

Preventing Violence-Change Starts Now

A project across 6 states of India to address issue of sexual harassment in public spaces (2014-2017)



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By

Breakthrough India



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United Nations Trust Fund and Breakthrough, India

Project Information

The project **Preventing Violence- Change Starts Now (PVCSN)** started in the year 2014, in the month of January. The project duration was of three years; the final date submission of the evaluation report is February, 2017. The evaluation was conducted in fifteen districts across six Indian states namely Bihar, Jharkhand, Haryana, Delhi, Uttar Pradesh and Karnataka.

The project aimed at working with the youth to ensure increased percentage of women and girls in the fifteen districts of six states and in the city of Delhi experience greater access to mobility, legal services, increased participation in decision making and decreased percentage of domestic violence and sexual harassment faced by women and girls in public places.

The evaluation was commissioned by UNTF and Breakthrough India.

Breakthrough's current intervention design to address violence against women imply on the idea of PVCSN (Preventing Violence-Change Starts Now) applied the proven Breakthrough approach of arts-infused multi-media assets, effective training with young men and women on gender and rights, colourful community-based education, and multiple partnerships.

These activities increased sustainable knowledge base on violence against women among women and girls as well as men and boys and others NGOs, CBOs and duty bearers like the police and journalists. On the other hand, issue based online campaigns, coupled with online activities such as blogger's meet, editathon, blogathon amplified the awareness building among large viewers on social media.

More to this, youths were able to take part in conversations about their issues and make their voices heard through the expanded level of public conversation about violence against women in India. Awareness was raised and action was taken in homes by young change agents, on the street, in schools and colleges. The community-based education and training were also aimed at creating dialogue around safe spaces for women and girls to come together to articulate their fears, concerns and dreams about their rights, their mobility, their future as well as create groups of supporting women and men to take a stand against VAW.

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List of Acronyms

A-B

AFI	Asking for It
APSA	Association for Promotion of Social Action
BMST	Bangalore Services Medical Trust
BPO	Business Process Outsourcing
BT	Breakthrough

C-D

CSO	Civil Society Organization
DV	Domestic Violence
DIMMTS	Delhi Integrated Multi-Modal Transit System

E-F

EVAW	Ending Violence against Women
FGD	Focussed Group Discussion
FLOW	Funding Leadership and Opportunities for Women

G-H

GBS	Gross Budgetary Support
HH	Household

I-J

ICRW	International Centre for Research on Women
IDI	In-Depth Interview
IDFC	Infrastructure Development Finance Company
IPC	Indian Penal Code
INGO	International Non-Government Organization
IVRS	Interactive Voice Response System

M-N

MHA	Ministry of Home Affairs
MWCD	Ministry of Women and Child Development
NFHS	National Family Health Survey
NCRB	National Crime Records Bureau
NGO	Non-Government Organization
NCT	National Capital Territory

O-P

PVCSN	Preventing Violence- Change Starts Now
PWDVA	Protection of Women against Domestic Violence
OBR	One Billion Rising
PRI	Participatory Research Institute
PACS	Poorest Areas Civil Society
PO	Protection Officer

S-T

SH	Sexual Harassment
SHG	Self –Help Group
SCA	Social Change Agent
SCC	Social Change Catalyst
SICHREM	South India Cell for Human Rights Education and Monitoring
TOC	Theory of Change
TOR	Terms of Reference

U-V

VAW	Violence against Women
VAWG	Violence against Women and Girls
UNEG	United Nation Evaluation Group
UNICEF	United Nations International Children’s Emergency Fund

W-X

WCD	Women and Child Development
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Executive Summary

Sexual harassment and other forms of sexual violence in public spaces are an everyday occurrence for women and girls around the world—in urban and rural areas, in developed and developing countries. A review of literature from around the world have highlighted that women’s perception of safety, many times, results from fear of violence, and more particularly fear of rape. Although empirical research is limited, most contemporary explanations of women’s fear focus on gender differences in socialization process.

Breakthrough has been at the forefront – taking a public position as well as leading initiatives that address violence against women in rural and urban areas. Preventing Violence: Change Starts Now (PVCSN) is an initiative to address sexual harassment and domestic violence in 6 states across the country with youth as its key constituency. The initiative seeks to create safe spaces for women both at home and in public spaces, to generate greater institutional response and accountability, and to mobilise men and boys to say “NO” to VAW (Violence against women). PVCSN’s overall goal was to ensure that women and girls access their rights and live a life free of violence.

Brief description of the context and the project being evaluated

The Preventing Violence Change Starts Now project was a three year project from 2014 to 2017. By working directly with communities especially youth, community structures, local bodies etc. the project sought to reduce the social acceptance of violence. It specifically sought to address the following forms of violence; violence in the family, intimate partner violence and physical and sexual violence.

The goal of the project was to increase women’s access to mobility, legal services and increased participation in decision making and decrease in domestic violence and violence in public places in select districts of Karnataka, U.P, Jharkhand, Bihar and Haryana and the city of Delhi.

The specific objectives of the project included:

1. To create safe spaces for women both at home and in public spaces
2. To generate greater institutional response and accountability in combating VAW
3. To mobilize youth and in particular men and boys to say “NO” to VAW

The project was rolled out in partnership with various stakeholders in all six states. Stakeholders in each states were as followed:

In Delhi, the partners included: Lady Irwin College, Institute of Home Economics, Deen Dayal Upadhaya College, Indian Institute of Technology (IIT) Delhi, Community- CASP PLAN, Kutumb foundation (NGO), Youth group at Sangam Vihar F1 and F2, Khaddar, mixed group of diverse youth from different colleges, ACP, Signals, Delhi Police

In Haryana, the stakeholders included: SD College, Arya College & Government College, in Panipat, , Neki Ram College in Rohtak, and Government PG College in Jhajjar- and the Police

District Legal Service Association, Police dept. Govt of Haryana

In Karnataka, Devanhalli- First grade government college, St. Joseph's College, APSA-Jaynagar and Akg Colony, Home Science College, Spoorthi (NGO) and women network group representing members from different NGO's.

In U.P, Lucknow University, 1090 women power help line, Power Angels group, Kanpur Dehat, Chattarpati Sahuji Maharaja University, and SHG groups in Kanpur Dehat.

In Jharkhand, the partners included TungridharMohalla, Muri East GP, Silli Block, Ranchi DistSahidRaghunathMahto Inter College Patrahatu, GP -Patrahatu, Silli Block, Ranchi District, Kamla Nehru Inter college Tatisilway, Ranchi district, JD memorial Inter College Kanke, Ranchi District, KGBV Angers & Pahari MohallaMuri, Ranchi District, Government school, Barkagaon, Hazaribagh district, Kautilya Women's College, Hazaribagh district, Government School, Barkagaon

In Bihar, the partners included Government school and Kanya High School, Barachatti Block, Gaya district, Government school and two Kanya High School, Fatehpur Block, Gaya district

Intended audience

The evaluation results and the learning from the project will primarily be used by Breakthrough's strategy team for next level scale-ups. In addition, it will help inform Breakthrough's programming on altering social norms. Besides internal consumption, the learning from the project (through dissemination and circulation of knowledge products developed) can be used by other stakeholders to plan and inform their own interventions. The findings of the evaluation will guide Breakthrough to take decisions on how to scale up the project more effectively and efficiently in order to create higher impact.

Purpose and Objectives of evaluation:

The endline evaluation was carried out to evaluate/understand the result and the achievement against anticipated outcomes of the programme. Further, it helped assess the success of the programme intervention strategy. The evaluation focused on how the TOC (theory of change) worked in the programme intervention area and benefitted project participants. The evaluation will inform and strengthen Breakthrough's approach and work by assessing performance and providing recommendations for upscale of next level of the intervention.

The overall objectives of the evaluation were to:

- a. Evaluate the project in terms of effectiveness, relevance; efficiency, sustainability and impact, with a strong focus on assessing results at the outcome and project goal levels;
- b. Generate key lessons and identify promising practices for learning;
- c. Generate evidence on the result and outcome of the project as against set targets

The Scope of the evaluation included:

- ✓ Proportion of women and girls who feel unsafe when they go out in public spaces
- ✓ Experience of SH and DV in public and private spaces
- ✓ Proportion of men and boys who intervene in cases of SH
- ✓ Proportion of men and boys who witnessed, perpetrated SH and DV against women and girls
- ✓ Knowledge on redress mechanism, safety measures, information through media, community

Short description of methodology, including rationale for choice of methodology, data sources used, data collection & analysis methods used, and major limitations

The research and evaluation framework for the programme was designed to focus on output-outcome monitoring of the baseline and endline programmatic indicators that indicate shift in attitude and practices of key population on violence against women and girls. This report highlights the findings from the endline summarising findings from the quantitative and qualitative data collected as part of the final evaluation of the project. To understand overall impact of the project and if we met our outcomes quantitative survey was carried out with youths. More to this, to get more nuanced understanding of the goals at individual level, an intensive qualitative study was carried out with youths, stakeholders. A close ended survey instrument was administered to key population group which was further supplemented with qualitative data using In-depth Interviews (IDIs); Focus Group Discussions (FGD) and Key Informant Interviews (IDIs) with select project participants. A total sample of 1200 respondents was covered across the 6 states through the endline survey.

Since, the project was targeted to reach the following beneficiaries; the evaluation was also conducted with them using both quantitative and qualitative studies:

Primary beneficiaries

Women and girls (aged between 15-35) who were key constituencies

Secondary beneficiaries

Men and boys (aged between 15-35) and different stakeholders and community. It also included boys/ men and girls/women are from educational institutions and communities. Besides the primary target groups, the other key stakeholders included: educational institutions and law enforcement agencies in selected states, NGOs, self-help groups and women's groups in selected states.

Most important findings with concrete evidence and conclusions

Women's mobility, perception and experience of violence

One of the key intended outcomes of the project at the *goal level* was to reduce the social

acceptance of violence in communities. One of the key indicators at that level has been to effect change at the level of perception and experience of violence: ‘Perception of women and girls who experience increase/reduction in violence in public places’. The overall of perception of safety has shifted significantly which has bearing on their mobility and their accessibility to public spaces. Nearly 20 percent had a positive shift in their perception to travel to market or recreation places during late hours.

These shifts in perception are important as they determine women’s access to opportunities—whether educational or professional. While the overall perception of ‘how safe public spaces’ are has increased from an abysmal 1% at baseline to 18% at end-line, the data indicates some interesting findings. While there is little variance between the baseline (44.6%) and end-line (43.0%) data, on the perception of women being ‘unsafe at all times’, there is a significant percentage of women who *do not think* that women are *unsafe only after night*. While this proportion of women stood at 46.9% at baseline, it reduced significantly to 29.2% at end-line. The data can further be corroborated with the fact that more women at end-line report greater mobility to public spaces during extended hours.

However, the perception that women are ‘unsafe at all time’ seems to linger when one compares the baseline and end-line data. This is an area that requires attention. Further, the data indicates that women’s mobility is still restricted as the perception of such places being unsafe remains. This is similar to the baseline finding where a majority of public places were perceived to be unsafe. At the end-line too, the perception still remains with public places near alcohol shops (74.3%), street (66.6%), Bus stop (57.8%), Open toilet (57.8%) and on the way to school, college (57.4%) still being categorized as the most unsafe public spaces.

Needless to say these perceptions of safety affect women’s mobility adversely and subsequently, their access to education and employment opportunities. During the discussion with Many of the young girls, many during the discussion with them noted how they desisted from sharing their experiences of harassment with parents for the fear that their mobility will be curbed or worse they would be asked to drop out of school/college.

The end-line data also indicates a significant change in the experience of violence. While at baseline, more than 90% women reported experiencing violence in a public place in their lifetime, the percentage fell significantly to 53%. More significantly, the percentage who reported experiencing it in ‘*last one year*’ decreased from 63.4% at baseline to 42% at endline. The experiences of domestic violence ‘in the last one year’ have also shown a significant decline from 19.6 percent at baseline to only 4.7% in endline. The changes reported by project participants within the time frame of ‘in the last one year’ become important as they imply changes affected by the project due to its intervention

Engagement of men and boys

One of the important strategies adopted by the project was to engage men and boys in changing perceptions, building perspective and taking action to counter cases of sexual harassment and domestic violence. The percentage of men and boys who acknowledged indulging in harassment

reduced from 32% at baseline to 12.3% at endline. This decrease in percentage is significant as it indicates change in attitude and behavior. ‘Passing comments’, ‘leering’, ‘whistling’ and stalking are the categories that show a downward trend. This can be seen an *important shift* as these forms of harassment is often considered un-harmful though they are significant violations that most girls experience. The discussion with young boys and girls reinforced the patriarchal mindset as the primary reason for harassment. Most of the boys and girls referred to the socialization process which set different standard for men and women where men were socialized to be aggressive and women to be passive.

In addition to a significant decline in self-acknowledgement of indulging in harassment, the endline data further shows a decline in men/boys who have *witnessed* harassment. The most significant declines that have been reported are under the categories of ‘whistling’; ‘sexual jokes’; ‘obscene gestures’; ‘stalking’ etc. These are important advances as in the qualitative data many of the young girls had recounted how such forms of harassment disrupted their lives and were a source of embarrassment, fear and shame. In addition, awareness on legal forms of redress – helpline number; awareness of the PWDV Act has increased.

However, the increased awareness has not necessarily translated into taking action against the act. This is particularly true in the case of men and boys where during baseline 78.4% reported ‘confronting the perpetrator’ which fell down to 39.3% during endline. Perhaps, we can attribute this finding to the fact that, instead of just verbally confronting to perpetrator, young men and boys have learnt to whom they need to report if they witness any violence against women and girls on public spaces. However, other forms of intervention like ‘reported to helpline’, ‘reported to police’ showed marginal increase. Similarly, for women, while awareness on laws and acts particularly the PWDVA increased from 18.6% at baseline to 55% at end-line, the percentage of women who had experienced harassment in public spaces decreased from 91% at baseline to 53% in end-line. However, women reporting some form of action against sexual harassment/domestic violence decreased from 90% at baseline to 62.6% at end-line. Correspondingly, fewer numbers of women perceive sexual harassment and domestic violence to be a crime while comparing the baseline and end line data.

This is a *critical area of reflection for the project – how to transform increased awareness into action against sexual harassment and domestic violence*. It must be pointed out that the trajectory from increased awareness to action is not easy as several factors mediate it- response of service providers; enabling environment; fear etc which are external to the project and therefore difficult to influence often times. While the reluctance of the family or the community to approach formal measures is largely due to reasons of ‘shame; and family honor’; the attitude of the service providers serve as a deterrent too. One of the major challenges for the project has been the unresponsive formal structures to the issue of violence. This had been particularly challenging for a state like Uttar Pradesh. When the attitude of service providers (like the police under the PWDVA) is unresponsive, it further acts as deterrence for people to approach them in cases of violations. This has been quoted by several respondents particularly the youth.

Creating Breakthrough Generation:

This project has played key role for Breakthrough to create youth leaders through training and capacity building to challenge prevailing social norms and violence against women and girls.

Several trainings and sensitisation programmes were conducted using multimedia, technology and activities to initiate discussion on sexual harassment. A toolkit was developed which helped facilitators to develop an understanding of sexual harassment among young boys and girls, what is considered safe or unsafe spaces, what makes these spaces unsafe, what is the impact on people who face sexual harassment and what can be done to address the issue, among participants. The participants were mostly young men and women who are in colleges, universities, in non-formal education systems, and associated with other civil society organisations.

