

Father Care Campaign: A Campaign for promoting men's involvement in Securing rights of children in
India:
A Programme Evaluation Report

The objective of the evaluation was to assess the effectiveness of the project looking at each of the objectives through a review of reports and materials and discussions with networks partners in each of the states where the project was implemented. As part of the review of materials the following materials were studied. One day consultations were held at Bhopal, Ranchi and Lucknow with network partners and phone discussions were held with selected partners in Maharashtra. In addition, the project website was studied and an analysis of the access data of the website and listserv was done. Apart from this, discussions were held with the CHSJ and HAQ representatives to understand their perspective about the project. The mandate of the evaluation was limited to this and did not extend to generating feedback from the community. However, some stories of change have been documented through project partners and used as part of the report.

1. Objective of the Father Care Campaign (1)

The overall goal of the project was to “*seed community level social change processes in different locations across the country where men start taking active roles in their families and communities for securing women and children's rights and bringing equity¹*”. The objectives were as follows:

Objective 1: Support and Develop a National Platform of Practice

Objective 2: Support and Strengthen State Level networks on Father Care Campaign

Objective 3: Support community level interventions and campaigns for facilitating changes in attitudes and behaviour among young fathers and fathers-to-be

For the intervention, CHSJ chose the states of Uttar Pradesh, Maharashtra, Madhya Pradesh and

1 Grant Application Form, Oak Foundation 28 September 2011 (GAF)

Jharkhand. There were ongoing activities being undertaken in all states apart from Jharkhand and that was played a role in choosing these states². At the initial stages, CHSJ considered working in West Bengal but finally decided on Jharkhand. Each state got its own its favour and lessons to the campaign as working with men around issues of masculinities, violence against women differed significantly in each location. CHSJ's previous experiences have helped them understand that “men can become gender sensitive, concerned about human rights, examine their privileges and take personal action and public leadership to change deeply discriminatory practices³”. CHSJ sought to use this experience to explore how men could be engaged as father concerned about health and well being of their children and facilitating children to develop their own ethical standards and take informed decisions thus seeking to integrate a child rights perspective to the ongoing work with Men on masculinities, gender justice and human rights. Designing a campaign and architecture for Engagement of Fathers in the protect of child rights was thus the challenge the project sought to address. Apart from the local level campaigns CHSJ also sought to draw experiences from its engagement with FEM, SANAM and the Global Menengage Alliance and create a sharing process of not only having a body of community level practice in India but also linking up with South Asian and global actions around the issue of MenCare.

2 Maharashtra (100 villages in Pune, Beed and Sholapur supported by UNFPA), Uttar Pradesh (UNTF supported project in 30 villages of Jaunpur, Pratapgarh and Gazipur) and Madhya Pradesh (30 villages in two districts of East MP)

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2. Brief review of the activities

- *Institutional preparation and developing capacities for working on issues of Caring Fatherhood*

As part of the preparation, a series of engagement with the core group of FEM members was undertaken. Besides this HAQ, a Child Rights organisation, also entered in partnership with CHSJ to provide technical expertise of the Rights of Children. In collaboration with the FEM core group and HAQ, CHSJ held a National Consultation on “Role of Men in protection child rights” in June 2012 with 85 participants across 12 states in the country. The meeting was used to finalise the concept note for the project. This was followed by a FEM India meeting in which position papers and structure of the campaign were finalised. Discussions with feminist groups and child right groups were done to see the linkages between issues of children and women, develop an understanding of the history of the child rights issues and the framework for intervention. Initial meetings were held in MP, Maharashtra, UP, Jharkhand and West Bengal. A national level capacity building workshop for 35 participants was organised in October 2012 with participants from 6 states and state level capacity building plans were developed and followed up by capacity building workshops in the state to create a pool of trainers. In 2013, the focus was on consolidating the FEM INDIA network where state level plans were developed by the end of 2013.

- *Developing a state level network of practitioners*

Preexisting networks in Maharashtra and Uttar Pradesh took forward the process in the states through Bapanchi Shala and MASVAW respectively. In the states of Madhya Pradesh and Jharkhand, CHSJ motivated existing groups interested in working on the issue to come together and for state level networks. Each network decided on the way the it will function and the roles and responsibilities of the member. The networks were also instrumental in identifying new partners and the terms of engaging with them. Membership grew in 2013 and CHSJ provided mentoring support to strengthen the newly emerging networks.

