

# **ANNUAL REPORT 2016 - 2017**

**Shramajivi Mahila Samity**



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**From the Chief Functionary's desk**

Dear Friends,

2016-17 has been a challenging year for Shramajivi Mahila Samity. But with the continuous support of our partners and the fruitful engagement of the civil society members, the year gone by was an energetic and productive one.

We have been conducting three projects on **Value of Girl child** (Child Right) secondly **Swadhikar and Gender Campaign**. Gender Campaign launched with partnerships PHIA, JAGORI and on rights of Women farmer with MAKAM.

The team focused on developing definite strategies for our initiatives and contributed to the long term benefits for the women and girls of the Jharkhand. Substantive efforts were made to reach out to the masses and get them involved in the campaign to end all forms of discrimination against girls and women. One of such involvements is the campaign on, IT's Possible 'Engaging Men & Boys to petering the gender Gaps and Violence against Women.

**'GARV' 'Girls Aspiration for Rights & Values'**, in East Singhbhum & Dhanbad districts of Jharkhand supported by Plan India under the EU project against gender biased sex selection and value of Girl child has been adapted at the state level as ' Beti Bachao , Beti Padhao '. It is a great accomplishment, our team and I look forward to strengthening the movement against patriarchy.

Another significant project of 2016-17 was on Swadhikar (' To empower the Tribal and Marginal community through PESA & PRI ) In the rural areas of Jharkhand. As part of the project, a series of trainings were conducted with the Elected and Gram Sabha representatives of different Panchayats. I am pleased to share with you that the project has entered its next phase, where we will be conducting GRAM NIRMAN on Livelihoods & Climate Change and Child rights.

At this stage to look at democracy gender and social change is extremely important. I feel all our work of years has given us a lot of directions to integrate gendered democracy and social change. Today is an environment of Challenge and Change – We need to see and ensure that it leads us to a gender just world.

The eventful year has channelized much energy in the young team and I am sure they are geared up to take on this year with full force. I congratulate my team for giving their hundred percent to all the tasks assigned. I also wish to thank all our supporters and partners for their continuous support in our endeavours.

**Purabi Paul**  
**Shramajivi Mahila Samity**

## Swadhikar Project

Dumuria is the only block of East Singhbhum district under the jurisdiction of Ghatsila sub division to have been declared as scheduled tribe block. Forest and hills surrounded it and is situated 75km from the district headquarter. Agriculture and daily wages labour are the main sources of their sustenance but impact of forest can be seen in their not only economy but life and culture also.

The cause of the issue is remoteness, in-accessibility of basic requirement, lack of appropriate livelihood skills and extremely poor reach by the Government missionaries to deliver the Government welfare schemes. Lack of knowledge about the provision of act is also the reason for the issue.

The project area has been proposed keeping in view its socio economic situation. A survey of 16 villages of 3 panchayats has been done by SMS to assess the actual position of the community and it has been found that more than 70% of the population fall in BPL category that are dependent on forest, forest produce, agriculture and daily wage labour for their livelihood. Larger section of population work as agriculture labour.

### **Project Goal**

**To strengthen the tribal community & women, to access their rights through the PESA and FRA to reduce their poverty in the target area and establish a good governance by them.**

#### Objectives

- 18 villages of three panchayats in East Singhbhum District of Jharkhand have effectively functioning gram sabha in adherence to PESA;
- The marginalized tribal community in 18 villages of 3 Panchayat in East Singhbhum districts of Jharkhand will have increased their income by 30%;
- The Tribal community in 18 villages of 3 panchayats of East Singhbhum district of Jharkhand have increased involvement of women in decision making process in Gram Sabhas by the end of June 2017;

| Villages    | Hamlets   | Panchayat   | Block   | District       |
|-------------|---|-------------|---------|----------------|
| Badakanjiya | Badakanjiya, Mahalisai, Tirildih, Chamraghutu                       | Badakanjiya | Dumuria | East Singhbhum |
| Jadugora    | Lukaikocha, Kanikocha, Bahajharna, Dungritola, Jadugora, Chitamati, |             |         |                |
| Nayagram    | Nayagram, Dhadka  |             |         |                |
| Dumuria     | Dumuria   |             |         |                |
| Rangamatia  | Rangamatia, Kudarsai, Dasodih                                       | Bankishole  |         |                |
| Bankishole  | Bakuichanda, Nichebanki, Uparbanki, Nudaidih,                       |             |         |                |
| Dibudih     | Dibudih   |             |         |                |
| Kundaluka   | Kundaluka, Rohindih, Jaherdih, Bahada. Sarojgariya, Rupukocha       |             |         |                |

|              |   |           |          |          |
|--------------|---|-----------|----------|----------|
| Murakanjiya  | Karamghuttu, Nayasai, Murakanjiya, Baghashole, Jojosai, Boatand, Colony, Pundbad                              |           |          |          |
| Manikpur     | Ichadih, Manikpur, Lupudanga, Murgagora   | Palasbani |          |          |
| Bakrakocha   | Bakrakocha, Netra, bandungri, Rahergora. Matijara, Barepade, Barajuri, Dangakocha, Teensimani                 |           |          |          |
| Palasbani    | Palasbani, Kolsai, Gotsai, Rajabasa, Tambachatia, Burudih, Bhudrugutu, Nudaidih, Nivaridih, Rahergora,        |           |          |          |
| Forest block | Forest block  |           |          |          |
| Kalimati     | Kalimati, Bahara, Dungridih, Ruhindih, Sadaktola, Kholadhipa  |           |          |          |
| Badabotla    | Hatbagan, Dhatkidih, Totasai, Garubhanga, Bahadurpur, Rugrisadhu, Mahtosai, Dakshinshole, Jarkadih, Badabotla |           |          |          |
| Chhotabotla  | Damudih, Bortola, Chhotabotla   |           |          |          |
| Seraldih     | Gratola, Murutola, Akhratola, Jahertola, Seraldih   |           |          |          |
| Marotoliya   | Marotoliya, Lepo, Titiyabera, Dhumatola, Barisai, Loasai  |           |          |          |
| <b>18</b>    | <b>97</b>   | <b>3</b>  | <b>1</b> | <b>1</b> |

