

Community level interventions and campaigns

(A) Community Campaign (Responsible Fatherhood Campaign)

1. District level dialog:

District level members of state networks (MASVAW-UP, MAE-MP, FEM-JH) had organized district level dialogues in their respective districts. Different social organizations, teachers, advocates, women organizations, media representatives, youth, PRI's representatives, CBO's members etc had participated in the district level dialog. In Uttar Pradesh the district level dialogues were held in 18 districts and a total of 1210 people have participated. In such a way 9 district level dialogues have been held in Madhya Pradesh and 349 people have participated in these dialogs.

The main objective of these dialogs were as -

- To discuss and increase the understanding among the men on "Participation of boys and men on Gender Justice" and the role of men as a father to secure children's right at family and community levels.
- To build the understanding on "men's role as a father in child right protection".

Sno.	State	Districts	No. of participants
1	Uttar Pradesh	18	1210
2	Madhya Pradesh	09	349
3	Jharkhand	09	380
	Total	36	1939

Main issues discussed during the district level dialog were -

- Child rights violation in different forms at family and community level.
- Gender based discrimination and violence against women
- Fathers role in caring and securing the child's right
- Role of PRI's, teachers and service providers in child right protection in public places

Key suggestions by key person's during the dialogs -

- We should increase the dialog with media and try to sensitize them on the issue of gender based discrimination, VAW, caring and role of media in Gender Justice.
- Different activities (Film screening, debate, poster exhibition, competition, workshop etc) should be organized at school and college level with youth & teachers.
- Community level awareness programmes should be started.
- IEC material should be collected and disseminated to the people in a simple language.
- Community level meetings should be organized with men and women to increase awareness about child right and role of fathers in caring.
- Orientation of village level service providers should be also made.

2. Block Level workshop:

District level partners of MAE have organized the 6 block level workshops in five districts on the issues of Work load on women, Father's role in children's caring, and gender based

discrimination and VAW. A total of 253 people from community based organizations, PRI's, teachers, Media persons, Aganwadi workers, ASHA, NGO's representatives etc had participated.

Sno.	State	Districts	Blocks	Participants
1	Madhya Pradesh	5	6	253
2	Jharkhand	10	15	553
	Total	15	21	806

3. Community level programme :

Various community level meetings were organised by partner organizations under the Responsible Fatherhood campaign. Around 5000 persons participated in 115 community level meetings in 17 districts organised by organizations affiliated to MASVAW. During the meetings, awareness building was done through group discussions and films screenings around issues of violence and discrimination against women and children, role of fathers in the care of children, discrimination between boys and girls, malnutrition, etc. Various reading material- posters, pamphlets, posters, stickers, etc., were also distributed. The details of the community level meetings are as follows:

SNo.	State	Districts	No. of village	No. of participants
1	Uttar Pradesh	17	119	5037
2	Madhya Pradesh	12	190	7489
3	Jharkhand	10	144	2304
	Total	39	453	14,830

Reaction at community level –

- If women have more freedom, then they will remarry and men will lose face.
- Women should only be involved in domestic chores as they are experts in these.
- Women are weak and are the dignity of the home, if given too much freedom, they will go astray and can even ask to be remarried.
- If women have more resources and money, her parents will interfere in the marriage and running of the home.

4. School/College level Activities:

Under the Responsible Fatherhood campaign, organizations affiliated with MASVAW conducted various activities, meetings with the teachers, discussions with students, and competitions in 32 schools across 20 districts. Around 3800 students took part. The objectives of the school level engagement are as follows:

- Sensitizing teachers on child rights and caring, gender based discrimination and violence
- Raising awareness among children on discrimination, violence and role of fathers in caring.