- *Alliance Building and networking with Child Right groups*

The campaign continuously engaged with child right groups in the states and engaged with them. For instance, 22 of MASVAW members and 11 of FEM (Jharkhand) work on child rights. Besides this, the technical support of HAQ was extended to all the state networks and HAQ team members not only contributed through capacity building but also by participating in planning meetings at the state level.

- *Providing Capacity building support to practitioners in 4 states*

As already mentioned, national and state level capacity building support was provided to practitioners and a pool of trainers has been created. This pool of trainers can support state level training needs. By mid-2013, second line convenors had been trained in each of the 4 states. Follow up workshops were conducted on issues related to child rights, masculinity, patriarchy and the need for men and boys to proactively engage in protecting human rights. Training at the field level begun cross all the four states in 2013.

- *Information sharing and advocacy*

The FEM India website continued to be updated and for sharing materials. SMS messages were used to spread the message of the campaigns. Member also started actively using the list serv to share information. An IVRS toll free number was also set up to provide information on masculinity, child rights and responsible fatherhood. One Billion Rising is an international campaign against violence of women. MASVAW and MAE took a lead in the states of Uttar Pradesh and MP in taking the campaign to field level. Press conferences at the state level and media briefings led to media coverage of the campaigns.

- *Developing and sustaining a platform for shared understanding and perspective*

By the beginning of 2013 CHSJ had developed reading and resource materials for trainers in Hindi and Marathi. Campaign slogans were also prepared. Manuals on Child Rights and on Caring Fatherhood were also prepared in 2013 and served as effective training guides for the state level trainers resource pool. The Regional processes as a build-up to the 2nd Global Symposium on Engaging Men and Boys for Gender Justice and the Symposium itself brought partner organisations in contact with other organisations in neighbouring states creating learning opportunities and sharing of experiences and ideas.

- *Community Level Campaign*

While 2012 saw campaigns only in Uttar Pradesh, 2013 saw all four state networks organising field level campaigns to promote issues of child rights and engagement of Fathers. Workshops, trainings and meeting were combined with rallies, street plays, wall writings and engagement in schools and colleges. Besides this, there were discussions with elected representatives of local governments. In the 2013, when community level campaigns were held in all four states:

Year	State	Campaign Dates	Villages
2012	Uttar Pradesh ⁴	All of December	700
2013		14 Nov-16 December	700
2014		September 14 & 14 Nov - 16 December 14	400 ⁵
2013	Maharashtra ⁶	14 Nov-10 December	145
2014		All of December 14	145
2013	Madhya Pradesh ⁷	12 Dec-21 Dec	308
2014		September 14 & 25 Nov. - 16 December 14	356
2013	Jharkhand ⁸	4 Dec-30 December	240
2014		August-September 14	240

As part of the campaign, apart from awareness raising through wall writing and other IEC materials, small exercises were also done to highlight father care through discussion and quizzes with men and boys on gender equality, father care and gender based violence faced by women and girls.

Besides the campaigns, one day events on Women's Day, Children's Day, and Human Rights Day were held in Maharashtra, UP, and MP. Besides the 4 states, the CHSJ team participated in Delhi level events of OBR.

3. Key assumptions of the Project

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- 4 In UP, awareness spread through the campaign is having an impact on the attitude and behaviour of men and is visible through their active participation in household chores, child care, family health and supporting the spouse for her health checks during pregnancy.
 - 5 In UP, the 2014 campaign focussed its efforts on the district level with district level events like district dialogues being organised. This change in emphasis shows a reduction in coverage of village level activities.
 - 6 In Maharashtra, father group meetings discussed rights of children and issues like equal opportunities for boys and girls.
 - 7 In MP, the campaign overlapped with the 16 days of Activism against violence against women and saw a high engagement of the youth.
 - 8 In Jharkhand, Five member committees at the village level were formed as vigilance committees against violence against women and children and to promote responsible fathers sensitive to the rights of children.

After going through the project planning documents and discussions, the following key assumptions were identified for enabling the project.

