. Collective action: GGMVM' sport programme
- Action led by women and girls football teams
- Action details -previously girls learned football on their own by practicing in their local community ground, but now they are coaching their young peers.
- Reference - Oxfam -case study - version-3, p. 8
- Location - Patna, Bihar

7. **Collective action: Video on questioning practice of dowry**
- Action led by Hema and Prince
- Action details-After participating in different discussions on gender and social norms Hema, Prince's friend started questioning the practice of dowry in her home. Taking her thinking forward she made a video on the topic with the support of Prince
- Reference - Draft report_BNS_OIN_18April2020.docx Page-12
- Location - Patna, Bihar

8**. Collective action: Video messsages and songs breaking gender stereotypes**
- Action led by: Prince
- Action details: Prince has developed video messages against gender stereotypes and uploaded them on various social media platforms. His video on violence against girls and women was appreciated by his friends and they shared the video on their social media platforms. Prince started discussing on gender with his friends. He encouraged his mother to continue her study and also got engaged in household chores.
- Reference -Draft report_BNS_OIN_18April2020.docx Page-11
- Location - Patna, Bihar

CHHATTISGARH

9.Collective action: Inclusive spaces - Inter-caste dining
- Action led by Bharat and 10 young boys and 15 men from Schedule Caste community
- Action details: Bharat raised his voice against an age old practice where members from upper caste communities used to take donation from lower caste groups for Navaratri celebrations but were never involving them in organising, worshipping and preparing and distributing Prashad. The fact that the people from "lower caste" were not allowed to eat prashad with upper caste people made Bharat and his friends unhappy. Bharat got agitated and tried to mobilize people from his community to take objection to. It did not receive support initially but gradually he could make a dent. Gradually, people from SC communities were included in the function and their involvement expanded. Currently, they are also making Prasad. People from other castes visit him at his place and eat food with him. eat with him. His exposure to legal awareness created fear among people and they were scared about legal consequences of caste-based discrimination.
- Reference - MSC stories and BNS Youth Champions Workshop
- Location: Chhattisgarh

10. Collective action: Challenging gender based work division and engaging rural women in an economic enterprise
- Action led by: Aditya
- Action details: Aditya, a young entrepreneur started producing different electrical materials. His idea was to involve the women in the process as to develop their electrical literacy going against gender based work division, He also received a sum of 40,000 rupees for this initiative from oxfam. He involved members of Sheetal Samooh collective in the production process.
- Reference: Draft report_BNS_OIN_18April2020 Page-19
- Location: Chhattisgarh

11. Collective action: "Sheetal Samooh": Women's collective is building awareness among women on their rights and increased women participation in panchayat meetings
- Action led by: Sewati (2018)
- Action details - Armed with this newfound knowledge on women's rights, and a sense of unrestrained conviction, Sewati formed a women's collective, named "Sheetla Samooh" in her village, as part of the campaign. This group, registered in 2018, convenes every month to discuss family and community matters. All the members of the group also contribute a small amount towards the group's savings fund every month. This fund is made available to any group member in case of any personal or family emergency.
- Reference - Draft report_BNS_OIN_18April2020 Page-18
- Location- Kathigaon, Gariyaband, Chhatisgarh

ODISHA

12. Collective action: Closing of liquor shops
- Action led by women's collective members
- Action details -Women collective with the help of local police has taken the initiative to close liquor shop of the village. The members of the women collective adopted a resolution not to marry their daughters until they finish their schooling.
- Reference - India - CS - Annual Report Year 3, Women Paved the Way at Harischandrapur-Page no 12
- Locations - Harishchandrapur, Odisha

13. Collective action: Construction of concrete road
- Action led by women's collective members
- Action details - The women collective members blocked the national highway for six hours, after which the local authorities came and assured the group members that the cause would be supported immediately. After a long struggle, the concrete road was approved.
- Reference- India - CS - Annual Report Year 3, Women Paved the Way at Harischandrapur-Page no 12
- Location: Harishchandrapur, Odisha

14.Collective action: Fought against child marriage and gender based wage gap
- Action led by Samir and his group members
- Action details- After getting involved in the BNS campaign Samir challenged the gender norm and started doing the household chores. He refuse to marry at an age of 19 as it was illegal. He along with his group members convinced the women of his village to demand for equal payment as they do the same work as men. He and his mates also confronted a father of a girl who was marrying his daughter at an age of 17. They convinced the father to postpone the marriage for 1 year.
- Reference -Draft report_BNS_OIN_18April2020.docx Page-27
- Location - Kandhegaon, Kalahandi, Odisha

15. Collective action: Fought against domestic violence in her own home and counselled her parents. Took the lead in fighting against the case of sexual harassment in her university.
- Action led by Priyanka and her collegemates
- Action details - Priyanka, after joining the Oxfam course realised that domestic violence is not only confined to her home but also a social evil. She discussed with her elder brother and counselled her parents. the violence is now completely ceased at her home. She and her collegemates also Supported a girl fighting against sexual harassments and gave her justice.
- Reference - Draft report_BNS_OIN_18April2020.docx Page-25
- Location - Bhubaneswar, Odisha