### Social Composition

- Total village population – Male = 9411, Female = 9446, Total = 18857
- Total numbers of House hold – 3602

| Direct Beneficiaries of the Program |                        |             |      |            |                       |             |      |            |             |             |
|-------------------------------------|------------------------|-------------|------|------------|-----------------------|-------------|------|------------|-------------|-------------|
|                                     | Male                   |             |      |            | Female                |             |      |            | Total       |             |
| Age                                 | SC/BC/OBC              | ST          | PLWD | Gen        | SC/BC/OBC             | ST          | PLWD | Gen        | Male        | Female      |
| 0-14 yrs                            | 733 / 480 /309         | 1817        | 12   | 152        | 692/476 /314          | 1857        | 12   | 151        | 3491        | 3490        |
| 15-60 yrs                           | 780/ 510 /310          | 4046        | 54   | 257        | 748/ 516 /308         | 4093        | 46   | 246        | 5903        | 5911        |
| Above 60                            | 7/ 10 /3               | 17          | 2    | 10         | 5/ 6 /2               | 20          | 0    | 12         | 47          | 45          |
| <b>Total</b>                        | <b>1520/ 1000 /622</b> | <b>5880</b> |      | <b>419</b> | <b>1445/ 998 /624</b> | <b>5970</b> |      | <b>409</b> | <b>9411</b> | <b>9446</b> |

### **Description of the Activity**

- **Regular Monthly meeting with the GS representatives and PRI members** - This activity is a scheduled activity which conducted by the animators every month in every village. Grampradhan, Ward members and other stake holders are the key members of this meeting. In these meetings



villagers discuss on the current issues of their respective villages. They decides that what issues can be raised in the meeting of Gramsabha, they also discuss on the running govt projects for getting entitlements .

Objective- Objective of these meetings is to develop awareness about conduct an effective Gramsabha meetings. So that the actual needy persons can get the benefits of Govt. schemes.

Agenda- Agenda of these meetings are depends on the govt. circulars and situation of villages.

Process- It starts with the welcome address by the chairperson of the meeting, community members raises the main issues of villages and finally they decides that what to do next. If it is applicable than they raises these issues for block level solutions.

Outcome- Major outcome of these meetings are that now days peoples are raising their personal issues at tis platform and they are getting solutions for same.

Follow-up- Animators and Village heads are always engaged in this process they do follow up and reports at the next meeting.

- **Roll out the concept of YBA to grassroots community members.-** Description of the Activity

This activity was conducted in all three project panchayats . target was only two batch but we have done it in three batches. Concern Animators were the key facilitator of this activity. PRI members GS members and SHG members were participated in this program. It was discussed there that what and how many plans have submitted during YBA in each panchayat ? How many plans have approved? How many works have started? And what is the quality of ongoing works. They all have decided to submit new plan after the meeting of GS on 2nd October.

Objective- To get the actual data for each village that what and how many plans have submitted during YBA in each panchayat? How many plans have approved? How many works have started? And what is the quality of ongoing works

Agenda- Discussion on the submitted plans during YBA, Discussion on the status of approved plans under YBA, Discussion on the quality of opened jobs, Discussion on the current issues of concern villages, Finalizing plans for the next Gramsabha meeting.

Process- Welcome and Introduction of SMS and swadikar project, Purpose of the Swadhikar project, Objective of the orientation, Discussion on the submitted plans during YBA, Discussion on the status of approved plans under YBA, Discussion on the quality of

opened jobs, Discussion on the current issues of concern villages, Finalizing plans for the next Gramsabha



Outcome- The outcome of this programme is we got the data from each village like number of plans; plans have been approved by the Panchayat Samiti, and how many works have been started till date. Now villagers are thinking about to submit new plans in next GS meeting.

Follow-up- Animators are regularly doing follow up for the same in monthly basis.

- **Regular Facilitation visit & meetings with the SHG members and other existing**

**institutions-** We have done this activity in all 18 villages and finally we have done it at block level also. We have covered all SHGs through this activity. All SHG members were invited in this meeting with their registers. Our animators were discussed with them that how to maintain the registers regularly. What process should be adopted, How to submit loan application, what to do after getting loan etc.

Methodology- Speech, Group Discussion, Group work,

Objective- To develop the capacity of SHG members in book keeping because the all the members should be aware in maintaining all the registers they have, they can submit applications to banks for loan, they can get loan and finally they can utilize the amount in proper way or work.

Agenda- Checking of all types Books maintained by the groups, Finding the gaps within the books, Updating of books, Planning for IGP and plan of action.

Process- Welcome and Introduction, Introduction of SMS and Swadikar project, Purpose of the Swadhikar, Objective of the meeting, Checking of all types Books maintained by the groups., Finding the gaps within the books, Updating of book, Planning for IGP, Action plan.



Outcome- Outcome of this activity is that all SHGs are now able to keep their books well maintained and updated. 22 SHGs have submitted applications for loan, 12 SHGs have got loan from bank and doing business.

Follow-up- In the regular monthly visits of every village Animators meets with the SHGs and check all the documents of their like meeting registers, cash book, loan book, bank passbooks savings and loan both etc.

### **Sharing and exchange meetings with the stakeholders on govts schemes and entitlements.**

This activity was conducted on 21.12.2016 at Sahoo Bhawan Dumuria, 16.3.16 at Palasbani PM and 24.5.17 at PGHS Dumuria. Total 122 participants from all three panchayats participated in this programme. Facilitator discussed with the peoples on the status of Govt. schemes running in their block. All the processes, eligibility, formats and enclosures need for applying was discussed with them. In this programme total 18 schemes were taken by the facilitator for discussion. All participants have shared their experiences before the project and after the project.