The Key Assumptions are:

- A demand can be created for fathers to take action for effectively addressing child rights and gender justice through awareness raising through concept building and campaigns.

CHSJ has based this on its own engagement with men over the years. This is articulated in the Concept note for the National Convention⁹:

- “Men can and do get associated with initiatives aimed towards gender equality at the family and community level
- This change may not be universally applicable to all men, but those men who are part of this change process also take leadership and mentoring roles in their communities
- The change in understanding on gender-power relations and male privilege in the context of violence against women leads to a better appreciation of discrimination along other social axes including sexual identity and caste based discrimination as well as social issues like son preference and dowry.”

CHSJ also articulated that while the state has responsibilities towards children welfare and rights, the most significant arena lies in the household itself where a nurturing environment is critical. “If children are insecure at home then families must take some form of accountability and in families there is disproportionate power in the hands of ‘men’ in a patriarchal social set up..The work within the family and with fathers does not mean that the work to secure adequate provisions and protection from the state should stop. It only means that ‘Fathers’ (along with mothers) become the first champion and activist for child rights in the public domain. .¹⁰”

- Providing information and training to existing social development players (NGOs, Educational

9 **Involving Men as Fathers in Protection of Children’s rights** A Concept Note for the National Consultation

10 Op cit

Institutions) working on gender/child rights will be able to bridge the gap and motivate them to work on father care issues.

CHSJ sought to engage with grassroots groups working in each of the four states to take this process forward. It was recognised that this was a new area of work, including that of engaging with Men as Caring Fathers for CHSJ but it was felt that the existing groups working on social development or child rights or women issues had sufficient capacities to be sensitized and build competencies to address this issue. This was based on the experience of CHSJ's (and SAHAYOG's) engagement in MASVAW in Uttar Pradesh.

- Cross Learnings are critical to consolidate experiences and develop a body of knowledge on the subject.

As a leading national level actor in knowledge production and network leader around health issues and its own work on masculinities, CHSJ recognised that small experiences in different localities might be informed by their particular situations but are useful to understand for others who might be in a similar situation. Aggregating multiple stories and cases helps in building a better understanding through sharing of experiences through various mechanisms, written, face to face and electronic.

- Existing partners have sufficient experience to document processes and share information through case studies and papers.

CHSJ felt that working with partners in building their concepts would be sufficient to help build a body of practitioners who would be able to share their experiences with each other and systematically analyse the same build an understanding on masculinities, fatherhood and child rights.

- Networks are an effective mechanism for information sharing and advocacy.

Based on the MASWAH experience as also its own engagement with other networks, CHSJ felt that developing and consolidating state level networks who help support the field based work of partners and serve as an effective way to advocate about the issue of child rights with state governments, media and other institutions. It also becomes a effective way of learning from each other.

4. Activities on various levels with key learnings at each level

The following will look at the key learnings at field level, state level and the national levels.

- Field
 - **Campaign and participation:** Campaigns were organised across all four states. These were all done simultaneously across each state in 2013 and 2014. However, since the project was taking off in 2012, it could only be done in Uttar Pradesh and Maharashtra (CHECK). The campaigns, in each area. The broad themes of the campaigns were.:
 - Against Violence against children
 - Against Sexual Violence
 - Awareness around Declining sex ratio and female featicide
 - Against Discrimination against the girl child
 - Marriage at the appropriate age.

At the practical level, besides the traditional attributes of a “father” as a provider and protector, the campaign promoted on the image of a father as a role model, friend and care giver. Apart from the campaign in the community, there was active engagement with schools and colleges in a number of places. The campaign were not limited to a specific duration but also integrated in the celebration of Children's Day, Fathers Day , Mothers Day Human Rights Day and 16 days of Activism against Gender Violence.