The intensive engagement led to the development of creating e-platforms like *50:50 #keepitequal app* to engage with young boys and girls to share their opinions, ideas, knowledge on issue of gender and safety. These applications appeal to the youth and talk in their language – a key reason for their success and efficacy. More than 200 youth led events were held in their own communities; around 7 campaigns led by youth on sexual harassment/domestic violence in their area etc. Such engagement has led to positive shifts in attitudes to sexual harassment particularly amongst boys which is a positive trend. For instance, while 62.9% boys at baseline felt that women provoked men by the way they dress, the percentage fell significantly to 23.2% at endline. Similarly, while 45.2% agreed with the statement that ‘If a woman does not fight back, you can’t really say it was rape’; the percentage of agreement fell down significantly to 17% at endline. The qualitative data corroborates the stories of change and there are inspiring stories of Breakthrough Rights Advocates reminiscing about their own personal stories of change. It was an extension of Breakthrough’s youth engagement programme that the *internship initiative* with young students was conceived as an outreach method. The programme was successfully piloted in Delhi which proved to be an effective method to build youth constituency on gender and rights. The programme included training on gender, sexuality and rights, sexual harassment as well as skill training on conducting campaigns online and on-ground. The young cohort proved to be an energetic constituency in creating their own campaign and community mobilization events, making stalls at college fairs; editorials and blogs. With the help of Breakthrough, girls took active part in OBR (One billion rising) movement.

Reiterating the importance of technology and particularly mobile in the lives of the young, almost 62.3% of girls at endline (compared to 18% at baseline) identify mobile/internet as the source of information on harassment and domestic violence. The data further indicates greater access to mobile/internet for young girls, which is a positive trend. Mobile and internet technology can prove to be essential tool to mobilize young people – a future pathway that projects need to consider. In addition, 38.3 percent of women report participating in campaigns conducted by Breakthrough compared to 21 percent in baseline.

Impact of project as seen by respondents

However, when one considers the data on impact of the intervention, it shows mixed results. It would be important to mention here that the data cited is a *perception* of the respondents. While triangulating the data with information on sources of knowledge, the key sources of information quoted by respondents on domestic violence and sexual harassment were pamphlets, street plays, campaigns, mobile app etc. It reflects that, more than half of the respondents (58%) felt that the messages that they saw and heard on sexual

harassment/domestic violence changed the way they understood these issues, only 33% categorized the intervention as high impact, while 49% categorised it as moderate. Similarly, a moderate 31% felt that the intervention had helped to reduce sexual harassment/domestic violence, while an equal proportion (32%) felt that it had no impact.

Thus in terms of overall impact, the data seems to suggest that while the project has been able to raise awareness amongst the project participants about sexual harassment and domestic violence, such awareness has not necessarily translated into taking action against it. However, at the same time, it must also be emphasised that projects operate within an environment and the environment influences outcomes in different ways. The rising incidences of harassment in public spaces and reported retaliations by perpetrators on taking action against them work as a deterrence for others. Until and unless the apathy of bystanders who are witness to such violations is addressed, it is difficult to transform awareness into concrete action. On the positive side, awareness on legal redress mechanisms has increased and there is a marginal increase in reporting cases to formal structures. This is an area that needs to be further strengthened.

Multi stakeholder strategy

Media

Media engagement was a strategy adopted by Breakthrough to generate awareness as well as sensitise media in reporting cases. Breakthrough has engaged with over 366 journalists over 6 states through round-table meetings and workshops. The pool of journalists that Breakthrough has ideated helped partnership with media houses to provide local/village level news and BT has collaborated by complementing these news items with gender messages and the training sessions helped generate dictionary on terminology related to gender sensitive reporting. A core team of 18 committed journalists have emerged out of this engagement program who have helped Breakthrough develop better response strategy at the district and state level. The engagement has been particularly successful in creating new standards of reporting – keeping gender justice in perspective. Thus, talking about rights violation in the right way using mediums like print media, journalists post the engagement program have been able to better frame problems using the women’s rights framework to generate dialogues and public opinion. The coverage included greater reporting on sexual Harassment from streets to educational institutions across project states. The reporting was particularly noteworthy from two project sites: Hazratganj and Lucknow in Uttar Pradesh. The intensive and hands on presence of Breakthrough enabled a greater buy in from across sections resulting in meaningful partnerships with popular theatre and drama clubs. Numerous Nukkad Nataks (street plays) on SH at public places, women’s rights were performed by skilled theatre performing artists in various prominent locations across states. Public transport was particularly targeted: bus; rickshaws and autos. Sensitization workshops were held. These events and campaigns were prominently covered in major leading dailies like Hindustan Times and Dainik Jagran which has extensive readership across the intervention states. This helped amplify reach. Similarly, gender sensitization trainings were covered: in particular the training on child sexual abuse with the law enforcement agency (the city police) in Lucknow.

In addition, with a view to break stereotypes and appeal to an urban youth base, Breakthrough

was innovative and quick to devise unique strategies which appeal to its constituency. The *All Women's Bike Rally in Delhi and Awareness Campaigns through Selfie and NukkadNatak* gathered media interest and reportage. In addition, Breakthrough' online campaigns were also reported and were covered well by local journalists. The major campaigns covered were *#askingforit*, *#shareyourstory* and the *Hyper Local Campaign (Haryana)*. The surveys on sexual harassment at public places conducted by Breakthrough were reported in Hindustan Times and The Times of India. The cadre of journalists developed as a result of this engagement monitored leading newspapers like Hindustan Times, The Times of India, Nav Bharat Times, Aaj Samachar Sewa, Chetna Samachar Sewa, Dainik Jagran, Dainik Bhaskar, Inext, Voice of Lucknow, United Bharat, Roz ki Khabar etc for their reporting on stories related to women. Sensitive reporting by the media is not possible if the engaged professionals do not walk their own personal journey of change. There are several such personal stories of change which emerge from the qualitative data.

Advocacy Groups

The programme also developed strategic linkages with women's advocacy groups and networks to develop shared agendas on domestic violence and sexual harassment. In Karnataka, 3 such meetings were organized with agencies like APSA, BMST, Milana, SICHREM, Action Aid, MahilaSamakhya, SthreeJagruthi, Lawyers collective, Jana urban etc. These meetings helped develop a common advocacy plan in the state on Domestic Violence and Sexual Harassment. In Bihar, such collaboration with key NGO partners like UNICEF, PACS, World Vision, Landesa, Save the Children, Agragami India and Care was used to develop a common advocacy point on early marriage. The meeting created the ground for organizing the second round of consultation after state budgets (2016-2017) in the states of Bihar and Jharkhand were released. The consultation led to the adoption of common advocacy points with the government with regard to budget allocation/spent on early marriage. An initiative like this has helped bring different agencies that are active in Bihar to come together in an effort to pool their experiences to build a common advocacy plan on early marriage in the state.

On ground and online campaigns

The contribution of *campaigns* in achieving programme outcomes need to be duly emphasised. ***This has also been an area which showed innovation; reflex and an innate ability to 'sense the tide' and develop an appropriate custom made campaign to address the emerging need.*** The flexibility, 'the ear to the ground' reaped many benefits for the project and should definitely be seen as a very significant contributor to achieving project outcomes. Campaigns were both online and on ground. The outreach of the online campaigns through an effective use of social media is noteworthy. What these campaigns helped achieve was the ability to initiate and sustain a gendered conversation not only with the youth but all users of social media. The on ground campaigns had many highs, a notable among them being the *#askingforit* campaign which garnered immense public attention and debate. Another notable feature of the campaigns has been its *relevance*. The Nirbhaya incident and increased reporting of sexual harassment in the media had generated interest among masses to engage with the issue. By conceptualising and launching a campaign like asking for it at an appropriate time helped

increase its need and relevance manifold. It would be important to mention here that the project has used its baseline information and learning to inform its intervention and #askingforit is a good example of it. Besides the general inclination of the public to engage on the issue of harassment and violence, the baseline findings of the project had shown that school going girls were very vulnerable to harassment/violence and it was a major contributor to drop out rates of girls in the intervention area. The campaign achieved *significant reach* in its first phase.

1st Phase of the Campaign

- ✓ The legal FAQs on Facebook were organically picked up by well-known content platforms including Scoopwhoop (16300 shares), Logical Indian (30,000 shares) and StoryPick (3200 shares).
- ✓ The campaign has reached 12, 58,987 people and engaged 112,096.
- ✓ More than 1200 followers in one week and crossed 25,000 likes on Facebook.
- ✓ The album reached 1.3 million on Facebook.
- ✓ The video on sexual harassment “Boys will be boys” was viewed by more than 40,000 people on Facebook.
- ✓ 268 new page likes on Facebook, 5661 likes and 78 comments during March-May

2nd Phase of the Campaign (The performance was much better than the first)

- ✓ 3717 new page likes, 963 post shares, 342 comments and over 16,000 post likes during July- August
- ✓ Overall, the campaign fetched 3,985 new page likes and 294, 955 “engaged” users.

Another notable feature of the *on ground campaigns* has been that it became a perfect conduit to *mobilize communities*. The campaigns created exposure and engagement with youth groups, where they became advocates and participants of Breakthrough’s campaign and lead their own actions to generate dialogues with their peers and community. The tested model of running video vans was applied. These vans which were run on pre-determined routes engaged with communities through mediums like films, forum theatre and games under two important hashtags, i.e. #askingforit and #bemysafespace. Campaigning, reclaiming public transport, bus tops, *Jansunwai* have been other methods to create awareness and engage with youth and communities as well. These intensive community engagement efforts were visible and helped generate interest and dialogue amongst the project participants on what constitutes a safe space and the importance of it. It further reiterated the importance of inter-generational dialogue to address the issue of sexual harassment. These campaigns were received well by the print media which published baseline findings as well as opened the dialogue of how safety on way to school needs to be addressed by the community collectively.

Breakthrough’s years of work with youth and evidence from across the world shows that it is important to engage with parents in order to move the gender discourse further- particularly within families. The on the ground campaign in Delhi *#standwithme* highlighted the importance of inter-generational dialogue as an important factor to create gender inclusive safer spaces. A notable feature of this campaign was that it was completely led by the youth groups that Breakthrough had mobilized and targeted the parents of these youth leaders. From issues as varied as nutritional deprivation; restrictions on mobility, education and decision making

were discussed. The discussion was moderated by the youth and the parents actively participated. It provided a platform where both sides could share their perceptions; fears and constraints. Another significant feature of the campaigns has been its focus on the interconnectedness of one gender violation with another which is important to understand gendered hierarchy.

The on ground campaigns conducted by Breakthrough reached more than 1.5 lakh people at the community level in all six states. Another significant on ground campaign which helped the programme achieve scale has been the *Board the Bus* campaign launched in 2014. The campaign reached more than 9 million people during its course and mobilized new audiences around the issue of safety and security of women in public spaces especially public transport.

The campaigns reached 91,00,000 people on Twitter; 30,47,360 people on Facebook; 7,794 people through the Board the Bus website; 2,132 people via IVRS phone calls and unique calls 1,00,000 people via Mobile; 2,717 people through videos; 2,120 people on the ground. The on ground campaign was supplemented through *Digital activism* – specific online activities were conducted to build awareness about the campaign and have conversations on social media platforms like Twitter and engaging with ‘Twitter Influencers’. VRS/ Mobile was used to reach out to people without smart phones so that they could also share their experiences/stories of bus travel and be a part of the campaign. Short code to SMS was created to, talk record listen or upload. A successful partnership with Delhi Integrated Multi- Modal Transit System (DIMTS) Ltd. was developed which provided distinct orange buses for the campaign.

The fact that many of these campaigns were led by the youth advocates created ownership; acceptability and credibility in the local communities. To strengthen community outreach, Breakthrough’s tested approach of using the video van was effectively utilised to create the necessary buzz, visibility and more importantly a source of information to communities.

Conclusion:

Community and Youth mobilisation

The investment made in youth empowerment is striking. The project imparted the core constituency with knowledge, techniques, tools and strategies to effect change and culture norm making violence and discrimination against women and girls unacceptable. *The focus has been to engage young people to begin conversations and initiate a culture of change.* This transformation of norms begins by breaking the silence on issues of gender-based discrimination, domestic violence, early marriage and sexual harassment among their peers, and families. At every stage, the rights advocates were supported with new information; ideas; tools to support the journey. This investment can have long term effects where even after the project recedes, there is a cadre available in the community which continues to engage and advocate on gender rights.

Reach

Overall, the project has been able to reach out to nearly 11,00,000 people on the issue of safety of women and girls in public spaces. Approximately 200 thousand reached through on-ground

implementation of community mobilization and other events. While nearly 800 thousand were engaged through digital campaigns in last three years. A total of 5616 project participants were reached through face to face training at the community level. 1800 youth advocates have been mobilised who were an integral part of the programme- leading the project activities in the 6 states.

Effectiveness

The programme has been effective as it has reached out to various stakeholders at different levels. Such a multi stakeholder approach is necessary to impact on issues like sexual harassment and domestic violence which are steeped in gender inequitable social norms. Thus, intervention at various levels becomes critical and this is an area that the programme has worked diligently. Some of these associations and collaborations have been successful, where others have been more difficult. The community engagement, particularly the mobilization of the youth has worked well. The investments made in capacity building and sensitization have worked well as these constituencies have pulled their efforts to organize campaigns, events, which are culturally and locally relevant. Thus, for instance, early marriage as an issue has been a rallying point to bring various stakeholders together. Mass and popular media has been effectively used to reach out to young people and communities in a medium and language that appeal to them- nukkad nataks, reclaim your space events; social media blogs etc have been recalled by various stakeholders as part of the intervention programme. In particular, the *effectiveness and reach of campaigns both online and on ground* must be duly emphasized. The PVCSN project saw three major campaigns undertaken by Breakthrough over the project period. They were #Askingforit, #ShareYourStory and #StandWithMe. While #Askingforit dealt with sexual harassment faced by school going girls in public spaces, #shareyourstory dealt with having difficult conversations about sexual harassment at homes promoting inter-generational dialogue in process. Finally, #StandWithMe campaign handed over the reins to the youth to find solutions to their problems- devise strategies that make gender-inclusive safer space. To increase efficiency and relevance, some of the campaigns were supported by films: the 'Popcorn film' and the 'Whistle film' both highlighting the dialogue between son and mother. *The efficacy of the films lies in the fact that they pick up regular everyday incidents from life; drive home a message effectively without sermonizing.* In addition, the campaigns were accompanied by calls to action which put the focus back on 'action' reiterating that action for prevention is important.

The efficacy, relevance and utility of these spaces for dialogue cannot be emphasized enough. It establishes several 'firsts' in the country on how to effectively conduct and *sustain conversations on gender with the intent to shift norms, not by 'on your face confrontation based activism' but by dialogue and discussion. This perhaps has been one of the most impressive outcomes of the project.* First and foremost, the project successfully establishes sexual harassment as an issue- a break from how it has traditionally been seen- harmless; fun; trivial- an image portrayed by traditional media. On the contrary, the campaigns through its innovative method and impressive reach out challenge these notions by picking up everyday real life instances that masses can immediately relate to- a powerful first of acknowledging an issue which can lead to further action. This is a critical change where a seemingly 'non-issue' in public memory is turned on its head and converted into a 'real issue' that affects families. The focus on intergenerational dialogue cannot be more timely. Being a country with a young

population, it is critical that such dialogues are initiated and sustained to not only bridge the quintessential ‘generation gap’ but forge healthier relationships between children and families.