UTTAR PRADESH

16. **Collective action: Advocated with the adolescent and women's group to break the culture of silence shrouding domestic violence**
- Action led by Mahima Kumari
- Action details -After getting married at an age of 17 and giving birth to two girl child Mahima was tortured by her husband and in-laws. Once she fled from there and decided not to go back. She joined the SRSP team and spent her time in reading books related to women rights and gender. She developed her capacity and supported the team in facilitating sessions with adolescent girls and women in the village.
- Reference -Draft report_BNS_OIN_18April2020.docx Page-31
- Location - Kalyanpur, Azamgarh

17.**Collective action: Promoted awareness against sexual harassment and stood with a 14 year old girl in fighting against sexual harassment**
- **Action led by:** Ruqaiyya
- **Action details:** Ruqaiyya while facilitating a session on 'Good touch and Bad touch' came to know that a 14 yr girl has been sexually abused by her relative. She addressed this issue infront of the mother of the girl and insisted her to file a case against the culprit. As the police was not ready to file FIR against th person, she reached out to State Women Commission and National Human Rights Commission and put pressure on the police. The police then filed a comlaint and put the culprit behind the bar.
- **Reference:** Draft report_BNS_OIN_18April2020.docx Page-30
- **Location:** Uttar Pradesh

18. Collective action: Fought for social acceptance of LGBT community
- Action led by Nazmul Hassan
- Action details - He convinced his parents to invite a transgender person in his sister's wedding. The action results in acceptance of LGBT people over the community. He also created a network of more than 100 LGBT people and conducted sessions with them. He adovocated for a boy who was debarred by his parents and make his parents understood to kep him. In 2020 Najmul led 20 LGBT people participated in the Pride Walk at Luckhnow.
- Reference - Draft report_BNS_OIN_18April2020.docx Page-29
- Location - Lakhimpur, UP

JHARKHAND

19. Collective action: women's collectives building awareness and establishing linkages with Panchayat
- Action led by women's collectives
- Action details - The main interventions focused around collectivizing and sensitizing groups on VAWG and its causes. The women's collectives are going strong with inspiring leadership and often intervene as a third party in dispute resolution in case of domestic violence at village level. The leaders are women associated with the Panchayat as current or former elected representatives. This is done with women centered approaches, where all parties are met with separately by women, and then have a joint meeting to decide what can be done. Some time they complain to police if they feel the violence is too much.
- Reference - Oxfam final report-29th May page no 12
- Location - Hazaribagh

20. Collective action: Street play on ill effect of child marriage and dowry practice
- Action led by Youth Groups
- Action details - street paly during festivals, such as Saraswati puja, and gatherings to perform plays on issues such as child marriage and dowry practice highlighting their ill effects
- Reference - Oxfam final report-29th May page no,11
- Location - Bokaro, Jharkhand

21. Collective action: formation of group and initiating football matches for youth
- Action led by girls' group
- Action details - In Bokaro youth group hold meeting and organized sports events. They also give training on football
- Reference- Oxfam final report-29th May page no,11
- Location- Bokaro, Jharkhand

22. Collective action: Rescue girls from Trafficking
- Action led by ASHA Football programme
- Action details - ASHA football team are taking the initiative and raising awareness about their rights in village. They also working to alert the authorities and help track girls that have disappeared or been trafficked in the region, and supported rescuing more than 15 girls in the recent past
- Reference - Oxfam case study-ver3.docx Page no 8
- Location -Jharkhand

23. Collective action: Mothers' Football Team - claiming public spaces and exercising their right to play and challenge normative practices linked to married women
- **Action led by** Mothers' Women's group (Heera, Fagni, Katrina, Priyanaka, Baby, Malti, Birsi, Manisha, Amina, Sunita, Llita, Amina Pardhiya,Chamin, Savita and Parwati(between the age 24-29) (2019)
- **Action details:** In November 2019 LokSwar organised a football game of mother's team at a local ground, Jharkhand. On match day they discovered that some individual who were against the idea of women play in football had destroyed the field by scattering pieces of broken glasses and digging up the ground. But. the challenges did not stop these women to pursue their interests. Please refer to the detailed case study in this report - Case example 2 under norm change section.
- Reference - Oxfam Case study page no-10
- Location - Jharkhand

ANNEXURE 5. DISAGGREGATED OUTREACH DATA

States	Bihar	Jharkhand	Uttar Pradesh	Chhattisgarh	Odisha	Total
Total capacity building sessions	3840	6240	2640	1920	2880	17520
Total adolescents groups (girls & boys)	**40**	**180**	**110**	**80**	**120**	**530**
Young Women's groups	80	90	55	40	60	325
Young Men's groups	80	90	55	20	60	325
Total youth groups (Women and Men)	**160**	**180**	**110**	**60**	**120**	**650**
Adult women's groups	80	70	35	20	60	245
Total Bano Nayi Soch champions	40	40	30	45	60	**215**

.Source: OIN Team compilation, 2021