- The Campaign has been effective in eliciting participation from men, creating champions in the community and overcoming the traditional norms of what a man should or should not do. There are a number of cases where men have taken a more caring and nurturing role towards their children as they realised their own privileges and how working around them makes them better human being and parents. Significantly, the most significant change stories are coming from people who were part of the mobilization and how they themselves transformed as part of the process.
- **Messaging:** Materials produced by CHSJ has included pledges, calendars, posters, IEC

Materials related to OBR, flash cards and stickers. At the field level, the use of posters and stickers were very useful. Materials have been developed in hindi and marathi languages. Besides these mediums, partners reported the use of a variety of mediums to engage with the community. This was through wall writings, rallies, street plays and door to door discussions. While posters and stickers were provided centrally, there was also localization of content and creating content. Maharashtra's use of the term Bapanshishalla was very found to be very effective and found resonance to communicate the idea at the community level. Besides reaching out to people through these mediums, CHSJ also created a IVRS toll free number to provide information related to masculinities, child rights and responsible fatherhood.

- While the messages do raise issues of power and privileges enjoyed by men, the positive content of what the role of a good father was found to be an effective manner of communicating the issue. The messages were localised and used as part of the campaign.
- **Periodicity:** The Major thrust of the campaign was once a year. As mentioned above, there was innovation in the messaging and the way the campaigns were run in each locality. However, there was a standardization in terms of area covered and budget allotment. Overall, the campaign phase of about 10 days and the build up with the OBR work were the highlights with more steady work at other times. There was unanimous opinion that the time of the campaign, while sufficient by itself needed to be repeated at different times of the year for effective engagement with the community. Another interesting response came from Maharashtra, where CHSJ is implementing a UNFPA project (with 5 partners) that the regular engagement with the community that was possible through it was not possible through the campaign partners.
- As a process of community engagement, the campaign has a limited timeframe. Given the decentralised manner in which the entire project has been structured, with the State Networks taking the lead with responsibility divided among respective regional coordinators and the participation of small NGOs in the mobilisation there is a sense of sub optimal public engagement. There are limitations of the budget and one cannot see how such a campaign can be repeated in other times of the year. Moreover, we also need

to recognise that small grassroots groups might not have been able to visit all the areas over the year. Having said this, this feedback is not from the community but from the partners working on the ground who felt the need of having a longer community engagement.

Engagement and impact: Overall response of the partners to the campaign was positive as this was a different way of engaging at the community level. Groups that had been working with women around violence felt that this approach was useful in engaging with men. However, it needed a clear perspective when such an engagement took place as there was significant resistance from men, from their traditional positions. At this moment, it would be difficult to assess if there has been a uniform impact of the campaigns on the attitude and behaviour of men across the states but the campaigns have definitely been able to surface issues around male power and privileges and initiate a conversation at the community level, starting with the Community based leaders who took forward the campaign in their respective local areas as a number of case studies show. As I have already mentioned above, the campaign as an instrument has a limited objective—that of creating a positive environment and it needs to be followed up by more sustained interaction through the year. Given the design of the project, CHSJ chose to spread the resources, both financial as well as the available human resource thinly across a large area which did not allow the regular engagement that a number of partners alluded towards. However, as the objective was to seed the issue of Caring Fatherhood, it was done effectively. There are benefits not only at the field level, but also in state level activities and that in the NGOs partners.¹¹

- State level
 - **Establishment of issue with partners:** As mentioned earlier, apart from Jharkhand, CHSJ already had some presence in the state through other projects. However, the engagement was limited to 5 partners in 3 districts in Maharashtra and two districts in MP. The work in UP was more extensive through the MASWAH network while there was no prior work in Jharkhand. Apart from this, CHSJ also presence in MP through the PACS intervention. These made the task of initiating the campaign easier though the challenge was to be able to create the right understanding and build the participation among the NGOs. CHSJ sought to

11 <http://www.men-care.org/data/MenCare-India-Stories-of-Change-2013.pdf> lists some case studies emerging from the campaign.

create ownership over the process in each state by creating state level secretariats. These secretariats have taken forward the processes in each state. CHSJ has provided technical support to them. As mentioned earlier, apart from participation in the National Consultation, CHSJ and HAQ have helped TOTs where the leadership and the second line in each organisation have been trained. Since this was a state led process, it has moved at different paces. As mentioned earlier, CHSJ considered working in West Bengal too and did organise a meeting there but took a decision to focus the work in four states of UP, MP, Maharashtra and Jharkhand.