The project has leveraged its strength and expertise on the digital world to reach scale. The online campaigns and digital media engagement efforts has reached impressive numbers. It would be pertinent to mention here that the Board the Bus campaign won the 8th March FLOW (Funding Leadership and Opportunities for Women) contest!

Efficiency

Given the budget provision, all efforts were made to streamline project activities and inputs in result oriented manner. The budget line was adhered to as far as possible. However, two changes with approval of the donor was made to the budget line which approved use of funds for 108 days of issue training to create an online training module for online engagement and sustainability and 9 webinars. These shifts helped to make the online engagement more effective. It would be useful to mention here that the partnership with government colleges/schools in all intervention areas except Delhi were pro-bono based, the venue and other logistics were provided free of cost which helped save expenses which were not anticipated earlier. One of the challenges faced in implementation were the last minute announcement of examination dates by state university which made reaching out to the youths difficult. This resulted in delays in conducting and finishing project activities. In addition, the announcement of Panchayat elections in some states further delayed project activities – especially community based activities. excessive bad weather during summer or PRI elections some activities could not start at time. Hence, we had to face delay in completing some of the activities. However, Breakthrough used this opportunity to strengthen its partnerships with multi stakeholders through strategic events and programs. Media engagement was one such area which was strengthened.

Impact

The programme seems to have had good impact. Breakthrough used digital and on-ground events to mobilize audiences around the issue of safety and security of women and girls in public spaces. For the first time perhaps, sexual harassment and violence became issues that the youth, peers; parents; and the community at large were discussing. The silence and innate tendency to categorize it as ‘not an issue serious enough to enter drawing room discussions’ was effectively breached. More importantly, it made the issue visible and mobilized public opinion. The use of campaigns and its impact cannot be emphasized enough. It helped the programme *reach enormous scale* and in a language that is understood and appreciated by the digital world. The ability of the programme to break concepts like gender; gender discrimination; harassment; gender biased sex selection into simple realities that women and girls experienced is interesting and offers an example to other organizations engaged in similar efforts to emulate the experience. The focus on dialogue- inter generational dialogue in particular is an interesting example of overcoming issues of trust and discomfort that characterize parent-youth relationships in present times. Both parents as well as youth who engaged in the process during the qualitative discussion highlighted the importance of such an initiative. The community mobilization efforts and the youth engagement component of the

programme vigorously reached schools, colleges and partner organizations with the help of events, meetings; video vans; flyer distribution; campaigns- the methods were several in order to inundate the public with information and tools to address the issue of harassment.

The engagement with multi stakeholders ensured that the four pillars of its stakeholder engagement strategy: prevention; systemic and structural response; social response and survivor support were supported through strategic linkages with the police; protection officers; front line service providers; media professionals; public transport owners; pliers etc. This multi partner engagement policy gave the programme the necessary structural support that it required. Needless to say, partnership management had its own share of constraints and challenges. For instance, the engagement with the police particularly in states like Uttar Pradesh had been challenging which affected the pace of the programme.

Knowledge Generation

Knowledge products, curriculum development and toolkits were an integral part of the project. Considerable time and effort has been invested to develop knowledge products keeping the varied audience in mind. The key knowledge products developed included: Campaign curriculum; Multimedia toolkit; *Online training curriculum – gender, sexuality and human rights; Masculinities workbook*. Another significant component of the knowledge products developed was the development of the *Immersive pedagogy process document* for civil society organizations. It documents the process, learning and sharing of experiences of civil society organizations as they engage in altering norms especially with regard to violence against women and girls and making it unacceptable. The utility of the knowledge products lies in the fact that they help simplify concepts like gender, sexuality, sexual harassment and violence against women. In addition, it helps to understand how gender unequal social norms manifest in different forms: violence, sexual harassment; gender biased sex selection, child marriage etc. In addition, the utility of the toolkits/knowledge products lies in the fact that it communicates in the language that youths understand and identify with, thus increasing its usage and efficiency. The other significant component of all knowledge products developed is that it does not blame the perpetrator (i.e. men and boys) but rather enables them to understand how patriarchy operates and disadvantages men and women. This language of empathy and engagement is critical to align with men. The knowledge products, many of which are in the public domain, can be useful resources for civil society organizations working in the area of gender, sexuality and rights.

Sustainability

As a strategy, Breakthrough has invested in building a cadre at the community level comprising of youth to sustain change. This cadre which is infused with new knowledge, capacities; methods has been instrumental in building community support for the programme in the intervention areas. Since the youth are drawn from the community, they enjoy greater acceptance. This is a group which will stay behind in the intervention areas even after the programme exits. Many of these youth leaders have also been aligned to other CSOs in the area giving them the opportunity of employment and continued presence and work in their spheres of influence. Also, the strategy to engage with front line workers; the investment made to sensitize them and make their advocates of change will help sustain the programme even after it exists.

Context of the Project

While Violence against Women (VAW) is a global pandemic, the 16th December horrific gang-rape case in Delhi focused unprecedented attention on the treatment of Indian women and girls. Behind this treatment are longstanding cultural norms – according to a 2011 ICRW¹ study, 65% of Indian men believe there are times when women deserve to be beaten while a minority (47%) support gender equality overall. India’s last National Family Health Survey (NFHS) III, 2005-06, revealed that about 40% of women have experienced “pushing, slapping, hair pulling, punching, kicking, choking or burning” by their husbands.

In addition, available government data shows that 43% of women in India were married before the age of 18². The consequences of early marriage for girls are multifarious including early pregnancies, inter-generational transfer of nutritional deprivation, limited opportunities for education and economic empowerment leading to an adverse impact on psychological well-being. In addition, there is increasing evidence to suggest that girls who marry before 18 are more likely to experience domestic violence than their peers who marry later³. In absolute numbers, out of the total number of women in age group 20-24 years in India (Census 2011), more than 23 million continue to be young brides. Thus, India contributes with 40% to the world’s brides⁴.

Besides the data on domestic/spousal violence and child marriage, it would be useful to consider the emerging government data on crimes against women in the country. According to the latest data released by the National Crime Records Bureau, under the aegis of the Ministry of Home Affairs (MHA), Government of India, crimes against women increased by 9.2% during 2013 to 2014. Uttar Pradesh with 16.8% share of country’s women population reported nearly 11.4% of total crimes committed against women at all India level, while West Bengal accounting for nearly 7.5% of the country’s women population accounted for 11.3% of total cases of crimes against women in the country. The crime rate under crimes against women was reported as 56.3 in 2014. Delhi Union Territory reported the highest crime rate (169.1) compared to 56.3 at all India level followed by Assam (123.4), Rajasthan (91.4), Tripura (88.0), West Bengal (85.4), Madhya Pradesh (79.0) and Telangana (78.3)⁵.

An increasing trend in the incidence of rape has been observed during the periods 2010 - 2014. These cases have shown an increase of 9.2% in the year 2011 over 2010 (22,172 cases), an increase of 3.0% in the year 2012 over 2011, with further increase of 35.2% in the year 2013 over 2012 and 9.0% in 2014 over 2013. Despite specific legislation against dowry, dowry deaths continue to rise in the country. 29.2% of the total cases of dowry deaths were reported in Uttar Pradesh alone followed by Bihar. The highest crime rate in respect of dowry deaths

¹ IMAGES, India data, ICRW, 2011

² District Level Household and Facility Survey (DLHS)-3 (2007-08) (Currently married women age 20-24 who were married before age 18)

³ Early Marriage: A Harmful Tradition, UNICEF, 2005

⁴ Ibid

⁵ National Crime Records Bureau, 2014

was reported in Bihar followed by Uttar Pradesh⁶.

The skewed sex ratio is a serious concern: India counts 940 females for every 1,000 males, an imbalance directly related to the rising problem of gender biased sex selection in the country. This demographic imbalance has serious consequences and there is emerging literature to suggest that a more masculine population aggravates violence against women.^{7,8}

While data on crimes against women has been rising, serious concerns have been expressed regarding the response to such crimes and its redresses. For instance, while there has been an increase in reported rapes, convictions have dropped by a third, indicating failure on the part of the police to conduct investigations and prosecution. Equally concerning is the judiciary's inability to guarantee timely trials. The average wait time for the judiciary to try a rape case in India is over 600 days, with many cases taking 5-10 years to complete. As of March 2013, 24,000 cases of sexual assault cases were pending before the state High Courts and the Supreme Court of India⁹. In order to get over the backlog especially on crimes against women and girls, fast track courts have been set up in 30 districts of India. However, much more needs to be done.

On the legislative front, there are several key legislations in place to prevent and deter crimes against women: Protection of Women against Domestic Violence Act; Prohibition of Child Marriage Act; Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act; Criminal Law (Amendment) Act, 2013 to name some key legislation. However, critics also point out that India seems to be trapped in a paradox: while on the one hand it has taken several steps towards gender responsive budgeting, on the other budgetary allocations for promoting gender equality and women's empowerment has actually registered a decline.

This is illustrated by the declining magnitude of the Gross Budgetary Support (GBS) in proportion to the total expenditure of union budget as well as the decrease in the projected GBS for WCD in the Twelfth Five-Year Plan. This is bound to have severe implications for the implementation of critical interventions for women and girls¹⁰. In addition, an overall analysis of the Union Budget 2015-16 reflects a reduced priority for women characterized by reduced allocations and withdrawal of several important schemes for women¹¹. The 2015-16 budget sees a 19% cut in the overall allocation towards women from last financial year. The total budget for the Ministry of Women and Child development is less than halved. Rape crisis

⁶ Ibid

⁷ Jean Dreze & Reetika Khera, *Crime, Gender, and Society in India: Insights from Homicide Data, Population and Development Review*, Vol. 26 (2), 2000

⁸ Philip Oldenberg, *Sex Ratio, Son Preference and Violence in India: A Research note*, *Economic and Political Weekly*, 27 (49-50), 1992

⁹ *Staying Alive: Sixth National Conference on Implementation of the PWDVA*, Lawyers Collective, 2013

¹⁰ Bhumika Jhamb, Yamini Mishra, Navanita Mishra, *The Paradox of Gender Responsive Budgeting*, *Economic & Political Weekly*, May 18, 2013, Vol- XLVIII, No. 20

¹¹ Ibid

centres have been cut from 660 to 36¹².

It is noteworthy that while the Nirbhaya Fund¹³ has been bolstered, budgetary outlays, especially for interventions to address violence against women has been ignored in Union Budget 2015-16. The last year announcements related to the setting up of a One Stop Crisis Centre in each district of the country cannot be met from the allocations in the budget. Important schemes like Women's Helpline and Scheme for Assistance to States for Implementation of Protection of Women from Domestic Violence Act, 2005 have not been allocated the necessary outlays, even as there are unutilized funds under the Nirbhaya Fund¹⁴.

However, despite the grim realities as evinced from the data above, there are opportunities for change. Never has the general public been galvanized as it was with the 16th December 2012 gang rape which saw unprecedented protests all over the country. One of the notable and remarkable features of this agitation was the involvement of youth- particularly young men and boys who took to the streets to protest. More significantly, it raised important questions about the status of women in the country and women's vulnerability to violence in public and private spaces.

The clear exhibition of young people's (particularly men's) engagement with the issue of violence sits well with worldwide efforts to engage men and boys in violence prevention work. Gender, as a determinant of a social relation (that legitimizes and sustains men's power over women) is inherently about relations between women and men, as well as relations among groups of women and among groups of men. Achieving gender equality is not possible without changes in men's as well as women's lives. There is a growing recognition of the need to define more precisely the relationship between men and 'engendered' development policy and practice, and examine questions of men's responsibility for women's disadvantage, as well as men's role in redressing gender inequalities- particularly violence against women. Such a discussion is incomplete without an exploration of cultural constructions of masculinity¹⁵. These developments and the body of work of Breakthrough with its emphasis on community mobilization focusing on youth, use of popular art and media and engagement of varied stakeholders provided an opportune time to implement an initiative like PVCSN.

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Why has funding in budget 2015 seen a sharp decline for women? Jagori, March 2015

¹³ Nirbhaya Fund is an Indian rupee 10 billion corpus announced by Government of India in its 2013 Union Budget. The fund is expected to support initiatives by the government and NGOs working towards protecting the dignity and ensuring safety of women in India.

¹⁴ Of Bold Strokes and Fine Prints: An Analysis of Union Budget 2015-2016, Centre for Budget and Governance Accountability, March 2015

¹⁵ Alan Grieg, Michael Kimmel and James Lang, "Men, Masculinities & Development: Broadening our work towards gender equality, Gender in Development Monograph Series 10, UNDP, May 2000

Description of the project

The Preventing Violence Change Starts Now project was a three year initiative from 2014 to 2017. By working directly with communities especially youth, community structures, local bodies, the project sought to reduce the social acceptance of violence. With the objective of making its intervention more focussed, the project sought to address the following forms of violence; Violence in the family, intimate partner violence, physical and sexual violence.

Physical and sexual violence also included addressing Sexual Harassment (SH)¹⁶ which is often referred to as “eve-teasing”, which is assumed as a normalized behavior and perceived as a minor issue.

As the data from India indicates, Intimate partner violence is the most common form of violence which can be both physical and sexual. While reporting of physical violence is higher, there is a culture of silence around sexual violence. This is related to sexual harassment too where shame and fear adversely affect reporting of cases.

The goal of the project was to increase women’s access to mobility, legal services and increase their participation in decision making processes. It specifically sought to decrease domestic violence and violence in public places in select districts of Karnataka, Uttar Pradesh, Jharkhand, Bihar, Haryana and the city of Delhi.