- Creation of goodwill between students and teachers

Issue covered -

- Child Rights
- Gender based discrimination
- VAW
- Father's role in caring
- Gender equality
- Responsible Fatherhood
- PWDVA
- Discrimination between boys and girls

The description of the various activities organised in schools is as follows:

SNo.	State	Districts	No. of School	No. of participants
1	Uttar Pradesh	20	32	3822
2	Madhya Pradesh	06	28	1559
3	Jharkhand	10	15	842
	Total	36	75	6223

Reactions of children –

- Child marriage is a curse and due to this girls become mothers early and become victims of malnutrition.
- Almost 49% girls have an early marriage in Bundelkhand
- Role of Brothers must be focused in preventing the early marriage of girls
- Not only girls, but even boys suffer due to child marriage
- People advocate child marriage as they do not want to be shamed for any reason, in case the girl or boy go astray before marriage
- Demand for dowry increases when the girl's age increases
- Girls are not educated because they are considered the property/ resources of another's family
- Because girls are someone else's property, their own family/ society must protect this resource from harm
- There is a common saying in society that the girls do not need to achieve anything great by studying, therefore it is better that they marry in time.
- Girls also remain excluded from education due to the lack of proper education in villages
- Mother hits more than the fathers but the fathers hit more mercilessly
- Mother does not get food cooked by the sons
- Men beat their wives and children under the influence of alcohol
- If we make any complaints in school, no action is ever taken
- Teachers also use corporal punishment in schools.

Pledges and Suggestions by Children

- There is need to break the old traditional norms which discriminate between boys and girls
- Girls should have equal opportunities as boys to go to school and progress in life
- The mobility of girls should not be restricted in the name of security and protection
- Girls should have full right to choose their career
- Girls should have rights to two houses- her birth home and home after marriage
- We should change metaphors like “wedding palanquin from maternal home” and “funeral from in laws home”
- Include girls in the mainstream culture and remove them from the clutches of traditional norms
- Girls do not have the right to choose their partner. We as brothers have to support our sister’s decisions
- There is a need to raise awareness about the Child Marriage Law, Child Labour Act so that people come forward to stop child marriages.
- Brothers will support their sisters for equal rights- this is the only way in which child marriage will stop.
- Brothers made a plan to stop early marriage of girls and discrimination between boys and girls in their homes.

Meaning of Responsible Father in the opinion of the children

1. Behaves in a friendly manner with children and talks in a friendly way
2. Understands what the children say so that they can share all their issues
3. If children do something wrong, he should not scold them but explain in a loving way
4. Should try to resolve problems keeping the child’s interest in mind
5. Should not try to restrict girls and should not use abusive language at home
6. Should not indulge in early marriage of girls in the lure of money
7. Treats boys and girls with equality and love and does not discriminate between them
8. Respects everybody and we will hold him as our ideal.

5. Film screening and discussion:

Member organization of MASVAW has organized the film screening and discussion programme at community and college levels during the ‘Responsible Fatherhood Campaign’ in 10 districts of UP. The main objective of the film screening programme was to increase the knowledge about gender based discrimination, violence against girls and women at domestic and public places and insure male participation for gender justice. A total of 14 programmes were organized and 1310 people

participated in these dialogs. Jor se bol, Must bol, Dekh le, etc., were among the documentaries which were shown during the programme.

Reaction after the film show:

- Participants stated that men who participate in the care of their wives and children at home are good men.
- Our children learn from our behavior
- Speak out loud- we will not tolerate violence against women and girls
- Society is like a school- children do what the parents do
- In the film, the father verbally abused someone and immediately the son also abused someone in the same tone and manner. This is exactly how children learn to abuse
- Verbal abuses are used to demean women

6. Press Dialogue

Press dialogues were organised at the district level by organisations affiliated with state networks of the responsible fatherhood campaign. The main objective of the press dialogue was care of children, role of fathers in securing rights of children, accountability of media in incidents of gender based discrimination and violence and increasing the participation of men through involvement of media.

Men’s Action for Stopping Violence Against Women (MASVAW) members organised district level press dialogues in 16 districts of Uttar Pradesh where 239 persons from the electronic and print media took part. In 4 other districts of UP, a press release was also issued. Similarly, Men’s Action for Equity (MAE) members organised a press dialogue in 4 districts in which 83 media personnel took part. A press release was issued in 7 districts. FEM Jharkhand members raised awareness on the campaign and tried to increase involvement of the men through press releases in 10 districts.