- The level of awareness, knowledge and attitudes influenced the pace at which the work evolved in each state. As mentioned, CHSJ sought to bring in NGO partners who had some prior experience of working on issues of Child rights or women rights but not necessarily having much experience around the issues of masculinities and Father Care. The presence of the extensive network in UP allowed CHSJ to run the campaign across 700 villages in 20 districts in the first year of the project (2012) but this couldn't happen in MP and Jharkhand in the first year. Since the concept was new for groups it took time for the partners in organising events and undertaking documentation of the same. Campaign work effectively took place across all states by 2013. The engagement of local NGOs and letting them work at their own pace has been critical in building momentum and consolidating the network in each state.
- **Consolidation of network-identity/co-ordination:** Work in each of the four states has evolved differently. While a network pre-existed in Uttar Pradesh (MASVAH), the campaign process helped form a network in Madhya Pradesh (Men for Equality), and Forum to Engage Men, Jharkhand and consolidation of Forum to Engage Men, Maharashtra. Apart from the organisations, a number of interested individuals/practitioners participated in the campaign processes and gave impetus to the networks.

State	Districts	Village	No. of Partners
Uttar Pradesh	20	700	165
Madhya Pradesh	12	356	46
Jharkhand	10	240	40
Maharashtra	8	145	10

In each state, the State Level Networks have been able to establish an identity as a group that works on

issues on Masculinity, Women and Child Rights. Members reported engagement as Network members in various other forums, both at the state as well as the district level. All the state level networks have been able to carve out a clear identity for themselves and discussions said that the primary identity of campaign is through the networks even if CHSJ is the project holder or there is a specific organisation responsible for co-ordination at the state level (eg. SAMVAK in Maharashtra or Prerna Bharti in Jharkhand. This visibility through the state level network has happened at the national as well as international level and would not have been possible for local organisations.

- The state level co-ordination organisation works as a node to collect and consolidate programme and financial reports but the coordination of all activities flows through the formal network structure with the state co-ordinators liaising with the district co-ordinators. The spirit of volunteering is high in this process as it is felt that the networks are their own. For instance, MAE in Madhya Pradesh, works through three regional co-ordinators who volunteer their time and do not use project resources for co-ordination. While the networks have matured and work in a democratic manner, they still feel that they need to draw upon CHSJ for information and new ideas. However, through the trainings and orientation over time, each state has been able to develop resource persons who can provide support locally and they do not need to draw upon CHSJ staff for that now. The estimated time that a district level co-ordinator is giving was around a week in a month, which is a significant investment and shows that benefits that they derived out of engaging with the network.
- **Media and outreach (govt. academia, other networks, schools etc)** While NGOs are the natural allies in the process being led by a NGO, the state level networks have actively sought to engage with others. At one level, this has happened organically as various individual activists, journalists and academicians have been members of the network but also more importantly, as a strategy. It has been clearly recognised that institutions play an influencing role. Broadly, engagements have taken place with schools and colleges, Panchayats, Service Providers (like ANMs), Academicians, Lawyers apart from the CBOs and organizations working on child right and women's rights. For example, network engagement in Jharkhand and Uttar Pradesh are:
 - In Jharkhand, FEM has been able to carve out an identity in state level networks. JUMAO (State level network on domestic Violence), Jharkhand Anti-Trafficking

Network, National Alliance for Women, AALI (case work) and CREA networks engage with them.

- In Uttar Pradesh, active engagement with SATHI, Mahila Samakhaya, UPVAN, Healthwatch, Mahila Swastha Adhikar, UPVHA, DAG.
- Clearly, the State Level networks have been able to carve out a distinct identity of a group working with men and masculinities. Besides civil society networks, members have been invited on various committees at the district level or participated in state level policy processes and that allows them to take the perspective of the respective state level networks into these forums. There is media coverage of the events, especially when the campaign is being conducted in local media. These have been through press conferences as well as coverage by local media stringers that the Network has cultivated over time. Engagement with educational institutions has been at different levels, In UP it is fairly systematic with regular engagement with 9 colleges/University's to adhoc engagement in other areas. There is a clear need to systematically cultivate and engage with stakeholders beyond the non government organizations and clear forms of engagement need to be identified through the experiences generated from the past three years.
- National
 - **technical support of HAQ/CHSJ:** CHSJ as the anchor organisation has provided the capacity building support, apart from supporting the networks through logistics etc. HAQ, which specializes in work on the rights of children, was invited to support the processes. Initial engagement of HAQ was to support in shaping the concept note for the campaign and participating in the National Convention as an expert member. HAQ designed Training of Trainers and capacity building interventions with partners who did not have much orientation on child rights. Since most partners were field based grassroots groups it was a challenge to communicate the issue. HAQ also participated in planning meetings in various states. The engagement of HAQ was higher during the capacity building phase and has since tapered. HAQ sees this as partnership where they have gained an insight on engaging with men for protecting child rights. HAQs support has been towards capacity building and planning at the state level networks and have provided informal support for specific areas. Rights based trainings were easier to conduct in areas where groups were already engaged