The specific objectives of the project included:

1. To create safe spaces for women both at home and in public spaces
2. To generate greater institutional response and accountability in combating VAW
3. To mobilize youth and in particular men and boys to say “NO” to VAW

¹⁶ SH refers to somebody’s gaze or sexual behavior makes that oneself-uncomfortable. It includes comments, songs, leering, whistling, kissing noises, unwanted touching, obscene calls or messages, stalking, flashing private parts, demanding sexual favors and showing pornography against one’s will. Harassment can take place anywhere including bus-stops, streets, home, workplace or over phone and internet. Thus, the project addressed the issue of sexual harassment at public space, home and institutional spaces

Goal, Outcome and Indicators

A. Statement of Project Goal and Outcomes	B. Indicators for measuring progress towards achieving the project goal and outcomes	C. Data collection methods
Project Goal: Goal: Women and girls in 15 districts of 6 states - Karnataka, U.P, Jharkhand, Bihar, Haryana and Delhi are resisting DV / SH, experiencing reduced SH in public place, increased access to redressal mechanisms	1: % of women and girls who report increase/reduction in DV and SH in public space	Baseline –End-line Survey
	2: Proportion of women who say they feel safe if they: a) go out at night b) get back home late in the night c) use public spaces for leisure d) can work evening shifts	Baseline –End-line Survey
	3: Perspectives of women/girls in 2 locations in each of the targeted states who have experienced domestic violence or sexual harassment about the positive and negative consequences experienced in their lives as a result of accessing redressal mechanisms	Baseline-End-line Survey
Outcome 1: Young men and boys between the ages of 15 -35 years in targeted communities are resisting DV and SH in public places, and supporting women who are doing the same.	1: % reduction of men/boys who reported of verbal/physical abuse domestic and public sphere in 2 locations of targeted states	Baseline –End-line Survey and monitoring data
	2: % of men and boys who are aware and can provide information on redressal mechanism / helplines / govt. schemes on DV and SH	Baseline –End-line Survey and monitoring data
	3: % men and boys who intervened in cases of DV and SH in public spaces in past 3 months	Baseline- End-line Survey and monitoring data
Outcome 2: Increased number of women and girls in the targeted communities are breaking silence around DV /SH, accessing redressal systems and participating in decision making	1: % increase of women and girls who are willing to discuss incidence of DV / SH with parent/teachers/ frontline workers	Baseline –End-line survey and monitoring data
	2: % of survivors who are aware of and can access helplines/ redressal mechanisms in cases of DV / SH	Baseline- End-line survey and monitoring data
	3: % of women who consider SH in public spaces and Domestic Violence as unacceptable	Baseline – End-line survey and monitoring data
Outcome 3: Greater number of youth participating and catalyzing public actions against issues of DV/SH	1: Number of youth organizing events in their communities, colleges like debates, film screening in the targeted locations in one year	Monitoring data – Digital and physical data

	2: No. of youth who are part of the campaigns who have influenced more than 2 peers to join mass action addressing violence against women in the targeted locations	Monitoring data – Digital and physical data
	3: No. of campaigns taken up by youth in addressing issues of DV and SH and creating safe spaces	Monitoring data – Digital and physical data

The project worked with multiple stakeholders at different levels. The key stakeholders included:

- **Primary beneficiaries**- Women and girls (aged between 15-35 years) who were the key constituencies
- **Secondary beneficiaries**- Men and boys (aged between 15-35 years) and different stakeholders and community gatekeepers.

Besides the primary target groups, the other key stakeholders included: educational institutions, law enforcement agencies in selected states, NGO's self-help groups and women groups in selected states. Partnership development was a key component of the project where a range of partners from the grass root to the national, academic institutions, law enforcement agencies was engaged for effective implementation.

In Delhi, the partners included: Lady Irwin College, Institute of Home Economics, Deen Dayal Upadhaya College, Indian Institute of Technology (IIT) Delhi, Community- CASP PLAN, Kutumb foundation (NGO), Youth group at Sangam Vihar F1 and F2, Khaddar, mixed group of diverse youth from different colleges, ACP, Signals, Delhi Police

In Haryana, the stakeholders included: SD College, Arya College & Government College, in Panipat, Neki Ram College in Rohtak, and Government PG College in Jhajjar- and the Police District Legal Service Association, Police dept. Govt of Haryana

In Karnataka, Devanhalli- First grade government college, St. Joseph's College, APSA-Jaynagar and Akg Colony, Home Science College, Spoorthi (NGO) and women network group representing members from different NGO's.

In U.P, Lucknow University, 1090 women power help line, Power Angels group, Kanpur Dehat, Chattarpati Sahuji Maharaja University, and SHG groups in Kanpur Dehat.

In Jharkhand, the partners included TungridharMohalla, Muri East GP, Silli Block, Ranchi DistSahidRaghunathMahto Inter College Patrahatu, GP -Patrahatu, Silli Block, Ranchi District, Kamla Nehru Inter college Tatisilway, Ranchi district, JD memorial Inter College Kanke, Ranchi District, KGBV Angers & Pahari MohallaMuri, Ranchi District, Government school, Barkagaon, Hazaribagh district, Kautilya Women's Colleague, Hazaribagh district, Government School, Barkagaon

In Bihar, the partners included Government school and Kanya High School, Barachatti Block, Gaya district, Government school and two Kanya High School, Fatehpur Block, Gaya district

Key Strategies for the project

PVCSN used the proven Breakthrough approach of arts-infused multi-media assets, colorful community-based education and multiple partnerships. These activities helped engage the varied stakeholders as well as increased their knowledge of violence against women and girls.

Through user-generated content development (skits, social media campaigns) the project participants particularly the youth created content suitable for themselves and amplified it through social media channels made available by Breakthrough. The focus of the community-based education training was intended to create safe spaces for women and girls to come together to articulate their fears, concerns and aspirations about their rights, their mobility and their future. Training program explicitly sought to challenge discriminatory gender norms and unequal power relations between women and men. PWDVA was one of the main focus of this wide-spread conversation as was the focus on inspiring youth to reconsider gender relations in the home and outside. In a nutshell, the strategy focused on:

- Building constituency through campaigns and involving Social Change Actors (SCA) and Social Change Catalyst (SCC) to be part of the same who become a part of the BT generations
- Training with youth (building SCA and SCC) on issues of Domestic Violence (DV) and Sexual Harassment (SH) and mobilize them on making VAW&G unacceptable
- Training duty bearers for gender sensitive approach in handling cases of DV and SH
- Working with identified journalists on the issue of VAW
- Linking youth to Women's Rights groups and contribute to the movement addressing VAWG
- Using social and digital media to amplify the issue and mobilize constituency in taking action

Budget

The total budget for the 3-year project was USD 540,739.00. All the budgeted figures and actual expenditures were funded by UNTF; no part funding from any other donor was included in the project.

- Project duration, project start date and end date
- Description of the specific forms of violence addressed by the project
- Main objectives of the project
- Importance, scope and scale of the project, including geographic coverage
- Strategy and theory of change (or results chain) of the project with the brief description of project goal, outcomes, outputs and key project activities
- Key assumptions of the project
- Description of targeted primary and secondary beneficiaries as well as key implementing partners and stakeholders
- Budget and expenditure of the project

Purpose of the evaluation

Why the evaluation is being done

The End-line evaluation was carried out to evaluate/understand the result and the achievement against anticipated outcomes of the program. Further, it helped assess the success of the program intervention strategy. The evaluation focused on how the TOC (theory of change) worked in the program intervention area and benefitted project participants. The evaluation will inform and strengthen Breakthrough's approach and work by assessing performance and providing recommendations for upscale of next level of the intervention.

How the results of the evaluation will be used

The evaluation results and the learning from the project will primarily be used by Breakthrough's strategy team for next level scale-ups. In addition, it will help inform Breakthrough's programming on altering social norms. Besides internal consumption, the learning from the project (through dissemination and circulation of knowledge products developed) can be used by other stakeholders to plan and inform their own interventions.

What decisions will be taken after the evaluation is completed

The findings of the evaluation will guide Breakthrough to scale up the project more effectively and efficiently in order to create higher impact.

The context of the evaluation is described to provide an understanding of the setting in which the evaluation took place

The evaluation has been carried out keeping in mind the baseline areas where the project was implemented. The data has been collected from young boys and girls who underwent training and were part of Breakthrough's campaign as well as community mobilization events and young SHG women from rural Kanpur in Uttar Pradesh (UP). Data was gathered from Delhi (Youths from Kutumb Foundation, Lady Irwin College, Sangam Vihar), Uttar Pradesh (Lucknow University, Kanpur University and Kanpur Dehat), Haryana (SD College in Panipat and Neki Ram College in Rohtak) and Jharkhand (Ranchi District), Bihar (Gaya district). The stakeholder's interviews were conducted in Haryana (Panipat and Rohtak) and UP (Lucknow and Kanpur) mostly with government officials, PRI members, SHG members and Professors from Universities.

Evaluation Objectives and Scope

A clear explanation of the objectives and scope of the evaluation

Key challenges and limits of the evaluation are acknowledged and described.

The evaluation tried to capture the impact of the program in implementation areas under the PVCSN project. Although, an effort was made to limit the data collection to areas where the baseline was conducted, some areas that were not part of the baseline were included to understand the overall impact of the program.

A critical constraint faced during the data collection was the challenges faced in reaching and contacting youth as this phase coincided with their school/college examinations (November-December). However, the research team worked hard to cover the sample with some delays.

The overall objectives of the evaluation were to:

- a. Evaluate the project in terms of effectiveness, relevance, efficiency, sustainability and impact, with a strong focus on assessing results at the outcome and project goal levels;
- b. Generate key lessons and identify promising practices for learning;
- c. Generate evidence on the result and outcome of the project as against set targets

The Scope of the Evaluation

- Proportion of women and girls who feel unsafe when they go out in public spaces
- Experience of SH and DV in public and private spaces
- Proportion of men and boys who intervene in cases of SH
- Proportion of men and boys who witnessed, perpetrated SH and DV against women and girls
- Knowledge on redress mechanism, safety measures, information through media, community

Evaluation Team

The Evaluation Team consisted of one national consultant organization for conducting the quantitative and qualitative study and one national consultant for report writing. The Evaluation organization was responsible for undertaking the evaluation from start to finish and for managing the evaluation team under the supervision of evaluation task manager from the grantee organization, for the data collection and analysis, as well as report drafting and finalization in English. The national consultant for report writing was responsible for the preparation of final report and knowledge product based on the survey.

Evaluation Questions

- The original evaluation questions from the evaluation TOR are listed and explained, as well as those that were added during the evaluation (if any).
- A brief explanation of the evaluation criteria used (e.g. relevance, efficiency, effectiveness, sustainability and impact) is provided.

The key questions that the evaluation sought to answer included the following divided into five categories of analysis: relevance, effectiveness, efficiency, sustainability and impact. In addition, the end-line evaluation focused on challenges and learning generated from the intervention.

Evaluation Criteria	Mandatory Evaluation Questions
Effectiveness	<ol style="list-style-type: none"> 1) To what extent were the intended project goal, outcomes and outputs achieved and how? 2) To what extent did the project reach the targeted beneficiaries at the project goal and outcome levels? How many beneficiaries have been reached? 3) To what extent has this project generated positive changes in the lives of targeted (and untargeted) women and girls in relation to the specific forms of violence addressed by this project? Why? What are the key changes in the lives of those women and/or girls? Please describe those changes. 4) What internal and external factors contributed to the achievement and/or failure of the intended project goal, outcomes and outputs? How?
Relevance	<ol style="list-style-type: none"> 1) To what extent was the project strategy and activities implemented relevant in responding to the needs of women and girls? 2) To what extent do achieved results (project goal, outcomes and outputs) continue to be relevant to the needs of women and girls?
Efficiency	<ol style="list-style-type: none"> 1) How efficiently and timely has this project been implemented and managed in accordance with the Project Document?
Sustainability	<ol style="list-style-type: none"> 1) How are the achieved results, especially the positive changes generated by the project in the lives of women and girls at the project goal level, going to be sustained after this project ends?
Impact	<ol style="list-style-type: none"> 1) What are the unintended consequences (positive and negative) resulted from the project?
Knowledge Generation	<ol style="list-style-type: none"> 1) What are the key lessons learned that can be shared with other practitioners on Ending Violence against Women and Girls? 2) Are there any promising practices? If yes, what are they and how can these promising practices be replicated in other projects and/or in other countries that have similar interventions?

Evaluation Methodology

Description of Evaluation Design

A structured survey was administered to mostly young people aged between 15-35 years, across the catchment areas of 6 states at the end-line who were project participants. For the quantitative survey, closed ended survey questionnaire was used to collect information. The purpose of the quantitative survey was to assess change in perceptive and attitude to sexual harassment and domestic violence.

In addition, in order to understand the nuances of change and impact of the project, a qualitative study was carried out and change stories collected from the intervention areas. The objective of the qualitative study was to gather nuanced information on the impact of the program intervention and understand the learning and challenges.

An additional objective was to collect suggestions from program participants and stakeholders for planning future interventions. Twenty-two in-depth interviews and Key Informant Interviews were conducted with program participants, while six focus group discussions (six FGDs) were held with youth in the age group of 18-24 years. The respondents included males and females at Panipat, Rohtak, Kanpur, and Lucknow. Both the qualitative and quantitative study were conducted by hiring an external research agencies and the quality measures were used to ensure data quality.

Data Sources

Primary, mostly from survey, qualitative interviews and FGDs

Description of data collection methods and analysis (including level of precision required for quantitative methods, value scales or coding used for qualitative analysis; level of participation of stakeholders through evaluation process, etc.)

The end-line survey was conducted in six states: Bihar, Jharkhand, Haryana, UP, Delhi, Karnataka. The thumb rule in sampling technique was followed: 50% prevalence (worst case scenario) as p for calculating the sample size (When no reasonable guess of p is available, use $p^* = 0.50$ to provide a “worst-case scenario” sample size (i.e., more than enough data) ref: 2006, www.sjsu.edu/faculty/gerstman/StatPrimer/proportion.pdf). Hence, calculation of sample size will be:

$$N = \frac{Z_a^2 * p * (1 - p)}{d^2}$$

- n Required sample size
 Z Standard normal value at (1-a)% level
 a of confidence
 p Prevalence rate
 d Precision level
-

Then sample will be 200 at 95% level of confidence and 8% level of precision. Given this precision level, 200 respondents in each of the 6 states were covered with the total respondent numbers coming to 1200. The survey was conducted in the catchment area where Breakthrough implemented the project.

Description of Sampling

Area and population to be represented
 Rationale for selection
 Mechanics of selection limitations to sample

Reference indicators and benchmarks/baseline, where relevant (previous indicators, national statistics, human rights treaties, gender statistics, etc.)

Sampled population age group wise:

Name of the States	Total Sample size
Bihar	200
Jharkhand	200
Haryana	200
UP	200
Karnataka	200
Delhi	200
Total	1200

Profile of sampled population:

Study Component	Data collection method	PSU	Sampling approach	Gender	Age	Marital status
Quantitative	Survey	Schools Colleges Youth from SHGs in rural areas	Purposive Sampling	Female	15-18	Unmarried
			Same as above	Female	19-22	Unmarried Married
	Survey		Same as above	Male	15-18	Unmarried
			Same as above	Male	19-22	Unmarried Married
Qualitative	Focused group discussion		Purposive Sampling	Youth-female and male	18-25	Unmarried Married

Description of ethical considerations in the evaluation

- Actions taken to ensure the safety of respondents and research team
 - Referral to local services or sources of support
 - Confidentiality and anonymity protocols
- Protocols for research on children, if required

Right from the stage of developing the tools to actual collection of data, the principle of ethical research and consent was emphasized. The survey form did not include self-identifying information; the principle of consent and the importance of ethical data collection emphasized in training of research teams. Separate sessions on ethical research and the importance of consent was conducted by Breakthrough staff with the field research team. Contact numbers of state heads in all the states where data collection was organized were shared along with numbers of central M&E team, so that women survivors of violence, if needed could be linked to services.

Before conducting the survey, and in order to ensure confidentiality, the standard process of seeking consent from the respondents was undertaken. During and after interview, no identifying information was collected from the respondents. Moreover, before conducting survey, informed consent was taken from all the respondents. In case of minor respondents (less than 18 years old), consent from teachers was taken first and then assent from the respondent. The consent statement provided information on the study – purpose and procedure, associated risks and benefits, and voluntary nature of participation in simple language with due verbal as well as written consent. All attempts were made to conduct the interviews ensuring due privacy. For the purpose of conducting focused group discussion proper consent procedure also followed before undertaking discussion with the participants. As a standard, the research team of Breakthrough follows the guidelines of United Nations Evaluation Group and strictly adheres to the ethical considerations especially in case of data collection and research on

violence against women and girls.