Methodology- Speech, Group Discussion, experience sharing

Objective- Create awareness about the Govt. Schemes between village level stakeholders so that they know about all the details of Govt. schemes like eligibility, application forms and the process of submission. Create a helping environment among them so that in future after the the end of project they can continue the process of getting benefits from different schemes.



Agenda- Discussion on project status, Discussion on Govt. schemes, processes of getting benefits from different schemes, eligibility, application forms and who are the concern people for different schemes.

Process- Welcome, Introduction, discussion on SWADHIKAR project,

discussion on the approaches taken by the project team, discussion on running gov. schemes in block, experience sharing from those who are benefitting from schemes, speech from concern persons for the process, eligibility and form availability for the schemes.

Outcome- All participants are now aware about all the running schemes in the block, they are now able to select the right person for the schemes, they are doing well as they are helping to community for submitting applications.

Follow-up- Animators are continuously meeting with the stakeholders to provide support, as well as the number of application submission is increased.

### **Workshop to community leaders on facilitation of social audit at panchayat level-**

Mr. jagnarayan was the trainer of this programme he is a member of state social audit team. Total 180 participants participated in the training or workshop from all 18 project villages. Participants have learned about the process of conducting social audit on MNRGEA. Now they are ready to actively participate in the social audit conducted by the Govt.



Methodology- Speech, Group discussion, Group work etc.

Objective- To build capacity of community members on participating in social audit process, Aware them about their rights during a session of social audit in village level.

Enhance their knowledge level on the schemes and provisions of govt.

Outcome- Outcome of this activity is that the participants who participated in this workshop they are now more aware about social audit and they can participate in real social audit in future. ( they have participated in all 18 villages (25.5.17 to 31.5.17)

Follow-up- It is the job of animators to meet with the participants at the time of social audit to promote them for participating in the process of social audit.

**Providing technical Know-how & Provision of Seeds to women farmers to continue collective farming with multi effect.-** This orientation programme was held at Project Girls HS Dumuria on 18 and 19 December 2016. Mr. Niyaz Ahmad was the key facilitator of this programme. Total 46 women farmers were participated in the orientation. They have learned how to grow vegetables in a collective way. What are the systems for marketing? How to increase income with vegetable farming.

Methodology- Speech, Group discussion, Group works etc.

Objective- To train the women's of marginal community in farming of vegetable in a collective way so that they can increase their income by selling those productions.

Agenda- Discussion on existing livelihood options at village level, Seasonality and need assessment of vegetables for farming , Improved technologies for vegetable production, How to add extra value to the productions, establishing marketing system.

Follow-up- Our animator conducts regular monthly meetings with the collective women farmers groups and they collect the updated status of every groups.

**Strengthening of Women SHG federation at Block level-** This programme was held at Project Girls HS Dumuria on 26.11.16 Mr. Niyaz Ahmad was the key facilitator of this programme. All SHG members from different villages learned how to run a federation .

How to register it, How to get Govt. projects, How to protect women rights etc.



Methodology- Speech, Group Discussion, Group work and Game etc.

Objective- To strengthen the WSHG federation in all aspects like proper documentation of registers, bank

account, legal registration etc.

Outcome- After these meeting our panchayat federation and block federation became very active, now days they are conducting regular monthly meetings, in these meetings they are discussing on the key issues for over all development of federation. Our block level federation is going to do legal registration of their federation.

Follow-up- Now days every 25th is the date of block level federations meeting so we participate there in the meetings and we suggest the best thing to them. Federation is now acting as per the guideline of SWADHIKAR team.



**Technical know-how to strengthen SRI, SWI, Vegetable growing** - This activity was conducted at Panchayat Mandap Palasbani and Project Girls High School Dumuria in two batches. Total 70 famers including male and female participated in this training. Mr. Subodh Kumar Nayak was the trainer. He is a member of Farmers Forum and he is also a very old practitioner of SRI

so he knows all the technical systems for SRI. Participants have learned many more inputs about adopting SRI. All the participants have committed to do SRI in their fields in this coming season.

Objective- To train the participants on the advanced technologies of growing paddy, so that they can practice SRI in their fields for extra income.

Outcome- Total 70 farmers got the technical knows about doing SRI. Now they will do it on their fields and they will grow third time more paddy. It will be helping them to increase their income.

**Gender sensitization workshop at Panchayat level** - This training cum workshop was organized at all three panchayats, total 104 participants have participated in this programme . In this programme we have brought local female trainers who are more vocal and aware on the gender based issues.

Here in Dumuria we are seeing mostly two issues related to gender first is Domestic violence and second is related to girl child education. So during the workshop we have prepared 18 social maps of all project villages and developed a plan to overcome from this kind of discriminations.



Objective- To sensitize the community on the gender based issues, to decrease the discriminations agains women, To provide a equal opportunities to women etc.

Process- Resource persons have given speech on the What is Gender and What are the gender based issues. We have gone through group discussion on what are the existing issues in Dumuria, Participants have done group work on how

these issues can be reduced, and finally they have made an action plan for the same.

**Observation of International women day at Block level-** This fair was organized at Project Girls High School Dumuria, around 1000 womens have been participated in this seminar. BDO, Mukhiya PS members Ward members Chairmen Bees Sutri Karyakrm and many block level stakeholders were attended the programme. The theme of the event was decided earlier “We want to be recognized as Women Farmer”in this programme we have submitted application to the BDO for providing us maximum agriculture related schemes.

Outcome- Around 1000 women participated in this festive activity, all the women’s have enjoyed it and now they are actively participating in the meetings of federations, they are now raising some issues in GS meetings, they are now trying to get all the entitlements from govt. etc

## **GARV' 'Girls Aspiration for Rights & Values'.**

The project Combating Discrimination which is focusing to improve the value & survival of the girl children with a thrust on addressing Female feticide & infanticide in both East Singhbhum & Dhanbad district. The project Combating Discrimination against girl children is named 'GARV' 'Girls Aspiration for Rights & Values'.

**Capacity Building cum Orientation Program of Staff (GARV Project)-** The project is being adopted in 2 Districts of Jharkhand i.e., in East Singhbhum & Dhanbad. Two consecutive days of training was took place in order to Capacity Building cum Orientation Program for staff of GARV Project.