on addressing gender based violence and women's rights. The most challenging area for HAQ was engaging with groups in Jharkhand due to their lack of exposure on human rights issues. HAQs contribution is seen in developing a clear child rights perspective for the partners and in turn on the campaign design and how to engage with the community on the issue of child rights. Specific campaign issues of Safe Father Campaign and Say No to Child Marriage are seen as contributions by the HAQ team. CHSJ secretariat team regularly consulted them for the design of IEC materials. HAQ also engaged CHSJ and partner organisations for their own consultations on CHILD MARRIAGE and REVISION OF THE JJ ACT.

- HAQs support as a partner and technical expert was essential in this project where the focus was not only on institutions engaging with children but also issues faced by children in the family and community. HAQ lens of child rights helped the campaign focus clearly on the issues and helped partners in the field develop a perspective on child rights. HAQ has gained by this engagement and have started integrating the need to engage with fathers for child rights in their own work. HAQ is an expert on the Mental Health in the JJ Board and has realised how fathers need to be engaged in the counseling process.
- **web based knowledge platform:** CHSJ hosts a website for the campaign <http://www.femindia.net/> which collates all the documents generated as part of the campaign. This includes minutes of all the meetings, resource materials like training manuals on Father Care, Child Rights , IEC materials, newspaper articles and video clips. The website is competently organised and is easily available to English readers though it has articles and resource materials in hindi and marathi for downloads. The website is regularly updated and serves as a key resource for people working around the issue of engaging men for gender justice. While data on accessing the website over the three years was not readily available, the website gets 40-45 hits a month. Besides the website, CHSJ also hosts a listserv ([engagingmen @googlegroup.com](mailto:engagingmen@googlegroup.com)) for ongoing discussions and debates and it an active forum for information and knowledge exchange and sharing of experiences and ideas. The Listserv can be access by applying for membership through the website¹². The FEM

12 <http://www.femindia.net/fem-listserv-form.html>

listserv has been an active online platform for the members of FEM where information on engaging men and boys for various development and social justice concerns are raised, shared and discussed upon. The posts shared by the moderator as well as the members reflects a broad range of information – emerging new campaigns, study and project reports; upcoming courses, workshops, conference and symposium; community mobilisation events; Public protest and gatherings; Petitions to the State; online and offline news report; Blogs and other publications; Films, Music CD, performances and other cultural productions etc., on working with men and boys for gender justice and other developmental concerns. There is an active sharing of the initiatives taken up by the FEM members in their own region and area of practices. News of emerging campaign, upcoming projects, workshops and mobilisation events organised by FEM members and news reports and articles on the mentioned above are always reflected in the listserv. The frequency of emails varies from an average of 5 – 6 mails per month to more than 10 email posts per month.. Overall the FEM googlegroup represents the only resource pool of information on knowledge and practices pertaining to engaging men and boys for gender justice in the country reflecting upon a spectrum of social and political issues such as Child Rights, LGBT issues, Dalit issues, Election, Issues of religious fundamentalism, racism, Communal riots, Sexual harassment, Sexism, land reform, Child and Bride trafficking, Child marriage, Sexual and reproductive health.