Limitations of the evaluation methodology used

The sample selected is at best representative and hence it might not be possible to draw generalizations. However, given that the end-line is from the same selected area where the baseline was conducted, the data indicates trends, change and impact. In addition, given the constraints in time and resources, qualitative data was collected from select districts in two states Uttar Pradesh and Haryana. These are states that fare low on gender indicators and where implementation had been intensive. Hence, these states were selected as they provided opportunities to collect stories of change. The data collection process experienced huge challenges due to board examinations of young students – the primary constituency for the end-line survey.

Findings and Analysis based on Evaluation Question

Evaluation Criteria: *Effectiveness*

Evaluation Question 1: *To what extent were the intended project goal, outcomes and outputs achieved and how?*

Response to the evaluation question with analysis of key findings by the evaluation team

One of the key intended outcomes of the project at the *goal level* was to reduce the social acceptance of violence in communities. One of the key indicators at that level has been to effect change at the level of perception and experience of violence: ‘Perception of women and girls who experience increase/reduction in violence in public places’. The end-line data indicates significant changes in the experience of violence.

While at baseline, more than 90% women reported experiencing violence in a public place in their lifetime, the percentage fell significantly to 53%. More significantly, the percentage who reported experiencing it in ‘last one year’ decreased from 63.4% at baseline to 42% at end-line. The experiences of domestic violence ‘in the last one year’ has also shown a significant decline from 19.6 percent at baseline to only 4.7% in end-line (*Indicator 1: Percentage of women and girls who report increase/reduction in DV/SH in public space*). The changes reported by project participants within the time frame of ‘in the last one year’ become important as they imply changes affected by the project due to its intervention.

The mobility of women and girls has a direct link with perceptions of safety. Here too, the end-line data indicates change. (Table 1 below)

Table 1 : Perception of safety of women and girls in public spaces by women and girls, Baseline and End-line survey, 2016		
	Baseline	End-line
Safe	1.0	18.0
Somewhat safe	62.6	47.4
Totally unsafe	35.1	21.3
N	388	640

While overall perception of safety has shown shifts (as indicated in table above), there are some significant reporting from women and girls which has a direct bearing on their mobility as well as the accessibility of women to public spaces (*Indicator 2: Proportion of women who say they are safe if they; Go out at night; Get back home late at night; Use public spaces for leisure; Can work evening shifts*).

The perception amongst respondents that *they can't travel to market/recreation places* more often and during extended hours shows a *decrease* from 83% at baseline to 64.3 % at end-line. Correspondingly, *less* women (70% at end-line compared to 83% at baseline) think that it is not safe for women to work in evening shifts or late hours. These shifts in perception are important as they determine women's access to opportunities- whether educational or professional. While the overall perception of 'how safe public spaces' are has increased from an abysmal 1% at baseline to 18% at end-line, the data indicates some interesting findings

Unsafe time	Baseline	End-line
Unsafe all the time	44.6	43.0
Unsafe only after dark	46.9	29.2
Only during day	4.4	4.2

While there is little variance between the baseline (44.6%) and end-line (43.0%) data (Table 2), on the perception of women being 'unsafe at all times', there is a significant percentage of women who *do not think* that women are *unsafe only after night*. While this proportion of women stood at 46.9% at baseline, it reduced significantly to 29.2% at end-line. The data can further be corroborated with the fact that more women at end-line report greater mobility to public spaces during extended hours. However, the perception that women are 'unsafe at all time' seems to linger when one compares the baseline and end-line data. This is an area that requires attention.

Further, the data indicates that women's mobility is still restricted as the perception of such places being unsafe remains. This is similar to the baseline finding where a majority of public places were perceived to be unsafe. At the end-line too, the perception still remains with public places near alcohol shops (74.3%), street (66.6%), bus stop (57.8%), open toilet (57.8%) and on the way to school, college (57.4%) still being categorized as the most unsafe public spaces.

The qualitative data further corroborated the prevailing sense of feeling unsafe among adolescents where boys during discussions with them noting that young girls and women were unsafe at all times. They further admitted that such harassment was not limited only to public spaces but even within homes girls/women were sometimes sexually harassed by relatives – an issue extremely sensitive to discuss within the family context.

Needless to say these perceptions of safety affect women's mobility adversely and subsequently their access to education and employment opportunities. Many of the young girls during the discussion with them noted how they desisted from sharing their experiences of harassment with parents for the fear that their mobility will be curbed or worse they would be asked to drop out of school/college.

The need to socialize boys differently came up prominently during discussion with young cohorts. "*We need to bring up boys differently, there are no restrictions on them*" came up

often during discussions. This was true both for rural as well as urban areas. As one of the women respondents from Kanpur dehat summarized it, *“We suppress our girls to follow family rules and regulations but never did or told the boys the same”*. At the same time respondents spoke about the constraints to approach formal redress mechanism in order to protect ‘family honor’. As one of the female self-help group member’s noted, *“At the family or community level, first we try to resolve within the family... to hide the issue...to maintain reputation in the society and to avoid social finger pointing from the others. If the process fails, then only should the police or helpline number be approached”*.

While the reluctance of the family or the community to approach formal measures is largely due to reasons of ‘shame; and family honor’; the attitude of the service providers serves as a deterrent too.

One of the major challenges for the project has been the unresponsive formal structures to the issue of violence. This had been particularly challenging for a state like Uttar Pradesh. When the attitude of service providers (like the police under the PWDVA) is unresponsive, it further acts as deterrence for people to approach them in cases of violations. This has been quoted by several respondents particularly the youth

One of the important strategies adopted by the project was to engage men and boys in changing perceptions, building perspective and taking action to counter cases of sexual harassment and domestic violence. The percentage of men and boys who acknowledged indulging in harassment reduced from 32% at baseline to 15.6% at end-line (Table 3) This decrease in percentage is significant as it indicates change in attitude and behavior. ‘Passing comments’, ‘leering’, ‘whistling’ and stalking are the categories that show a downward trend.

Table 3: Proportion of men and boys who perpetrated violence against women and girls, baseline and end-line findings		
Type of violence/abuse	BL %	EL%
Passing comments	32.1	15.6
Sexual Jokes	17.2	2.8
Whistling	38.8	9.7
Leering	30.1	6.3
Obscene gesture	12.0	2.9
Stalking	31.0	6.2
Touching/brushing	8.6	3.5
Groping	1.7	1.4
Hitting	6.9	3.5
Flashing	8.6	0.7
Physical attack/Sexual assault	0.0	0.0
Rape	0.0	0.0

This can be seen an *important shift* as these forms of harassment is often considered un-harmful though they are significant violations that most girls experience. The discussion with young boys and girls reinforced the patriarchal mindset as the primary reason for harassment. Most of the boys and girls referred to the socialization process which set different standard for men and women where men were socialized to be aggressive and women to be passive. As one of the young male respondents noted, ***“It all comes down to how we bring up boys and girls...there are no limits for boys, while for girls there are restrictions at every step”***. This ability to analyze social realities and inequities is important and should be considered an important contribution of the project as often girls and boys are socialized to accept these attributes as being a ***‘man or a woman’***.

The fact that such a socialization process disadvantaged both men and women and its realizations by young people should be seen as a catalyst for change. Many of the youth in the project areas, particularly boys spoke about how they were trying to challenge some of these restrictions and stereotypes at home, though it was not easy. Most of the youth felt that they did not actively report such cases because many families wanted to hide the issue to maintain reputation in the society and they did not want to be subjected to social objections for intervening or reporting.

(Outcome 1: Indicator 1: % reduction of men/boys who reported of verbal/physical abuse domestic and public sphere in two locations of targeted states).

In addition to a significant decline in self-acknowledgement of indulging in harassment, the end-line data further shows a decline in men/boys who have *witnessed* harassment (Table 4 below). The most significant declines being reported under categories of ‘whistling’; ‘sexual jokes’; ‘obscene gestures’; ‘stalking’ etc. These are important advances as in the qualitative data many of the young girls had recounted how such forms of harassment disrupted their lives and were a source of embarrassment, fear and shame.

Table:4 Men/boys who have witnessed such incidents of violence/abuse against women and girls		
Type of violence/abuse	BL	EL
Passing comments	82.6	87.8
<i>Sexual Jokes</i>	<i>31.7</i>	<i>60.0</i>
<i>Whistling</i>	<i>61.1</i>	<i>30.6</i>
Leering	41.4	36.1
<i>Obscene gesture</i>	<i>31.3</i>	<i>15.6</i>
<i>Stalking</i>	<i>55.1</i>	<i>32.2</i>
Touching/brushing	34.5	22.2
Groping	12.5	4.4
Hitting	15.4	18.3
Flashing	14.1	5.0
Physical attack/Sexual assault	6.3	7.8
Rape	0.3	0.0
Total, Yes	88.4	75.0

In addition, awareness on legal forms of redress – helpline number; awareness of the PWDV Act has increased (*Outcome 1 Indicator 2: % of men/boys who are aware can provide information on redressal mechanism/help lines/govt schemes on DV/SH*).

Table:5 Men/boys who are aware of any helpline number		
Aware of any helpline number	BL %	EL %
Yes	34.9	51.4
Don't know	65.1	42.8

Nearly all the respondents in the qualitative study stated that they should inform the police or call the helpline number 1090 to report cases of sexual harassment but the urban youth were more vocal compared to those representing the villages.

However, the increased awareness has not necessarily translated into taking action against the act. (*Indicator 3: % men/boys who intervened in case of DV/SH in public spaces*)

Table: 6 Proportion of men/boys who intervened in case of DV/SH in public spaces		
Intervention by men/boys	BL %	EL %
Confronted the perpetrator	78.4	39.3
Ask people around to help/take some action	19.9	25.0
Reported to helpline	7.6	13.3
Reported to police	13.5	20.7
Reported to PRI member	8.2	5.4
Total, who have intervened	53.6	60
N	171	180

This is particularly true in the case of men and boys where during baseline 78.4% reported ‘confronting the perpetrator’ which fell down to 39.3% during end-line (Table 6). Perhaps, we can attribute this finding to the fact that, instead of just verbally confronting to perpetrator, young men and boys have learnt to whom they need to report if they witness any violence against women and girls on public spaces. However, other forms of intervention like ‘reported to helpline’, ‘reported to police’ showed marginal increase.

This is a critical area of reflection for the project – how to transform increased awareness into

action against sexual harassment and domestic violence. It must be pointed out that the trajectory from increased awareness to action is not easy as several factors mediate it- response of service providers; enabling environment; fear etc which are external to the project and therefore difficult to influence often times.

Similarly, for women, while awareness on laws and acts particularly the PWDVA increased from 18.6% at baseline to 55% at end-line, the percentage of women who had *experienced harassment* in public spaces decreased from 91% at baseline to 53% in end-line (Table 7) Significantly, more women report lesser experiences of harassment in the last one year which is significant. and reported some form of action against sexual harassment/domestic violence decreased from 90% at baseline to 62.6% at end-line.

	BL	EL
Have come across incidents of DV	77.6	57.6
Have ever experienced SH in public spaces	91.0	53
Have experienced SH in last one year	69.7	42
N	388	642

	BL	EL
Have heard of DV act	18.6	55.0
Remember incident of SH/DV which was reported to police	38.1	28.0
Have taken initiative to report incident of SH/DV	7.0	14.7
N	388	642

This is a category that requires further reflection as to why more men and women desist from taking action, while awareness on forms of violence and redress measures available against it are increasing fewer numbers of women perceive sexual harassment and domestic violence to be a crime while comparing the baseline and end line data (Table 8). The perception of harassment as a violation of rights is essential for it to be reported to formal redress mechanisms – this is an area that needs to be strengthened. However, one possible area to discuss regarding not using any services includes poor quality of services or absence of proper services which can be more structural rather than intervention related.

Reiterating the importance of technology and particularly mobile in the lives of the young, almost 62.3% of girls at end-line (compared to 18% at baseline) identify mobile/internet as the source of information on harassment and domestic violence.

The data further indicates greater access to mobile/internet for young girls, which is a positive

trend. Mobile and internet technology can prove to be essential tool to mobilize young people – a future pathway that projects need to consider. In addition, 38.3 percent of women report participating in campaigns conducted by Breakthrough compared to 21 percent in baseline.

Table:9 Sources of knowledge related to issues of DV/SH		
	BL	EL
TV	74.7	84.1
Radio	35.6	49.3
Newspaper/Magazine	69.6	62.5
Hoarding/Poster/wall writing	9.8	31.1
Pamphlet/Leaflet	3.1	24.2
Street play	11.1	48.2
Campaign	11.3	50.1
Women’s collective/NGO	29.6	58.0
Mobile apps/Internet	18.0	62.3
School/College	32.0	17.0
N	388	642

One of the areas that the project had consciously invested upon was creating sustained youth engagement. Several trainings and sensitisation program were conducted using multimedia, technology and activities to initiate discussion on sexual harassment.

A toolkit was developed which helped facilitators to develop an understanding of sexual harassment among young boys and girls, what is considered safe or unsafe spaces, what makes these spaces unsafe, what is the impact on people who face sexual harassment and what can be done to address the issue, among participants. The participants were mostly young men and women who are in colleges, universities, in non-formal education systems, and associated with other civil society organisations.

An online research was conducted with young people aged between 17-23 years old with regards to their perception of sexual harassment both online and in the physical space. The objective of the research was to understand how young people perceive a “co-ed and inclusive safer space” and what according to them would such a space entail.

The results highlighted various issues that young people face with regards to consent, stigma and accessibility. Availability of parents and teachers to have open-ended conversations about issues of sex, harassment etc, and inadequate response mechanism. Many respondents reiterated absence of an open platform for information or discussion.

These findings and intensive engagement led to the development of creating e-platforms like *50:50 #keepitequal app* to engage with young boys and girls to share their opinions, ideas, knowledge on issue of gender and safety. These applications because they appeal to the youth and talk in their language has been a key component of the program and a successful strategy to sustain youth interest.

This is evident from the data cited below (Table 10) and which contributes significantly to results achieved under Outcome 3: *Greater number of youth participating and catalyzing public actions against issues of Domestic violence/SH*

Table:10 Youth Participation and Catalyzing Public Actions against VAW	Total number
Indicator 1: Number of youth organizing events in their communities, colleges like debates, film screening in targeted locations in one year	200
Indicator 2: No. of youth who are part of the campaigns who have influenced more than 2 peers to join mass action addressing violence against women in the targeted locations	180
Indicator 3: No of campaigns taken up by youth in addressing issues of DV and SH	7

It is thus not difficult to understand that such intensive and sustained youth engagement has led to positive shifts in attitudes to sexual harassment particularly amongst boys, which is a positive trend.

Table:11 Perception among men and women about SH					
Statements	Scale	Women and girls		Men and boys	
		% for BL	% for EL	% for BL	% for EL
Women provoke men by the way they dress	Agree	33.5	19.7	62.9	23.3
Women moving around at night deserve to be sexually harassed	Agree	20.1	17.5	26.6	6.7
If women and girls avail public transport they generally face harassment	Agree	58.2	51.1	NA	NA
Men are always ready to have sex	Agree	56.7	36.1	31.0	16.1
When women work they are taking jobs away from men	Agree	22.9	21.5	21.6	12.8
When women say no it means yes	Agree	22.7	18.9	25.8	10.6

Girls should go out only accompanied with a male member they know	Agree	85.1	61.5	NA	NA
Men and boys cannot cry	Agree	NA	NA	19.7	17.2
If a woman doesn't physically fight back, you can't really say it was rape	Agree	NA	NA	45.2	17.0
Men and boys always need to be strong	Agree	NA	NA	76.7	60.6
NA: Statements were not been asked					

This is a clear gain and efforts need to be invested to translate increased awareness and positive shifts in attitudes (Table 11) to taking action against domestic violence and sexual harassment. Sustained engagement with the core constituency group, building a supportive community and peer support structure along with a responsive legal redress system will help enable this change. The qualitative data corroborates the stories of change and there are inspiring stories of Breakthrough Rights Advocates reminiscing about their own personal stories of change.