Chief Functionary of SMS explained how SMS worked for those communities who cannot come forward and who are being discriminated. And,how SMS worked in those interventions, to bringing them up to be equally treated. SMS worked on different topics like Livelihood, Domestic Violence, and Adolescent etc. After touching such milestones, a funder agency Plan India co-partnered SMS to lead GARV project to combating discrimination of girl child. She explained the background of the project. To boost up and to refresh the participant a small puzzle quiz game was conducted which energized them with materials.

The session continued with activities to be done in the project, roles & responsibilities of each staff were mentioned and the strategies to be implemented towards any issues that comes in the work.

Mr. Arshad Hussain from Plan India interacted with participants and discussed on GARV Project and shared why the project was taken by them. Even he had given a exercise to the participants for the next day. It was, what child sex ratio is all about? And if male dominates in no. then female, what is the reason behind of liking male more and disliking of female child in our community? It ended with discussion of MIS format and vote of thanks to the participants.

After the session, there was a discussion on reporting of the activities that to be implemented in the field. Each format is shown and discussion carried out with the participants. There was a discussion on KRA (Key Result Area) & targeted activities and who our stakeholders are? Briefly discussed on strengthening of VLCPC, VHSNC, BLCPC.

Post lunch, there was a discussion on participation in FLW sectoral meeting and GRC activities and reporting format is too discussed in the training. The orientation ended with feedback and with vote of thanks to the participants



**Awareness generation and capacity building of adolescent girls & women on female infanticide and interrelated issues (PEER Educators)**

In the second year 600 stakeholders for Dhanbad and E.Singhbhum Adolescent Boys /Girls, youth, men, women and mother-in-laws have been trained on the identified issues on gender & Child Protection.

| Types of Participants | Category of Participants  | No. of participants |
|-----------------------|---|---------------------|
| Peer Educators        | Adolescent Boys/AB ( 14-19 Years)   | 74                  |
|                       | Adolescent Girls/ AG (14-19 years)  | 178                 |
|                       | Youth Male/YM (Age: 20-35 years)  | 62                  |
|                       | Youth Female/YF (Age: 20-35 years)  | 120                 |
|                       | Men (More than 35 years)  | 13                  |
|                       | Women (More than 35 years)  | 154                 |
|                       | Female (women and mother-in-law)/GKF & GKM (Men and Father- in- law) (More than 35 years) | 63                  |
|                       | Newly wed (When complete couple attended-Both male & female) – mention                    | 4                   |
|                       | Total   | 668                 |

SMS oriented adolescents, youths, Men & Women on gender and related implication, and prepare them for addressing gender gap/discrimination. We engage adolescents, youths as PEs into the process of community mobilization towards establishing gender equality and generate safe and congenial environment for girls/women and promote their values.

To help teens become aware of, and more comfortable with gender and their roles in families and the workplace. It is important to respect each other to falling of sex Ratio. It is the reason for decline, Impact on society, and ways to improve it. Making the participants aware about Gender Violence and laws.

For this we Link with GRC coordinator with active PEs for addressing issue through local initiatives/counselling. How more awareness can be created in society about women and their rights. Prepared action plan with PEs.

The participants got to know about their rights and various laws to protect themselves which they were never aware of. They got to know about the Right to education laws. Understood the demerits of Child marriage, Child Labour etc.



**Capacity building of frontline workers such as Anganwadi workers, Sahiya (Accredited Social Health Activist) under NRHM (National Rural Health Mission)-** In the second year 400 stakeholders- SAHIYAS, Sahiyas AWW & ANMs have been trained on the identified issues on gender, Child Protection in East Singhbhum and Dhanbad both the districts.

|        |                       |
|--------|-----------------------|
| AWW    | 129                   |
| Sahiya | 242                   |
| ANM    | 87                    |
| Total  | 458 Frontline workers |

The training has been organized in consultation & coordination with the District & Block health/ICDS officials & departments. The officers to brief about the project GARV. Official letters issued by the CHMO/Block Medical officers & CDPO (ICDS) for the service providers attending the training.

For this , SMS follow the block level approach where total 458 grass-root health workers have been trained on the concept and issues related to gender and child protection. The training provided will strengthen the capacities of the local health workers (SAHIYASs and AWWs) in counselling and conducting follow up at household level as well as strengthen supervisory skills of ANMs to provide guidance and on-site support to SAHIYASs on addressing & discussing gender & CP issues at the community level with the women & adolescent girls.

Capacity building of the FLWs on declining Child Sex Ratio. Enhance their capacity of the FLWs on understanding and articulating the issue during community meetings. Increased capacity to start reporting on the issue in their respective meeting registers & other government formats developed on CSR.

FLW get information about Gender discrimination, declining CSR and its ill-consequences to society. Perspective building on Gender, Myths and misconceptions related to girl child neglect. Brief on MTP Act Measures for improving CSR- (a) Legal awareness on PC & PNDT, (b) Raising public awareness on values of girl child Sex selective elimination (Advance stage of abortions) and its ill-consequences to mother's Health.



**Form and strengthen CBOs, CAGs and Integrated Child Protection scheme (ICPS) committee to create awareness and address issues on Female Infanticide and interrelated issues-**

VLCPC members has been trained as per the module developed on Child Protection SMS follow the block level approach. Total 200 VLCPC member have been trained on the concept and issues related to gender and child protection. Consensus on the issue of girl child, gender & CP. SMS facilitate the formation and strengthening VLCPCs in the 2 intervention panchayats as per the GO with the help of Government functionaries and related line departments.

VLCPC members become oriented to increase the capacity for children's right and protection are as follows:

To ensure the dignified life of children and empower community to implement legal activities. To generate safe and congenial environment for children's right. Brief on gender based discrimination after birth and its negative impact on society. To terminate gender based discrimination and to protect and ensure children's right. To ensure birth registration and certification. To implement legal activities related to Gender based discrimination and CSR. Participants knew the importance of meeting register and they knew the process of filling up the same. VLCPC members understood their rights and liabilities. VLCPC members learnt the process to built committee and the value/importance of the committee.