- If we look at the overall use of the web based knowledge consolidation architecture, the numbers do look disappointing. However, we have to see this in context of the users of the information in the field in India. The levels of internet penetration is fairly low in the areas where the campaign is being conducted. Moreover, IEC materials are printed and distributed to all the locations through the partners. Having said this, There is certainly scope of expanding the web based knowledge sharing processes.
- **knowledge products:** The project has been able to generate significant informational and knowledge products which are available on the website as mentioned above. The most used knowledge products by the partners were the training manuals which were used in doing follow up training after getting training themselves. IEC materials in the form of posters and stickers generated a lot of interest. In Maharashtra, materials were translated into Marathi

and local content added. The availability of materials in local language was of great utility to the field based partners and at the community level.

- A number of knowledge products have been developed as part of the process. These have utility beyond the life of the project and are thus important. However, there has been a lack of adequate documentation processes at the field level and network partners do acknowledge that they would be able to capture the impact of the project in greater detail if they had done so. The primary focus of the capacity building was on the concept of Father Care and Child rights. Since there was engagement with small field based groups who actually conducted the campaign on the ground, a creative form of documenting the same would have added value. This would have also freed up resources at the Secretariat level to analyse and collate experiences, and case studies collected as part of the process. This however, is still a process that can be conducted.
- **mainstreaming issue in development discourse:** The entire discourse of masculinities is muted in India. CHSJ is among a handful of organisations that has been on the vanguard for this kind of work. Creating/consolidating a state level network in four states have given the issue of Masculinities, men's role in gender justice, father care and linking it with the rights of children a greater visibility. If the same work had been done at a project level, the visibility of the same would not have been the same and as a strategy has been effective as it gives the process a life beyond the project and we can see that the role of fathers is being integrated into the ongoing work of partner organisations. This is a clear gain from this process. We are also now seeing a number of initiatives in India focussing on the role of men towards reducing VAW.
- **Global symposium and India regional processes:** The 2nd Global Symposium for Engaging Men and Boys for Gender Justice was hosted in India in November 2014. For India, this was not an event but a process and opportunity to highlight how men could be engaged for achieving gender justice. FEM India and the state networks in MP, Jharkhand, UP and Maharashtra played a major role in the India Regional Processes and events were organised as a build-up towards the Global Event in Uttar Pradesh, Maharashtra and West Bengal where field based partners from the four states participated. They also took part in the Global symposium and it served an extremely important forum to exchange ideas and knowledge among the participants across countries.

5. Overall Learnings, recommendations

The following are the observations as part of the outcome mapping of the project:

Support and Develop a National Platform of Practice

- A concept note integrating issues of men's engagement as fathers and child rights has been created. This highlights the need of working at the household and community level, apart from broader work with duty bearers and identifies the role of the father as an effective enabler in the process and thus a major stakeholder.
- Web based communication tool has been established through a website and listserv.
- Training has focussed on the states of Uttar Pradesh, Jharkhand, Madhya Pradesh and Maharashtra. About 3500 practitioners trained went through a TOT or a Follow up Training.
- Communication materials as well as training manuals are available of the website as well as the CHSJ office and state secretariats.

CHSJ has been able to mobilise organisations working on child rights into the network. The role played by HAQ, as a partner and technical resource, has been critical here. This work has also been able to engage with feminist groups who have been a critical resource. Apart from web based exchanges, state level networks meet at a quarterly basis to share ideas, experiences and plan together and these serve as a platform for cross learnings. Besides this, materials that have produced has been translated into hindi and marathi and are being used in the field. Documentation of processes and experiences are being done and need to be shaped into models of practice of work.

Support and Strengthen state level networks of practitioners across 4 states to enable the practitioners to incorporate child-rights related work in their communities

- State level networks have been strengthened in Maharashtra (Bapanchi Shala) and Uttar Pradesh (MASVAW) and set up in Madhya Pradesh (MAE) and Jharkhand (FEM).

- Capacity building programmes in each state have trained 261 people and as a follow up around 3200 more people have been trained
- Regular postings about events, workshops and activities are shared through the website and all press clippings are uploaded as they come in
- Advocacy issues were identified in each state and integrated into the campaigns

In each state, the network membership has been able to go beyond NGOs and involves academicians, students, media persons though district level co-ordination roles are largely played by NGO leaders. In Uttar Pradesh, individual activists had volunteered as district co-ordinators but could not give enough time. Regular coverage of activities of the campaign is being done. There aren't so many stakeholders talking about the need of involving men at the family and community level in securing the rights of women and children as one would want to see. However, we recognise this as a slow process and have already seen how educational institutions in the campaign areas have played an effective role. More is needed to be done here as this will reflect how mainstreamed the efforts have become.