The details of the press dialogues are as follows:

SNo.	State	Districts	No. of Press Varta	No. of media persons
1	UP	16	16	239
2	MP	04	04	83
3	JH	10		

Following print and electronic media had published the coverage of ‘Responsible Fatherhood Campaign’ at district and state level –

- UP- United Bharat, Sahaj Satta, Rastriya Sahara, Jan Sandesh Times, Hindustan, Dainik Jagran, Sultanpur Kiran, UNI, Amar Ujala, Dainik Aaj, Dainik Bhartya, Neyadhish, Pioneer etc.
- MP – Dainik Bhaskar, Hindustan, Dainik Deshbandhu, Raj Express, The Hitvada, Patrika, Dainik Haribhumi, Star Samachar, Rastriya Sahara, Swadesh, Madhya Raj, Rewanchal Prahari, Nai Dunia, Rituraj Basant etc.

- Jharkhand – Hindustan, Prabhat Khabar, Dainik Aaj, Dainik Bhaskar, Khabar Mantra, Dainik Jagran, R. Express etc.

6. Annual get together program: - Annual get together program at block level organized in 15 places in which the message of equality in the family and society was focused on and games and sports were also organized in some places. In some places the sensitized couple was rewarded and they became the inspiration for others. A total of 547 people have participated in the annual get together program.

(B) Twenty two days of activism & Days celebration (25 Nov. to 16 Dec.):

The Campaign had started from 25th November (International day on violence against women) to 16th December which is recognised as the “Nirbhaya Day” (tribute/condolences to Nirbhaya, the Delhi Rape victim of 2012) by the Government. State network members had celebrated different days through different activities at community, school and college, University levels.

Following activities were held during the activism and day’s celebrated –

- **Community level-** Meetings, Rallies, Film screenings, Signature campaign, Message writing, Snake & Ladder game, Material distribution etc.
- **School/University level –** Workshops, Poster drawing competitions, Debate competitions, Essay competitions, Rallies, Exhibitions, Dialogues & Material distribution.
- **District level dialogues** with PRI’s, CWC members, Teachers, Media representatives, CBO’s members, students and community people etc.
- **District level meetings** with network members
- **Media –** Press release, Talk show, Participation in program etc.
- **Memorandum to government department –** Women and Child department, Labor department, Municipal corporation- Bhopal

Sn.	Types of activity	UP		MP	
		No. of activity	Participation	No. of activity	Participation
1	Community level dialog & Rally	29	2358	15	1478
2	School/University level program	47	4336	4	372
3	District level dialog	14	709	1	22
4	Programme with media (Talk Show in Akashwani)			1	20,000(Aprox.)
5	Media Coverage (Aprox.)	20 District		10 District	
6	District level meeting	13	163	3	35
	Total	103	7,566	24	21,907

(C) One Billion Rising Campaign (OBR):

Over 40 organizations, Delhi based women's and other groups, students and young people, auto rickshaw drivers, Disability Rights Groups and others took part in the One Billion Rising campaign that was organised in Delhi the whole year and especially from October 2013 to February 2014. The campaign asks people from all over the world to rise together to demand that violence against women and girls ends and justice be delivered and be seen to be delivered for the countless victims and survivors of violence. In Delhi the focus was:

- To demand an end to violence against women and quick justice on reported cases

- Immediate Justice for the victims and Survivors of Racist Violence
- Justice for the LGBT community, a majority of whom have survived inordinate violence both verbal and physical
- Express solidarity to the millions of Disability Rights Activists struggling for years to see the Rights legislated and the Law passed by Parliament

Over a thousand people from over 40 organizations, representing the North East Community, LGBT and Disability Groups, women's groups, students, women cab drivers, auto rickshaw drivers rose together at Central Park, Connaught Place, New Delhi. FEM was a part of the core group of organisers and took part in [this](#) campaign.