As one of the male advocates noted, *“For me the biggest change has been to understand the realities of women and young girls. I never earlier understood that sexual harassment or violence can have such a deep impact on women and girls. The trainings that I attended helped me to understand sex, gender, inequity, discrimination etc and how it impacted women and their opportunities to education and employment. I discuss this with my family now, with the community. I can definitely say that I am a changed man”*.

Similarly, there are stories of change where young women capacitated with information and understanding have approached community gate keepers for action when faced with harassment. As one of the young leaders noted, *“We used to go for tuitions, there would be some boys who would look at us in an uncomfortable way and talk about inappropriate things. This caused us trouble and we could not study properly. Due to this, me and a few other girls decided to go to the village sarpanch and tell him about what had been happening. The sarpanch told us to go for tuitions care free and assured us that there will no boys around from now on. He said they will speak to them and make them understand. If they still don’t agree, you give us a written complaint. We will call the family members of those boys and put forward your complaint. The training helped me to understand what is gender discrimination and how violence happen against women and girls. I will now raise my voice and help others to do so”*.

There are similar inspiring stories of survivor women who have overcome violence, neglect to rebuild their lives on account of their association with Breakthrough and its program. As one of the women survivors noted, *“I was a shattered woman- facing extreme violence at home. My husband was a drunkard, having a relationship with another relative in the family. Violence was a part of my life, if I said something, or I did not say anything, I was beaten by*

my husband. I was tired of this life. Then I came into contact with Breakthrough, I started attending their program; activities and understood about violence, inequality. This gave me strength. I left my husband house and came to my own family. Now I am an active member, I even assist the Asha to organize trainings. I tell people about my own experience. If I could do it, other women can too”.

It was an extension of Breakthrough’s youth engagement program that the *internship initiative* with young students was conceived as an outreach method. The program was successfully piloted in Delhi which proved to be an effective method to build youth constituency on gender and rights. The program included training on gender, sexuality and rights, sexual harassment as well as skill training on conducting campaigns online and on-ground. The young cohort proved to be an energetic constituency in creating their own campaign and community mobilization events, making stalls at college fairs; editorials and blogs. With the help of Breakthrough, girls took active part in **OBR (One billion rising)** movement.

However, when one considers the data on impact of the intervention, it shows mixed results. It would be important to mention here that the data cited is a *perception* of the respondents. While more than half of the respondents (58%) felt that the messages that they saw and heard on sexual harassment/domestic violence changed the way they understood these issues, only 33% categorized the intervention as high impact, while 49% categorised it as moderate. Similarly, a moderate 31% felt that the intervention had helped to reduce sexual harassment/domestic violence, while an equal proportion (32%) felt that it had no impact.

Thus in terms of overall impact, the data seems to suggest that while the project has been able to raise awareness amongst the project participants about sexual harassment and domestic violence, such awareness has not necessarily translated into taking action against it. However, at the same time, it must also be emphasised that projects operate within an environment and the environment influences outcomes in different ways.

The rising incidences of harassment in public spaces and reported retaliations by perpetrators on taking action against them work as a deterrence for others. Until and unless the apathy of bystanders who are witness to such violations is addressed, it is difficult to transform awareness into concrete action. On the positive side, awareness on legal redress mechanisms has increased and there is a marginal increase in reporting cases to formal structures. This is an area that needs to be further strengthened.

Quantitative and/or qualitative evidence gathered by the evaluation team to support the response and analysis above

Media engagement was a strategy adopted by Breakthrough to generate awareness as well as sensitise media in reporting cases. Breakthrough has engaged with over 366 journalists over 6 states through round-table meetings and workshops. The pool of journalists that Breakthrough has ideated helped partnership with media houses to provide local/village level news and BT has collaborated by complementing these news items with gender messages and the training sessions helped generate dictionary on terminology related to gender sensitive reporting. A core team of 18 committed journalists have emerged out of this engagement program that have helped Breakthrough develop better response strategy at the district and state level.

The engagement has been particularly successful in creating new standards of reporting – keeping gender justice in perspective. Thus, talking about rights violation in the right way using mediums like print media, journalists post the engagement program have been able to better frame problems using the women’s rights framework to generate dialogues and public opinion. The engagement has led to several outcomes:

- Coverage of the program and sexual harassment survey of Breakthrough by media
- Gender sensitive reporting particularly in cases of violence

The coverage included greater reporting on sexual Harassment from streets to educational institutions across project states. The reporting was particularly noteworthy from two project sites: Hazratganj and Lucknow in Uttar Pradesh. The intensive and hands on presence of Breakthrough enabled a greater buy in from across sections resulting in meaningful partnerships with popular theatre and drama clubs.

Numerous **Nukkad Nataks** (street plays) on SH at public places, women’s rights were performed by skilled theatre performing artists in various prominent locations across states. Public transport was particularly targeted: bus; rickshaws and autos. Sensitization workshops were held. These events and campaigns were prominently covered in major leading dailies like Hindustan Times and Dainik Jagran which has extensive readership across the intervention states. This helped amplify reach. Similarly, gender sensitization trainings were covered: in particular the training on child sexual abuse with the law enforcement agency (the city police) in Lucknow.

In addition, with a view to break stereotypes and appeal to an urban youth base, Breakthrough was innovative and quick to devise unique strategies which appeal to its constituency. The ***All Women’s Bike Rally in Delhi and Awareness Campaigns through Selfie and NukkadNatak*** gathered media interest and reportage. In addition, Breakthrough’ online campaigns were also reported and were covered well by local journalists. The major campaigns covered were ***#askingforit, #shareyourstory and the Hyper Local Campaign (Haryana)***. The surveys on sexual harassment at public places conducted by Breakthrough were reported in Hindustan Times and The Times of India.

The cadre of journalists developed as a result of this engagement monitored leading newspapers like Hindustan Times, The Times of India, Nav Bharat Times, Aaj Samachar Sewa, Chetna Samachar Sewa, Dainik Jagran, Dainik Bhaskar, Inext, Voice of Lucknow, United Bharat, Roz

ki Khabar etc for their reporting on stories related to women.

Sensitive reporting by the media is not possible if the engaged professionals do not walk their own personal journey of change. There are several such stories which emerge from the qualitative data. The contribution of Breakthrough to such changes is widely reported. As one of the journalists who was a RJ recounted, “*My understanding on sexual harassment changed the day I got my mother on air to talk about her experiences on sexual harassment. When she recounted her experiences..I realised I was crying..if my mother faced it, I could imagine what other girls faced*”. Many of the media personnel recalled their association with workshop- the ‘**Bell Bajao Campaign, Power Angel Training**’ workshops as well as its social media initiatives. While, acknowledging the constraints of working within the media which has its one eye on TRP generation, the media professionals reiterated the need to engage with Breakthrough on a consistent basis. This need was articulated both in the print as well as electronic media.

Similarly, engagement with the police indicates that many of them are aware of Breakthrough interventions. They recall program like ‘**Taron ki toli; nukkad natak**’ etc. These program are appreciated for their ability to ‘relate people’s everyday lives with issues of harassment and violence. The grass root outreach of the program has been specially acknowledged by service providers like the media, police and protection officers.

In the rural areas, the Bell Bajao campaign was reported as a major diffuser in the village area for domestic violence cases. Respondents reported adapting it to distract perpetrators of crime by letting go of the cattle of the household. However, at all points the need to socialize girls and boys differently was emphasized.

As one of the village service provider reflected, “*In our society, we raise our girls by rules and regulations. This is not the case with boys. We don’t teach our girls to say No and our boys to hear No. This is the problem*”. Thus, working with boys and men to redefine masculinity emerges as a clear need. Breakthrough’s campaign on sexual harassment was recalled by several respondents- especially its campaign targeting public transport which as one of the participants noted, “*gave women the strength to speak up by emphasizing that it is not your fault*”.

In Uttar Pradesh, the government run BPO for women with the 24 hr helpline no. 1090 was recalled by participants in FGDs and in IDIs as the first line of action to report such cases against the women in their areas. There are examples of family members sharing this number with their young daughters as one of the young respondents noted, “*Yes, I called once and got counselling and we felt that we have a support but the hooligan threatened me, but we got help from the helpline. My mother informed me about this number*”.

One of the key constraints that emerge from the qualitative data about the reluctance of young girls to discuss issues of harassment with their family is the fear of their mobility being restricted. This fear can perhaps help explain why despite increased awareness on acts/helpline numbers, taking action has been a problem.

As one of the young female respondents noted, “*For us, the biggest fear of telling family is*

that we will lose our freedom. Sometimes, girls have dropped out of schools, colleges when they have reported such cases or discussed with family". The increased reporting by media of such cases has sometimes backfired- girls reported that such heightened coverage only increased the insecurities of parents and led to tighter regulations on their mobility. Thus, it is important to reflect clearly on the impact that media can create on communities. The attitude of service providers and particularly the legal redress system merits specific mention.

Many of the respondents referred to it in the discussion with them. As one of the respondents referring to the dichotomy of the complainant noted, *"If police beats or warns the offender... but the mentality of the offender will not change right? What if he does worse when he comes out next? Even in women helpline, there is a lot of interrogation about the victim but it doesn't help. Even police ask irrelevant questions to the victims. Therefore, most of the cases are unreported"*. Thus a responsive formal redress system becomes critical for increased reporting of cases.

Conclusions

An analysis of the quantitative and qualitative data indicates that the project has been successful in raising awareness about domestic violence and sexual harassment. Translating this awareness into taking action to prevent it is critical. The reasons as to why young girls in particular desist from taking action seem to emerge from the qualitative data. Young girls fear losing their freedom and stricter regulations on their mobility by families.

However, the qualitative data also indicates instances where girls armed with the information and support of their family have taken action against perpetrators. The increased awareness on legal redress mechanism both amongst women and men and particularly youth should be seen as a positive outcome of the project. There is a marginal increase in the reporting of such cases to formal structures since the baseline. This is a positive development too which needs to be strengthened. In the case of Uttar Pradesh, the government supported helpline was widely recalled by most respondents which emphasises the importance of such supportive measures to be put in place.

One of the striking findings which emerge from the qualitative data in particular is Breakthrough's grassroots presence and engagement. This is emphasised by all stakeholders. In addition, the content, presentation and method of engagement with various audience groups, especially youths, call for a special mention by all stakeholders.

This indicates the efficacy of its training program; sensitisation campaigns and outreach program. In particular, the following campaigns were recalled by a majority of the respondents in the qualitative study: '**Asking for it**' campaign, addressing issue of sexual harassment in public space, the, '**Share your story**' campaign addressing the issue of harassment and inter-generational dialogue in home and the third phase of the campaign- '**Stand with Me**' addressing the issue of consent, safer spaces in educational institution and mobility.

The engagement with the media should also be mentioned separately. The qualitative data indicates that such association with the local media and in particular FM and involvement of Radio Jockeys emerges as an impressive collaboration. Such, methods reach the youth directly and has a great influence over them. Breakthrough seems to have leveraged on this well.

Evaluation Criteria: Effectiveness

Evaluation Question 2:

To what extent did the project reach the targeted beneficiaries at the project goal and outcome levels?

How many beneficiaries have been reached?

Response to the evaluation question with analysis of key findings by the evaluation team

It is clear from discussion with Breakthrough staff, project participants and stakeholders engaged with the project that capacity building and sensitization has been one of the key program pillars. This investment has helped the program to reach out and engage with varied stakeholders; build a common understanding on sexual harassment and domestic violence and more importantly build ownership over the program. The investment made in capacity building emerges as one of the key gains of the program.

The youth has been a key constituency – the catchment areas being communities and colleges. The interesting modules; methods helped engage youth – once enlisted issue trainings were imparted to build understanding on the issue of gender, rights, and violence through using interactive and experiential exercises as a methodology.

The curriculum was designed and customized for each geographical area. The youth were encouraged to use their learning into action against GBV in their lives and their college and communities. They supported Breakthrough's campaign and often mobilized their peers and community to participate in community mobilization activities.

To further build skill among selected, interested youth who actively participated, two kinds of different skill trainings were offered that would help them to strengthen their leadership and help them create and lead their own campaigns. Training on how to create campaign with using social media and on-ground and skills of making short mobile based films against the issue of gender based violence.

The youth groups across intervention areas led research, campaign, created films to build dialogues on the issue of sexual harassment and other gender based violence that were supported by Breakthrough. Being part of campaigns, leading activities with communities helped instil ownership and confidence. The engagement has been palpable all across the intervention states. The engagement with the youth has been strategically juxtaposed with its community outreach efforts. The community mobilization events and activities helped create awareness on domestic violence and sexual harassment by using different methods like nukkad natak; theatre etc. These activities were used by youth groups to generate dialogues with their peers and community. Breakthrough's tested method of running video vans (where a van is run on marked route and engages with men and women from communities through, films, forum

theatre and games on issues) helped create a stir in the community. Campaigns, marches to reclaiming public transport, bus stops and *Jansunwai* have been other methods used to create awareness and engage with youth and communities as well as creating demand for services from stakeholders.

The engagement with the media emerges as a notable feature of the project. It collaborated with over 300 journalists over 6 states through round-table meetings and workshops. This helped create sensitivity on gender and understanding on gender-nuanced reporting. The results were several: participation of media in Breakthrough related events and campaigns; adoption of gender sensitive language in reporting etc.

The engagement with the police and the law enforcement agencies has been challenging and could be rolled out only in select districts. This is an area that needs further strengthening. The program also developed strategic linkages with women's advocacy groups and networks to develop shared agendas on domestic violence and sexual harassment. In Karnataka, 3 such meetings were organized with agencies like APSA, BMST, Milana, SICREM, Action Aid, MahilaSamakhya, SthreeJagruthi, Lawyers collective, Jana urban etc. These meetings helped develop a common advocacy plan in the state on Domestic Violence and Sexual Harassment. In Bihar, such collaboration with key NGO partners like UNICEF, PACS, World Vision, Landesa, Save the Children, Agrabami India and Care was used to develop a common advocacy point on early marriage. The meeting created the ground for organizing the second round of consultation after state budgets (2016-2017) in the states of Bihar and Jharkhand were released. The consultation led to the adoption of common advocacy points with the government with regard to budget allocation/spent on early marriage. An initiative like this has helped bring different agencies who are active in Bihar to come together in an effort to pool their experiences to build a common advocacy plan on early marriage in the state.

Quantitative and/or qualitative evidence gathered by the evaluation team to support the response and analysis above

Overall, the project has been able to reach out to nearly 11,00,000 people on the issue of safety of women and girls in public spaces. Approximately 200 thousand reached through on-ground implementation of community mobilization and other events. While nearly 800 thousand were engaged through digital campaigns in last three years. A total of 5616 project participants were reached through face to face training at the community level. 1800 youth advocates have been mobilised who were an integral part of the program- leading the project activities in the 6 states.