**Block level child protection committee** -SMS has been formed & strengthen 4 Block level child protection committee in both the districts at Block level.

Conduct meeting of BLCPCs and strengthening Child Protection Monitoring; take a proactive role in addressing early marriage, child trafficking etc with local administration and police station.



The BLCPC will support VLCPC in organizing camps and training on the issues of sex selective abortions, pre & post birth discrimination, child marriage, PCPNDT, etc. BLCPC will have as its member's government officials, police, doctor, elected representatives etc. Total 80 BLCPC member have been trained on the concept and issues related to gender and child protection.

**Interface Meeting with PCPNDT & DCPU** - Half yearly interface meeting has been organized with officials of DCPU & PCPNDT & other committee at district level.

The members from DCPU & PCPNDT committee are interacted for liaising & facilitate to take part in this interface meeting to observe/share concerns raised from the communities.

In every district as per the PCPNDT statutory law there are District Advisory & District Inspection & Monitoring Committees (DAC & DIMC). Dhanbad being the critical gender gap district has formed District & Block Task Force as defined under the BBBP schemes. District CP Units as per the CP policy are existing. SMS facilitating linkages with the different committees both under the PCPNDT act, CP policy & BBBP scheme (Dhanbad district).

DCPU and PCPNDT committee is looking two different portfolios, one on child protection and other specifically on female feticide issues. The interface meeting has been provide a common platform to raise & address issues related to both & shall help improve better coordination between two agencies leading to better & effective redressal mechanism.

Objective of the meet:

- To create a concentrated effort to address gender & CP issues of different stakeholder at District level
- To sensitize officials from other departments and enforcement authorities including members of statutory bodies for Child Protection in district on issue of declining Child Sex Ratio and its social consequences.

- To explore scope of collaboration and strategies for raising public awareness on value of girl child.
- To linkage with the different committees both under the PCPNDT Act, CP policy.

25th November, 2016 the Interface Meeting with PCPNDT & DCPU have been conducted In East Singhbhum the programme initiated with welcoming speech by the Civil Surgeon of East Singhbhum, Dr. S.K.Jha. He stated that the situation of Jharkhand as well as East Singhbhum Sex Ratio is declining as per the Census 2011. To reduce the declining figures and bring it to the equilibrium the Department as well as the other stakeholder like NGO's should come forward and take initiative to work on the issues.

DCPO, East Singhbhum, said that, child level committees have been from village to district level. According to her, very soon there will a district committee will be formed were Shramajivi Mahila Samity will also be the active member in the committee. Committee will be functioning and covering Education, Health, Labour Social Welfare, Judiciary, Police and Zila Parishad. The committee will be chair by the Deputy Commissioner of the District.

Mahila Samakhya, DPC said that when the children's get drop out from the schools, there is higher chance of Trafficking, Child Abuse and Early Child Marriage. It's our duty in our area, if there is such any cases like this should be addressed and they should stay back in the education institutional and it also should be track that the same should not be repeat.

CWC, Mrs, Prabha Jaiswal, shared her experience which they faced. According to her, there should be a place where the rescued child be kept and should be taken proper care unless they are rehabilitated. There should be inter- department coordination to address this kind of issues.

Chief Functionary of SMS presented a PPT to show the status of PCPNDT in East Singhbhum which is third Alarming District of Jharkhand. She presented the strategies of overcoming the female foeticides by constant vigilance and tracking of pregnant women and the abortions taking place. Her presented concluded with an urge to different stakeholder to be part of the mission to combating declining sex ratio and well as promotion of girl child for a better tomorrow.

ACMO, Bibha Swaran, Thanked all the delegate's for presenting and disseminating their experience and ideas on PCPNDT & Child Protection.

Outcome- Stakeholders were successfully sensitized on declining child sex ratio and its social consequences and medical implication.

Stakeholder's understood the strategies to address the issues of PCPNDT & CP.

A committee formed under the leadership of Deputy Commissioner to check the women violence as well the child protection. Decision taken for regular meeting.



## Meeting with Local NGOs Govt and media-

On 3rd November & 29th November, 2016 Meeting with Local NGOs, media, individuals, activist, academicians, youth leaders, government representatives. Have been organized by SMS of E. Singhbhum and Dhanbad districts.

A single day program was organised by Shramjivi Mahila Samiti in support of EC & Plan India. The programme initiated with registration of the participants with Tea. Participants were welcomed and each one of the participant introduced themselves with their respective organisations. After the



introduction session, a presentation was given by the secretary on the project and the present scenario of the district regarding issues of girl child like gender equality, Child Protection & Pre & Post birth discrimination.

After the presentation, DSWO – Smt. Ranjana Mishra, was requested to share her views on the issues and disseminate some strategies to be implemented. As she highlighted, the stify condition be sex ration in the district specially in uban area is very low. There are no. of schemes with the govt. to protect the girls but are not reaching to the actual beneficiaries. So, there should be some inter mediatory groups who could help them to connect with the people and monitor to the govt. flagship programs. Civil Surgeon, Dr. S.K. Jha , East Singhbhum stated that there should be regular inspection of USC Centre’s to monitor under PC & PNNDT Act but its also important to empower women, so that they can take decision for the birth of the child. This can be only happen when women can stand by own without depending.

DCPS Miss Chanchal, also shared their experience for the child protection in the district.

Participants from NGO also shared their experience on child Protection and child survival issue and the committee has formed as ‘District Observatory Group’.

A district level forum formed of NGO & media as a District Observatory Group. It is a forum in the district for discussion & dialogues. This group will observe all the actions related to girl child & children’s protection. Group will be responsible to look after the strengthening of the system for effective implementation of the PCPNDT act,

The group will be supporting the system in planning & executing programs for girl children

Group will also help in supporting in executing different schemes related to girl child specially.