Support community level interventions, including community campaigns through a range of practitioners in 4 states for facilitating changes in attitudes and behaviour among young fathers and fathers to be on child rights at the personal level and through community action

- Community level capacity building has been provided to a large number of organisations
- Campaigns have been organised as planned.

Clearly, there are a number of cases of change that have occurred due to the exposure to the campaign. Some of these have been documented and were made available as part of the evaluation exercise (30 case studies)

Overall key learnings that have emerged from the project thus far are:

- The engagement with Men showed that they can be responsive in minimizing gender disparity, violence and providing protection of child rights. Hence it is very crucial to motivate men and boys and involve them to address rights violation of women by understanding masculinity,

patriarchy and gender, highlighting specific privileges that they take for grant and the power they exercise over women and children.

- Engaging with educational institutions, media institution, child right and women right group are a necessary step for state networks to challenge patriarchy, stop discrimination & violence against women and children for child right protection. This has to be combined with mobilization on the ground and engaging with men.
- Identified change makers and champions need to be nurtured and motivated by given key role in taking forward activities and interventions, as they serve as a key resource to promote issues within their own families as well as at the community level. They should be provided with consistent, accurate, relevant information for them to use their energies for this particular cause.
- Boys have shown a lot of interest and are easily motivated in changing social hierarchies at the family and household. They are positive role models on discussing about challenging patriarchy and gender divisions which are responsible for the control and subordinate position of women.
- While campaigns can be effective in creating a positive environment, further work needs to be done to consolidate the efforts and keep champions engaged and motivated. There are significant misogyny, some of it organised through alternative forums which are willing to bring down any initiatives and field based groups need to have adequate preparation to handle such issues.
- Regular and consistent documentation of lessons learnt, challenges face and success achieved at the community level is important. The existing partners at the state level could not effectively do the same and CHSJ had to take responsibility for it to ensure proper documentation and dissemination at the local, state and national level;
- The use of a network model to ignite the campaign has been an effective mechanism of tapping into the ability of civil society to push the envelope for gender justice. Engaging and bringing together groups working exclusively on women's right or child rights and creating a dialogue and shared agenda created strong synergies.
- Earlier work done around mobilization of men for health rights and reproductive health issues for women served as a good starting ground and demonstration that engaging men is possible for the Father Care Campaign. Now, there are successful examples from the campaign itself.

6. Possible Next Steps

In all the consultations at the state level, the need for deeper engagement was articulated. In Maharashtra, where the campaign has been running alongside a UNFPA project in some locations, partners felt that there was better engagement and follow up in the areas of the UNFPA project. Under this particular campaign, CHSJ through their partners has spread the resources thinly and unless there are other options, regular follow up becomes a challenge for small field based organisations and voluntary groups.

Consolidation of the state level networks: State level networks are a critical peg in taking this issue forward and sustaining them is critical. As the functioning of MASVAW has shown, there is no need for continued funding the activities of the network. There might be a little ebb if the activities based on availability of resources, but an interest based network can continue to function. What's important is that there is a continuous flow and exchange of information to keep network members engaged in the process. While the networks in Maharashtra, Uttar Pradesh and Madhya Pradesh seem likely to continue, the Jharkhand network hasn't reached that level of maturity.

Engaging with other stakeholder and expanding the campaign: For the campaign to be effective, engagement with other stakeholders, apart from NGOs, is critical. While at the policy level, there is a growing recognition of the need to engage with men while working on issues of violence against women, gender justice and child rights, there needs to be effective mechanisms to sensitize local level functionaries and duty bearers, institutions with local influence like schools and religious bodies. More work is needed in this direction through production of materials and knowledge products.

Strengthening of the documentation process: There are significant changes that are being reported by the partners but are not effectively getting recorded and documented. A robust documentation system needs to be created if we want to capitalize on the learnings derived from this phase. This also pertains to the creation of model cases which allow a full analysis and clear identification of steps in the individual

journeys of champions.

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