It would be critical at this point to mention the contribution of *campaigns* in the program structure. ***This has also been an area which showed innovation; reflex and an innate ability to 'sense the tide' and develop an appropriate custom made campaign to address the emerging need.*** The flexibility, 'the ear to the ground' reaped many benefits for the project and should definitely be seen as a very significant contributor to achieving project outcomes. Campaigns were both online and on ground. The outreach of the online campaigns through an effective use of social media is noteworthy.

What these campaigns helped achieve was the ability to initiate and sustain a gendered conversation not only with the youth but all users of social media. The on ground campaigns had many highs, a notable among them being the #askingforit campaign which garnered immense public attention and debate. Another notable feature of the campaigns has been its *relevance*. The Nirbhaya incident and increased reporting of sexual harassment in the media had generated interest among masses to engage with the issue. By conceptualising and launching a campaign like asking for it at an appropriate time helped increase its need and relevance manifold. It would be important to mention here that the project has used its baseline information and learning to inform its intervention and #askingforit is a good example of it.

Besides the general inclination of the public to engage on the issue of harassment and violence, the baseline findings of the project had shown that school going girls were very vulnerable to harassment/violence and it was a major contributor to drop out rates of girls in the intervention area. This campaign was among the initial one's which raised this issue of safety on way to schools.

The primary objective of this campaign was to encourage bystanders to take action and speak up against everyday sexual harassment.

The main premise of this campaign was to drive home the point that women and girls are not responsible for their harassment. The survivor is never "asking for it." Every woman and girl deserves to go to school safely, to wear what she wants, to move around freely, to travel safely at night, to timely and appropriate response when she is sexually harassed, safe bus stops, streets and schools/colleges. The survivor of sexual harassment is not "asking for it". All she is asking for is action. The campaign achieved *significant reach* in its first phase

1st Phase of the Campaign

- ✓ *The legal FAQs on Facebook were organically picked up by well-known content platforms including Scoopwhoop (16300 shares), Logical Indian (30,000 shares) and StoryPick (3200 shares).*
- ✓ *The campaign has reached 12, 58,987 people and engaged 112,096.*
- ✓ *More than 1200 followers in one week and crossed 25,000 likes on Facebook.*
- ✓ *The album reached 1.3 million on Facebook.*
- ✓ *The video on sexual harassment “Boys will be boys” was viewed by more than 40,000 people on Facebook.*
- ✓ *268 new page likes on Facebook, 5661 likes and 78 comments during March-May*

2nd Phase of the Campaign (*The performance was much better than the first*)

- ✓ *3717 new page likes, 963 post shares, 342 comments and over 16,000 post likes during July- August*
- ✓ *Overall, the campaign fetched 3,985 new page likes and 294, 955 “engaged” users.*

Another notable feature of the ***on ground campaigns*** has been that it became a perfect conduit to ***mobilize communities***. The campaigns created exposure and engagement with youth groups, where they became advocates and participants of Breakthrough’s campaign and lead their own actions to generate dialogues with their peers and community. The tested model of running video vans was applied. These vans which were run on pre-determined routes engaged with communities through mediums like films, forum theatre and games under two important hashtags, ***i.e.#askingforit*** ***and*** ***#bemysafespace***.

Campaigning, reclaiming public transport, bus tops, jan sunwai have been other methods to create awareness and engage with youth and communities as well. These intensive community engagement efforts were visible and helped generate interest and dialogue amongst the project participants on what constitutes a safe space and the importance of it. It further reiterated the importance of inter-generational dialogue to address the issue of sexual harassment. These campaigns were received well by the print media which published baseline findings as well as opened the dialogue of how safety on way to school needs to be addressed.

Some of the significant highlights of the on ground campaign can be listed as follows:

Turning the tide-demand generation- Jan Sunwai: A Jan Sunwai or Public Hearing was held in Kanpur, UP as a culmination of 2 weeks of persistent demands by the local people in Kanpur Dehat for the appointment of a Protection Officer (PO) in the area under the PWDV Act 2005. The campaign aimed at getting maximum people to sign a petition demanding a PO in their area. The Jan Sunwai was Breakthrough’s first campaign to use live audio and video recordings to push awareness. Apart from live tweets in Hindi, the on-ground team members also shared audio and video recordings that were immediately uploaded to the platform and shared widely through social media.

Ratri Chaupal: Ratri Chaupal was a unique idea to mobilize men and women in the community

and gather them at a particular place at a particular time based on their convenience. The gatherings were used to discuss issues of rights; harassment and violence.

On-ground activation-#askingforit: The AFI Activation had a brilliant start in most states. In Uttar Pradesh it roped the famous band Fakeers' which kick started the campaign with songs based on sexual harassment. The signature campaign and demand selfies which appealed to the young were a hit so were the theatre performed by the group. The social media was kept abuzz with timely updates. The campaign had a good public response and press coverage. About 350 signatures, 60 selfies, 25 live interviews and 100 registrations of people supporting the campaign was recorded. The event was supported by civil society, the local administration and the police. These events have proved to be critical and important for Breakthrough to continue to engage with its core constituency and continue the dialogue on gender. It has further helped to keep the spotlight on the issue lest it fall off public memory. In addition, youth festival was conducted in Universities like Kanpur to enlist as change makers and advocates of rights.

Breakthrough's years of work with youth and evidence from across the world shows that it is important to engage with parents in order to move the gender discourse further- particularly within families.

The on the ground campaign in Delhi **#standwithme** highlighted the importance of inter-generational dialogue as an important factor to create gender inclusive safer spaces. A notable feature of this campaign was that it was completely led by the youth groups that Breakthrough had mobilized and targeted the parents of these youth leaders. From issues as varied as nutritional deprivation; restrictions on mobility, education and decision making were discussed. The discussion was moderated by the youth and the parents actively participated. It provided a platform where both sides could share their perceptions; fears and constraints.

Such platforms which bring communities; parents and youth together helped in organizing the ***Jan Samwad in Delhi where people discussed reasons for sexual harassment and thrashed out myths and stereotypes- like short clothes being a trigger etc.*** Around 200 people participated in the event. The participants belonged to different age group, youth, their parents, relatives and their friends and various other members living in the locality.

Discussion forums and street theater were used to break stereotypes. Similarly, the signature campaign in Haryana helped raise awareness on sexual harassment faced by young girls on the way to school. In a significant move, adolescent's collected ten thousand signatures from all the children who were part of the Taron Ki Toli program successfully submitted a memorandum to the PRI members to address the issue of sexual harassment that school girls face en route to school. Similarly, the campaign has been successful in seeing the link between discrimination, harassment, violence and its link with gender discrimination and practices like gender biased sex selection. More significantly, the youth and right advocates mobilized by Breakthrough have been able to understand the inter connectedness of one gender violation with another which is importance to understand gendered hierarchy.

The on ground campaigns conducted by Breakthrough reached more than 1.5 lakh people at the community level in all six states.

Another significant on ground campaign which helped the *program achieve scale* has been the ***Board the Bus campaign*** launched in 2014. The campaign reached more than *9 million* people during its course and mobilized new audiences around the issue of safety and security of women in public spaces especially public transport. It took the form of a series of digital and on-ground activities aimed at creating a public discussion on safety and security of women in public space. It was an important *visible statement and endorsement of women's right to access public spaces and reclaim it*. The campaign galvanized women in Delhi to come together, board a bus to their destination and show Delhi and the world - through pictures, video, audio and text - that they were reclaiming their rightful space on public transport. The campaign was effective in mobilizing partnerships on the ground and creating an on-line engagement. Partnership was forged with Delhi Integrated Multi- Modal Transit System (DIMTS) Ltd. which is an equal equity joint venture of Govt. of NCT of Delhi and IDFC Foundation with a focus on urban transportation. Engagement with college students in Delhi was deepened through community mobilization and flash mobs. Extensive outreach was achieved through local press. A constituency of more than 2000 people was built through digital activation. ***The campaign reached 91,00,000 people on Twitter; 30,47,360 people on Facebook; 7,794 people through the Board the Bus website; 2,132 people via IVRS phone calls and unique calls 1,00,000 people via Mobile; 2,717 people through videos; 2,120 people on the ground.***

The on ground campaign was supplemented through ***Digital activism*** – specific online activities were conducted to build awareness about the campaign and have conversations on social media platforms like Twitter and engaging with ‘Twitter Influencers’. Facts regarding issues of safety and security of women were disseminated to create awareness and interactive online games were built to strengthen online engagement. Inspiring video with voices of women from across sections were created to share the difficulties they faced using buses and how they are now ready^[11]_{SEP} to come out and board the bus and make sexual harassment unacceptable. IVRS/ Mobile was used to reach out to people without smart phones so that they could also share their experiences/ stories of bus travel and be a part of the campaign. Short code to SMS was created to, talk record listen or upload. A successful partnership with Delhi Integrated Multi- Modal Transit System (DIMTS) Ltd. was developed which provided distinct orange buses for the campaign.

The fact that many of these campaigns were led by the youth advocates created ownership; acceptability and credibility in the local communities. To strengthen community outreach, Breakthrough's tested approach of using the video van was effectively utilised to create the necessary buzz, visibility and more importantly a source of information to communities.

Conclusions

The project seems to have delivered well in terms of program outreach. It has effectively reached out to different stakeholders using innovative methods and tools.

One of the key outcomes of the project has been the ability to create a cadre of youth change

leaders in the community, well immersed in Breakthrough's methodology of effectively using popular media and culture to steer social change. This can definitely be seen as a lasting contribution of the project to the community. However, it is important to keep investing in these community groups to build their capacities to deal with issues as they emerge to maintain its relevance.

One of the key highlights of the program has been its multi stakeholder engagement strategy. This is particularly important as issues of harassment and violence which are steeped in gender inequitable norms require a multi-pronged approach. The Breakthrough approach derives its strength from a well conceptualised strategy with four pillars: prevention; structural and systemic response; social response and support for the survivor. It is noteworthy to mention here that its stakeholder engagement addressed all these four pillars: engagement with men and boys; communities; gatekeepers; young girls for making harassment and violence as an unacceptable social norm; engagement with the police; the media as a mechanism to inform systemic and structural response; working with communities; bystanders for a social reform and making services accessible to women survivors of violence. For instance, setting up a help desk at Char Bagh bus stand in Lucknow in Uttar Pradesh as a redress mechanism for women reporting such cases. More importantly, such a set up enjoyed the full support of the local administration which is significant.

The engagement with the media; local service providers at the community level; law enforcement agencies; legal services; government agencies is necessary to build that support. The investments made in capacity building of these stakeholders will help create advocates of change at the local/institutional level to drive the agenda ahead even while the project exits. This will go a long way in ensuring sustainability.

Evaluation Criteria: Conclusions

Overall

The project seems to have achieved good results. While some components of the project have functioned exceedingly well, there have been other areas where change has been more measured. One of the critical areas of influence has been the ability to create greater awareness on sexual harassment and domestic violence. This is a critical area of intervention which sets the ground for larger change to occur. The project seems to have created the necessary groundswell at the grassroots by mobilizing communities and in particular youth. The understanding of sexual harassment and violence as a violation of rights has been a clear gain in the project across states.

The end-line data clearly indicates that awareness of it being a violation has increased significantly and there is a tacit willingness to act against such incidents. The perception of safety particularly of public transport has increased significantly amongst women and girls which pave the way for their greater use. This perception generation through use of mass and popular media is significant. Local campaigns have mobilized the youth- the fact that these campaigns were led by them helped build ownership and credibility.

Breakthrough through the project has been able to create a niche of its own in *initiating and holding conversations on gender* – particularly on sexual harassment and violence. *This has been a very significant contribution of the project which goes beyond its stated project goals and outcomes.* Its ability to engage with the masses through effective use of online and on ground campaigns is striking. The #askingforit; #share your story; #board the bus campaigns not only reached scale but engaged a diverse audience with the issue. It's on the ground community mobilization efforts; reaching out to youth through festivals; nuttaknataks; discussion forums; training program stands out clearly which gave the campaigns the grounding that it required. Another very striking feature has been the flexibility of the program to pick up themes and design mini interventions; social media campaigns that emerge from the learning of the project-for instance using baseline data to inform project interventions. The fact that the program had its *ear to the ground* is clear.

However, where the project seems to have achieved moderate success is to be able to channelize this increased awareness into direct action against sexual harassment and violence (as per the end-line data). This is an area of reflection. However, it must be mentioned here that taking direct action against harassment is mediated by several factors. The recent cases of backlash and bodily harm on confronting the perpetrator of harassment serve as deterrence to taking action. Such cases have been highlighted by the media in recent times and were cited by youth in their discussion as a reason for non-action. In addition, many young girls shared how they desisted from discussing issues of such harassment with their families on the fear that their mobility would further be curbed. In addition, the mistrust that people and communities in general have of the police in particular prevents them from approaching service providers. Though the PWDVA has been in existence for more than ten years now, it is plagued with

issues of implementation.

In many states like Uttar Pradesh, Protection Officers have not been appointed. The absence of service providers makes it difficult for people to report cases to formal structures. Thus, the importance of a sensitized service delivery structure and an enabling legal environment cannot be undermined.

The multi stakeholder engagement has been a key strategy which seems to have worked well in most parts. The media engagement stands out clearly and this is an important stakeholder to continue to work with in the future. The qualitative data especially amongst the community and the youth clearly establishes the important role that the media plays in shaping public opinion. Thus, gender responsive reporting becomes critical. The engagement with the law enforcement agencies has been challenging – thus there is a need to think of clearer and more strategic methods of engaging with them. The efforts to build a joint advocacy plan amongst INGO partners in states need mention.

Effectiveness

The program has been effective as it has reached out to various stakeholders at different levels. Such a multi stakeholder approach is necessary to impact on issues like sexual harassment and domestic violence which are steeped in gender inequitable social norms. Thus, intervention at various levels becomes critical and this is an area that the program has worked diligently. Some of these associations and collaborations have been successful, where others have been more difficult. The community engagement, particularly the mobilization of the youth has worked well. The investments made in capacity building and sensitization have worked well as these constituencies have pulled their efforts to organize campaigns, events, which are culturally and locally relevant. Thus, for instance, early marriage as an issue has been a rallying point to bring various stakeholders together. Mass and popular media has been effectively used to reach out to young people and communities in a medium and language that appeal to them- nukkad natak, reclaim your space events; social media blogs etc have been recalled by various stakeholders as part of the intervention program.

In particular, ***the effectiveness and reach of campaigns both online and on ground*** must be duly emphasized. The PVCSN project saw three major campaigns undertaken by Breakthrough over the project period. They were **#Askingforit**, **#ShareYourStory** and **#StandWithMe**. While **#Askingforit** dealt with sexual harassment faced by school going girls in public spaces, **#shareyourstory** dealt with having difficult conversations about sexual harassment at homes promoting inter-generational dialogue in process. Finally, **#StandWithMe** campaign handed over the reins to the youth to find solutions to their problems- devise strategies that make gender-inclusive safer space.

The **#askingforit campaign** (informed by the baseline finding that showed that school girls were particularly vulnerable to harassment on their way to school) was built around a play on

the common phrase “asking for it” which has been traditionally associated with victim blaming—a provocative and incorrect accusation that a woman is “asking for it” when she is sexually harassed, raped or abused. This campaign intended to turn this phrase to mean, “asking for” justice and intervention.