Monitoring the District Inspection & Monitoring Committee/District Advisory Committee as per the PCPNDT act. But also supporting as & when required. Planning any community/block/district level activities. The meeting was initiated with welcome and power point presentation which showed the declining CSR in East Singhbhum and the indicators of it.

Same as In Dhanbad the Civil Surgeon – Dr. Chandrabika Shrivastav ( Dhanbad), shared her views on the issues on PCPNDT ACT and said that USC are monitored by the CS Office and DAC committee. Campaigns are going on to aware people on effect of declining of sex ratio and protection of girl child.

She said, the govt have Act and it should be followed properly by all. Even different schemes are also available and people should get benefit from the schemes to empower the girl child in our society.

DCPS -Ms Sadhna Kumari, also shared child protection provision and its implementation by the District. She said, District have given Rs 1 Crore for BBBP schemes and this fund is utilized in campaigning and organising the various program on empowering girl child values with birth registration and walk with the school, Colleges and also to sensitize govt officials.

Participants from NGO also shared their experience on child Protection and child survival issue and the committee has formed as 'District Observatory Group'.

Guest of honour shared their views on the status of girls in our society. During the meet, the stakeholders like NGO's, media were highlighted and mobilized on PC& PNDT Act and its amendments. A forum formed as a District Observatory Group which includes Govt., Ngo & media to address the cases.Meeting concluded with fruitful note on meeting after 3 months with given action plan implementation.

#### **STATE LEVEL WORKSHOP**

There was Two Workshops has been conducted by SMS

##### **1) MEDIA WORKSHOP ON COMBATING DISCRIMINATIONINJHARKHAND**

##### **2) State level NGO Meeting on Gender Discrimination & Improve Value of Girls Child.**

#### **MEDIA WORKSHOP ON COMBATING DISCRIMINATIONINJHARKHAND-**

\On February 27, 2017 a State Level Media Workshop has been organized at **Green Horizon**, Ranchi, Jharkhand. The purpose of the workshop was gender biased sex selection , a common platform at the state level for media personals of how to create an awareness through mass media through print or electronics in an era of an effective and well planned communication strategies can make a dent through the use of mass media in creating public awareness, and the mass media can play an effective role in Declining of child sex ratio have been deployed in India over the past two decades and have not been linked to a comprehensive communication strategy.

The state level media workshop started with a welcome note by Mr Sudhir Pal Media Freelance consultant. Among the dignitaries, Ms. Arti Kujur, Chairperson of SCPCR, Jharkhand, Ms. Renuka Srinivasan, Senior Program Manager, European Union, Dr.Shlpra Mathur National Campaigner, Rajasthan Patrika, Sri.BalverDutt, senior journalist, Padmashree Awardee were present.

Ms Debjani Khan, Program Manager, Plan India expressed her gratitude to all the media persons who participated in the workshop. It was emphasized that media should be used as an effective tool or medium for creating mass awareness. Media to be used as a strong platform for addressing the different forms of gender based discrimination leading to declining child sex ratio and poor status of girls and women.

Ms. Khan emphasized on to sensitization of the media fraternity, both in the senior level as well as the rural stringers. The media to be strengthened as an advocacy tool for highlighting the issue of the declining child sex ratio and its social impact. And it is the mass media which can influence the larger community in different gender discrimination issues.

Ms Artikujur, the Chairperson of SCPCR Jharkhand emphasized on the introduction of the concept of gender equality in educational lexicon where patriarchy is the norm, and men holds the power over the

families and domestic violence are rarely acknowledged. Ms. Kujur was of opinion of introducing the concept of gender equality to the schools, the teachers taking the challenge to eradicate gender bias in all areas of education. She also appreciated the Kanyadan Yojana by Jharkhand state government She also pointed out that media plays an important role in disseminating the information among the policy makers and larger mass. .

Dr. Shipra Mathur, National Campaigner,, Rajasthan Patrika, Rajasthan explained the role of patriarchy society in building the society. . She emphasised that media should be strengthened as an advocacy tool for any societal issues. She also pointed out that media can create a pressure building on the administration and can create public awareness. She also tried to analyze the understanding on good media writing of news and articles as effective as well as informatry. She also shared the experience of Rajasthan Patrika of the Lado Chaupala media campaign on girl child issues. LadoChaupal creates a community platform to take up issues affecting general masses. It creates an interface between the community and the administration.

Sanjay Mishra the editor of Pravat khabar added that:

- The journalists should have a responsibility when reporting not to perpetuate stereotypes by diversifying their news sources. He also stressed that the media can challenge stereotypes only to a certain extent.....only the diversification of economic conditions will bring real change.
- Media should take up the issue of Declining child sex ratio & PC-PNDT Act as story writing. Various angles could be taken to publish the news.
- Good story is never written it is rewritten and thus media persons should write, edit and rewrite the articles to publish strong news.

Mr. Sanjay Mishra unfolded and shared a story Rishi KaVardan in which a married couple goes to a prophet so that they can be blessed with a child.

Now the question on which everyone had to ponder on was that what child they would ask for if they were required to do so. A baby boy or a baby girl He acknowledged the participants on a patriarchy plays a role in building the position of women a secondary one contrary to the men.

In India sex selective elimination happens, in spite of law there has been neglect in it or no implementation.

Sri. Balvir Dutt Senior Journalist commented that a positive correlation can be established between the exposure of the issue in the media and the public recognition. The present workshop aimed to investigate the role of mass Thus a media in setting the role of women empowerment. By analysing how the mass media can play an active role in highlighting the consequences of the declining of child sex ratio. From the perspective of the agenda the news media can play a very effective role in women empowerment by highlighting women issues. Declining child sex ratio has become a matter of serious concern and it is directly related to the status of women in society and deep rooted gender inequality. Mass media or news media can play a vital role in creating mass awareness in this issue. Media plays a pivotal role in disseminating information and creating awareness in socio economic and political issue. It should devote special slots for more crime against women and discuss all proactive aspects.

Media can be considered as a 'watch dog' as far as the coverage of women issue are concerned and should join hands with the NGOs and the civil societies to inject and spread the message of BetiBachaoBetiPadhao.