The campaign used info graphics summarizing the baseline data on harassment on Facebook. This reached 12,58,987 people and engaged 112,096. The legal FAQs that was launched on Facebook were organically picked up by well-known content platforms including Scoopwhoop (16300 shares), Logical Indian (30,000 shares) and StoryPick (3200 shares). In less than a week it had more than 1200 followers and crossed 25,000 likes on Facebook. The album reached 1.3 million on Facebook. The video on sexual harassment “Boys will be boys” saw more than 40k views on Facebook. The second phase of the campaign was particularly successful: 3717 new page likes, 963 post shares, 342 comments and over 16,000 post likes. Overall, the campaign had 3,985 new page likes and 294, 955 “engaged” users.

The **#shareyourstory campaign** shifted the focus to the family. Most messaging in families around sexual harassment/ assault is for girls on how and what they should do to avoid being sexually assaulted. This discussion hardly ever takes place with boys. The campaign, thus, sought to shift the dialogue and responsibility to men and boy and build an inter-generational dialogue on sexual harassment. The focus was on being non preachy and try and shift norms by showing a conversation between mothers and sons on sexual harassment. It is important to mention here that the campaigns were accompanied by calls to action which put the focus back on ‘action’ reiterating that action for prevention is important.

The campaign was backed by two short films: the ‘Popcorn film’ and the ‘Whistle film’ both highlighting the dialogue between son and mother. *The efficacy of the films lies in the fact that they pick up regular everyday incidents from life; drive home a message effectively without sermonizing.* Videos of mothers who had initiated dialogue with their sons were uploaded keeping the conversation alive and real. The fact that real people were discussing real issues appealed to the masses. In addition, online engagement activities like blogathon and tweetathon were simultaneously activated to intensify reach and dialogue. To encourage more submissions of blog posts, a partnership with a leading Indian website called Women’s Web was anchored resulting in 20 stories/ articles in the form of open letters to sons and boys being received and three videos that were directly shared on Facebook. Some of the stories received highlighted how mothers who were harassed in their daily life made it a point to share it with their sons.

Social Media Statistics

YouTube	Twitter	Facebook
Popcorn Film: 523,304 Views 44 Comments 1,044 Likes Whistle Film: 81,014 Views 7 Comments 157 Likes	Potential Impressions 960 K Tweets 129 Retweets 242 Favourites 517 Mentions 707	Posts 78 Total Impressions 6.594 M Organic Impressions 735,295 Viral Impressions 5,461,788 Total Reach 3,609,359 Organic Reach 601,154 Viral Reach 2,684,488 Engaged Users 342,797 Shares 249,161 Comments 2,024 Post Likes 133,964

Similarly, the **#standwithme campaign** initiated conversations with target audience on creating gender inclusive safer spaces to tackle issues like consent, intergenerational dialogue, safety, stigma and segregation. Further, it demonstrated how a gender-inclusive safer space can be created. The campaign kick started with the theme of intergenerational dialogue for which two films were created in the format of VoxPop.

As part of #StandWithMe, a group of school children that interned with Breakthrough India armed with mobile phones, sought answers from their peers. The first film “**Dear Parents, You Know Nothing! Sincerely Millennials**” focuses on why students or young people stay away from their parents on social media. The interns tried to understand why were young people afraid to share the social media space with their parents, what goes through their minds? They also tried to understand and initiate a discussion on how this gap in intergenerational dialogue can be bridged to help create a space, in which young adults can speak without being judged. The second film “**No, dad, I haven’t seen your times. But, dad, you haven’t seen mine.**” was shot by a group of school children that interned with Breakthrough India as a part of #StandWithMe campaign. In this film the interns armed with mobile phones, sought answers from their peers about worries that their parents had about online spaces and challenges young people face trying to explain their world to their parents. In the film their peers also share their concerns about online safety.

The efficacy, relevance and utility of these spaces for dialogue cannot be emphasized enough. It establishes several ‘firsts’ in the country on how to effectively conduct and *sustain conversations on gender with the intent to shift norms, not by ‘on your face confrontation based activism’ but by dialogue and discussion. This perhaps has been one of the most impressive outcomes of the project.* First and foremost, the project successfully establishes sexual harassment as an issue- a break from how it has traditionally been seen- harmless; fun;

trivial- an image portrayed by traditional media.

On the contrary, the campaigns through its innovative method and impressive reach out challenge these notions by picking up every day real life instances that masses can immediately relate to- a powerful first of acknowledging an issue which can lead to further action. This is a critical change where a seemingly ‘non-issue’ in public memory is turned on its head and converted into a ‘real issue’ that affects families. The focus on intergenerational dialogue cannot be more timely. Being a country with a young population, it is critical that such dialogues are initiated and sustained to not only bridge the quintessential ‘generation gap’ but forge healthier relationships between children and families.

The project has leveraged its strength and expertise on the digital world to reach scale. The online campaigns and digital media engagement efforts has reached impressive numbers. It would be pertinent to mention here that the Board the Bus campaign won the 8th March FLOW (Funding Leadership and Opportunities for Women) contest! Together with the Ministry of Foreign Affairs of the Netherlands, Board the Bus was chosen as the best FLOW activity to celebrate International Women’s Day 2014! FLOW also promised to use twitter and Facebook to further promote Board the Bus, through the accounts of FLOW and other people related to FLOW. In addition, #boardthebus was also mentioned on the Facebook page of Minister Ploumen. The results were published on <http://www.flowprogram.nl/Public/NewsPage.aspx?id=8>

Relevance

The program is extremely relevant given the current environment in India where there is increased reporting of sexual harassment and domestic violence. The intervention is opportune as there is increased willingness and acceptability to discuss these issues in the public; the dichotomy of the ‘public and the private’ slowly receding. The 16th December 2012 incident in Delhi galvanized the sleeping middle class and there was nation-wide protests to bring more stringent laws to deal with cases of violence against women. Interventions like this, helps keep the momentum alive by creating the necessary noise and visibility alive amongst people. The fact that the intervention covered both rural as well as urban areas also help meets the need of addressing harassment in villages which often go unreported.

Recent evidences in India on reporting incidences of sexual harassment at public places against women and girls and recent incidences of harassment against women and girls in public spaces e.g. violence in Bangalore, Delhi fumes the thoughts on concern of misogynistic attitude and justification for violence. The proportion of Indian Penal Code (IPC) crimes committed against women with respect to the total IPC crimes has increased during last 5 years from 9.4 percent in year 2011 to 11.1 percent during the year 2015 (National Crime Records Bureau, 2015).

The fight against violence against women and girls (VAWG) is a long drawn. But, if we hold a commitment towards achieving gender equality, social inclusion and human rights for all, one of the sustainable development goals (SDG) – setting up responsive legal framework is essential. One of the targets under this SDG emphasises on preventing and eliminating violence

against individuals, especially, women and children. A legal framework which constantly evolves along with the shifting discourse on VAW and is a safe space for women and other marginalized groups is important for moving towards achieving this target.

The investment made in youth empowerment is striking. The project imparted the core constituency with knowledge, techniques, tools and strategies to effect change and culture norm making violence and discrimination against women and girls unacceptable. ***The focus has been to engage young people to begin conversations and initiate a culture of change.*** This transformation of norms begins by breaking the silence on issues of gender-based discrimination, domestic violence, early marriage and sexual harassment among their peers, and families. At every stage, the rights advocates were supported with new information; ideas; tools to support the journey. This investment can have long term effects where even after the project recedes, there is a cadre available in the community which continues to engage and advocate on gender rights.

Efficiency

Given the budget provision, all efforts were made to streamline project activities and inputs in result oriented manner. The budget line was adhered to as far as possible. However, two changes with approval of the donor was made to the budget line which approved use of funds for 108 days of issue training to create an online training module for online engagement and sustainability and 9 webinars. These shifts helped to make the online engagement more effective. It would be useful to mention here that the partnership with government colleges/schools in all intervention areas except Delhi were pro-bono based, the venue and other logistics were provided free of cost which helped save expenses which were not anticipated earlier. One of the challenges faced in implementation were the last minute announcement of examination dates by state university which made reaching out to the youths difficult.

This resulted in delays in conducting and finishing project activities. In addition, the announcement of Panchayat elections in some states further delayed project activities – especially community based activities. Excessive bad weather during summer or PRI elections some activities could not start at time. Hence, we had to face delay in completing some of the activities. However, Breakthrough used this opportunity to strengthen its partnerships with multi stakeholders through strategic events and programs. Media engagement was one such area which was strengthened.

Sustainability

As a strategy, Breakthrough has invested in building a cadre at the community level comprising of youth to sustain change. This cadre which is infused with new knowledge, capacities; methods has been instrumental in building community support for the program in the intervention areas. Since the youth are drawn from the community, they enjoy greater acceptance. This is a group which will stay behind in the intervention areas even after the

program exists. Many of these youth leaders have also been aligned to other CSOs in the area giving them the opportunity of employment and continued presence and work in their spheres of influence. Also, the strategy to engage with front line workers; the investment made to sensitize them and make their advocates of change will help sustain the program even after it exists.

Impact

The program seems to have had good impact. Breakthrough used digital and on-ground events to mobilize audiences around the issue of safety and security of women and girls in public spaces. For the first time perhaps, sexual harassment and violence became issues that the youth, peers; parents; and the community at large were discussing. The silence and innate tendency to categorize it as ‘not an issue serious enough to enter drawing room discussions’ was effectively breached. More importantly, it made the issue visible and mobilized public opinion. The use of campaigns and its impact cannot be emphasized enough. It helped the program *reach enormous scale* and in a language that is understood and appreciated by the digital world.

The ability of the program to break concepts like gender; gender discrimination; harassment; gender biased sex selection into simple realities that women and girls experienced is interesting and offers an example to other organizations engaged in similar efforts to emulate the experience. The focus on inter-generational dialogue in particular is an interesting example of overcoming issues of trust and discomfort that characterize parent-youth relationships in present times. Both parents as well as youth who engaged in the process during the qualitative discussion highlighted the importance of such an initiative.

The community mobilization efforts and the youth engagement component of the program vigorously reached schools, colleges and partner organizations with the help of events, meetings; video vans; flyer distribution; campaigns- the methods were several in order to inundate the public with information and tools to address the issue of harassment.

The engagement with multi stakeholders ensured that the four pillars of its stakeholder engagement strategy: prevention; systemic and structural response; social response and survivor support were supported through strategic linkages with the police; protection officers; front line service providers; media professionals; public transport owners; pliers etc. This multi partner engagement policy gave the program the necessary structural support that it required. Needless to say, partnership management had its own share of constraints and challenges. For instance, the engagement with the police particularly in states like Uttar Pradesh had been challenging which affected the pace of the program.

Knowledge Generation

Knowledge products, curriculum development and toolkits were an integral part of the project. Considerable time and effort has been invested to develop knowledge products keeping the varied audience in mind. Some of the key knowledge products developed include:

➤ **Campaign curriculum**

The campaigning curriculum was designed for young people to use campaigns for social change to prevent violence against women and girls in communities. The curriculum divided into sections; begin from building understanding on campaigns, their importance, and plans for roll-out. The sessions designed are interactive in nature and use multimedia to showcase successful campaigns used by Breakthrough as well as other organizations. The toolkit provides handy tips for creating successful campaigns; understanding audience base; developing messages etc.

➤ **Multimedia Toolkit**

The multimedia toolkit has been designed for civil society organizations to create campaigns using multimedia tools for social change. It presents methodologies that have been used by Breakthrough effectively to address issues of domestic violence, early marriage, and sexual harassment in public spaces. The toolkit contains information about monitoring and evaluation processes, planning, message creation, audience analysis, and media planning including roll-out of campaigns. The sessions in the toolkit are interactive and use a case study to explain, create, and demonstrate the processes involved in using multimedia tools and communication strategies for effective social change campaigns with different stakeholders.

➤ **Online training curriculum – gender, sexuality and human rights**

The online training curriculum was created to introduce the concepts of gender, sexuality, human rights, masculinity, and other related aspects to the users. The purpose has been to engage with young people especially the social change actors (SCAs) of the Breakthrough Generation and lead them towards an understanding of how their contribution is critical towards the strategies that Breakthrough uses to address and prevent domestic violence, sexual harassment in public spaces, early marriage and gender-biased sex selection. The curriculum has also been useful to build understanding of new staff members at Breakthrough and enable them to understand the link between the issues, tools and strategies used at Breakthrough. The online curriculum consists of three English modules – gender, sexuality, and human rights. These have been created to engage with young people in an interactive manner using the online platform. The users can learn about the issues, identify different forms of stereotypes and discrimination around them, and take action to prevent these discriminations as individuals, in their families and communities.

➤ **Masculinities workbook**

The masculinities workbook has been created for young people to understand gender, power, violence and the inter linkages. The workbook provides information about non-violent communication and understanding that violence is a choice. The workbook is a self-administered tool which does not require a facilitator and can be filled in privacy and at a pace comfortable to the user. The workbook looks at exploring and understanding masculinity, and how patriarchy affects the gender roles and expectations from men. It also explores and

explains how violent behavior is encouraged as a trait of masculinity and therefore, is a process of socialization. Further, it explains how one can un-learn violent communications and behaviors and make an informed choice on adopting a non-violent means of communication. The workbook also provides tools with which the user can lead short-term campaigns to address discrimination and violence against women and girls in their communities.

All the toolkits were developed by undertaking a thorough review of literature; an analysis of what exists and the specific need of the project; lessons drawn from Breakthrough's own body of work etc. The toolkits were piloted and necessary changes made before finalization.

➤ **Immersive Pedagogy Process Documents**

Another significant component of the knowledge products developed was the development of the *Immersive pedagogy process document* for civil society organizations. It documents the process, learning and sharing of experiences of civil society organizations as they engage in altering norms especially with regard to violence against women and girls and making it unacceptable. The document provides information about strategies and methodologies that are successful in previous campaigns and program used by Breakthrough and other organisations to address issues of violence against women and girls. The pedagogical approach presents the theory of change that has been effective for Breakthrough and the learning that has been incorporated by Breakthrough in its work related to domestic violence and the Bell Bajao campaign.

The process of developing knowledge products has been built on the premise that it is critical to equip young people with knowledge, information and tools that enable them to prevent and intervene in situations of violence. Thus capacitating them is critical. In addition, these tools also aim to change social norms that make violence against women and girls 'normal' by shifting this belief and making it unacceptable. Thus, the intent is to create new gender equal norms by altering existing norms. Thus, the process of change becomes sustainable.

By following this method, Breakthrough has been able to create social change actors and catalysts that have the necessary knowledge and tools available to replicate messages/change in their communities. Additionally, working in partnership with civil society helps expand the reach of the intervention.

The utility of the knowledge products lies in the fact that they help simplify concepts like gender, sexuality, sexual harassment and violence against women. In addition, it helps to understand how gender unequal social norms manifest in different forms: violence, sexual harassment; gender biased sex selection, child marriage etc. In addition, the utility of the toolkits/knowledge products lies in the fact that it communicates in the language that youths understand and identify with, thus increasing its usage and efficiency. The other significant component of all knowledge products developed is that it does not blame the perpetrator (i.e. men and boys) but rather enables them to understand how patriarchy operates and disadvantages men and women. This language of empathy and engagement is critical to align with men. The knowledge products, many of which are in the public domain can be useful resources for civil society organizations working in the area of gender, sexuality and rights.