He also highlighted that the situation in our political system is also not very different. Though persistence efforts are being made to push the number of women by providing one-third reservation for them in various legal bodies including the parliament. The percentage of women is just 5 to 10 % across all political parties in India.

Lastly, Mr Deepak Ambisht, the chief editor of Dainik Awaz Dhanbad, focussed on the changing trend in the state of Jharkhand, specially Dhanbad which is the worst affected area with the increase of sex-selective abortion and declining of child sex ratio with the increase in literacy of the people to the modern technology. He also suggested of exploring the issue, ahead in Dhanbad also, and to ensure a strong campaign to give girls their right to be born.

The workshop covered extensively by the journalists and media professionals that participated. It is the role of the journalists and the media to promote a gender balance in the society, news focussing on gender inequality and promote alternative representation of gender.

**State level NGO Meeting on Gender Discrimination & Improve Value of Girls Child-** At BNR Chanakya Hotel, Ranchi, on Dated: 03.03.2017 a State level NGO Meeting on Gender Discrimination was organized by SMS. Ms. Purabi Paul of Shramajivi Mahila Samity, Jamshedpur on behalf of the organization welcomed all distinguished guests, resource persons and all the participants who came for this important state level NGO meeting to discuss on Gender Discrimination its adverse impact and the need to Value of Girls child and protect her life by proper implementation of the PCPNDI act through building Community defense mechanism. She welcomed on the dais the following

Resource Persons.

1. Ms. Renuka Srinivasan, Sr. Program Officer of the European Union.
2. Dr. Vidya Gupta, S.A.A. cum State Nodal Person & Additional Director, Health Services, Government of Jharkhand.
3. Mr. Kamal Kr. Pal – Specialist Demographer, Riddhi, Kolkata
4. Ms. Debjani Khan – Project Manager, Plan India, New Delhi

All these distinguished guests were given a bouquet of flowers as a welcome gesture.

Ms. Purabi Pal explained the objectives of this state level workshop.

- To build perspective of civil Society Organisation on issue of Gender and its impact on Demographic imbalance.
- To mobilize & engage civil society organization on addressing declining Child Sex Ratio (CSR) through community education in their existing intervention area.
- To prepare NGOs as observatory Group of State level towards feeding and supporting implementation of PC & PNDT Act & effective targeting of state sponsored all Government scheme.

Opening Address by Ms. Renuka Srinivasan Sr. Prog. Officer, European Union

Ms. Renuka Srinivasan, Sr. Programme Officer, in the European Union Delhi Office in her brief & lucid speech gave an over view about what E, U. supports in India as priority issues both with the Governments and with the NGO sector. She said that it is a matter of concern for European Union regarding the declining Girl Child Sex Ratio and hence they support both the Governments and NGOs against Gender.

Discrimination. The Focus areas are Child Rights particularly focusing Girl Children – in the field of education, Health & Gender discrimination. She said it should be matter of great concern for all about combating Gender discrimination and the need to fight against these forms of discrimination. European Union which has also carried some programs & events on these issues, supports the achievement of Sustainable Development Goals (SGD) particularly the Nos. 5,3 and 4 which are (a) to achieve Gender

Equality & Empower all women & girls, (b) Ensure Healthy lives & promote well-being for all at all age (c) Ensure inclusive and quality Education for all & promote lifelong learning. She said that they are supporting Sarva Siksha, Abhiyan, health girl child right and this 'GARV' (Girls Aspiration for Rights & Values) is supported in collaboration with Plan India in three states and Jharkhand is one of the intervention areas. It is very much an issue of concern regarding continuous declining of Girl child sex Ratio in India even in a tribal state like Jharkhand. It is high time that proper actions be taken to address discrimination against the girl child & the project 'GARV' is trying to do that through the thematic issues of (1) Child right & protection of Girl child, (2) Eliminating sex determination, sex selection and sex selective elimination (3) addressing Gender based discrimination (4) by ensuring birth & death registration of Girl child & (5) strengthening system of effective implementation of statutory Act – PC & PNDDT.

**Mr. K.K. Pal, the special demographer from Kolkata** through a power point presentation showed to appraise the house about the Declining Child sex ratio.

Mr. Pal in his PPT tried to arise the interest of the house regarding the consequences of the declining Child Sex Ratio, He asked the house whether they think it a matter of Concern and what it means in practical sense.

He said that it is a very serious matter of concern as it leads to gender imbalance in the society, it not only brings adverse effects on the girls but also to males as it gives rise of gender based violence in very crude manner as the males could use females as commodity, sexual assault, one women would be used by many males & more difficult time would be seen in future, if it is not stopped Mr. Pal, gave the vivid depiction of this alarming situation by showing the house the data of census of different censuses years regarding child sex ratio. He showed in the early censuses the declining child sex ratio could be seen in only northwest states of India & gradually it spread to West south regions of India. The child sex ratio at birth, which normally should be in between 950 to 980 girls against 1000 male children born. But after birth, biologically the lives of male children have less chances of survival scope against a female child so by the age of 6 yrs. the natural sex ratio goes for more balance. But Now, the Availability, Accessibility of all new scientific and techniques to detect sex of the unborn in the urban areas – has made the families, couples to do sex selection of their going to be children through Pre-Conception & Pre-Natal Diagnostic Techniques in favour male child preference and that it obviously can be traced by anyone if they search the census data.

To prove, it, he showed the census data of Jharkhand, which showed the districts where there is sharp child sex ratio decline – like East Singhbhum, Dhanbad districts showed such trends. He also appraised that which of the Sub-Divisions, Blocks & Villages have more declining child sex ratio could be traced, for taking an appropriate action to rectify. He showed that it is alarming to notice that gradually the trend of declining child sex ratio is growing. He said to find out where there is adverse sex ratio one should go to the website : [www.censusgs.org](http://www.censusgs.org) and try to look districts or CD blocks having below 950 CSR. He said 34000 missing girls children are there in Jharkhand & over 70 lakh missing girl children in India. It would adversely impact the ecological balance. He said, this trend is spread out to all highly educated, affluent, families as well as the rural families. As these techniques are available in towns & urban areas. Those rural people/couple who can afford, go for this to have sex-selective elimination. Thus we have to change the mind set of all to combat discrimination against girl children & value & preserve their lives. He said women empowerment is key to solve it.

Dr. Vidya Gupta told and showed in PPT that the first state initiative towards implementation of PCPNDDT Act in Jharkhand started in 02.08.11, when all the state notification to for PCPNDDT state committees were first notified & then again it was reconstituted all bodies on 16.6.16. These bodies are –

1. State Supervisory Body which is a policy making body
2. State Appropriate Authority which implements the Act
3. State Advisory committee which sees the status of implementation and advises the SAA from time to time and
4. State Inspection & Monitoring Committee – which inspects & do monitoring of the Genetic clinics, Ultrasound Clinics.

She said likewise in all districts the same four types of committees are formed having the CS or CMO as District Appropriate Authority and the ACMO as its Nodal officer. In the district, the Dist A.A. is the authority to give licenses for to a Registered Ultrasound Machine to be run by a person who fulfills all eligibility criteria to run such a clinic in a given place. If someone running such a center or clinic without fulfilling all eligibility criteria, that centre is to be sealed closed & the owner is liable for punishment under PC PNDT Act in the court. She said so far there are 728 USG machines & clinics are registered in the state. The public & NGOs can play a vital role to provide information of any USG center run in their area or in their knowledge that in any such center, they do sex determination, whether in those centers the statutory Notice is displayed or not in prominence regarding “The Determination of sex is a Cognizable Punishable Offence & In this Centre Sex Determination is not done” are not written on the centre is not keeping a record of the pregnant women in Register ‘H’ – etc. They can inform about all this to these District PC PNDT committee or DAA or the Nodal Officer. It would help them to implement the PC PNDT Act in its true sense as a small district Appropriate Authority team depends on the information fed by public to find out, those law-breakers. The information on these are vital for them to act upon to implement the law. She said besides all these, the Government is trying to bring public awareness regarding the Act through various IEC activities, Posters, hoardings & mobile van and literature & meetings & trainings. She said there are some districts & Urban areas where the Child Sex Ratio is worse and the government is focusing on there districts for public awareness. The Government is also promoting various schemes, programs, since a woman is pregnant by doing early registration for pregnancy & all (minimum) & ANCs & particularly doing and 2nd and 3rd semester checkup through USG to see the fetal growth and anomalies, there is Mukhyamantri Ladli Yojana and other schemes to promote girls education, skill up gradation related schemes & health services under RMNCH+A to boost up and promote the survival of girl children beside “Beti Bachano & Beti Padao” Campaigns. Through all these schemes, the Jharkhand Government is trying to safeguard girl children’s survival and upheld her values. The Health department to promote the involvement of public for smooth implementation of PCPNDT did propose in it PIP to fund for “Mukhvir Yojana” so that some incentives could be given to those who provide the information regarding violation of PC PNDT act but so far the sanction has not come. They proposed it as a pilot programme for 3 districts.

Thus she said if NGOs cooperate then there can be check in the declining sex ratio – if – (1) They can aware the communities & attach feeling of value of girl children as equally welcomed as son for a balanced population and pursue them not to go for aborting a female fetus nor neglect in her upbringing and attach equal value for girls, Awakened Awareness is needed. Dr. Shukla, thanked Dr. Vidya Gupta for her speech

Highlight on Critical issues & Strength of the NGOs to build coalition

Dr Sukla said the NGOs can really play a vital role to implement the PCPNDT Act, effectively and invited the views from the house on both the speeches of the K.K. Pal and Dr. Vidya and what they feel on this issue.

Meanwhile, The Chair Person of Ms. Arati Kujur & State Child Protection Commission, Jharkhand arrived in the meetings, She was welcomed and requested to end this meeting with her speech.

Ms. Kujur, who is very enthusiast & active CP of SCPC expressed her apology for being late in coming as she had very important meeting and work in her office and she is very optimistic about girl child survival and protection & elimination of gender discrimination through, this type of efforts – hence she felt that even her presence, at the end of the programme – would give a message to all that the State Child Right Protection Commission is very sincere and positive in supporting such efforts to bring down discrimination.

Formation of 'State Observatory Group.

Mr. Arshad got the names of all participants who willingly gave their content to be a part of the 'State Observatory Group.

He read the names of the persons/organizations from different districts who voluntarily given their names & also said that Plan India would try to involve them in local, district & state level observatory and monitoring process for smooth implementation the PCPNDT Act as well as would involve state Chair Person of the State Child Protection Commission and the State Appropriate Authority as the Chair & Chair person of this State Observatory Group to take forward the efforts of Plan India & European Union & their Partners

Thus he formally requested the organizer to conclude the programme with a vote of thanks. Dr. Nirmala invited Ms. Purabi Pal to do the Vote of Thanks. Ms. Purabi Pal, thanked the house for sparing their valuable time & showing interest by officially acknowledging and gave Vote of Thanks to all & invited all to partake in Lunch. From the side of the participants.



### Media Campaign Report

SMS established Strong linkages and contact had been built with local media to ensure effective regular coverage of issues on CP & gender in the form of reporting of case stories, feature articles, information (legal) pieces etc. so that the critical issue to sex selection and value of Girl child can be discussed at every level.

Observations and suggestion for improvisation Media Campaign:-

Sahiya Chulha- Ingredients were collected from FAR Family and Khichdi was prepared and distributed amongst the people there.

Abhiyan Rath visited Mahato Tola, harijan Tola and Morai Tola. Colourful ballons were given to the girls of FAR family and their houses were lightened up with Diyas. Almost whole village was present including Men, Women and Children. Event successfully organised.

Wall Painting - Creative wall painting done by students showing the importance of girl child. Certificate distributed among students

Big Umbrella - Girls were called under the big umbrella and importance of girl child was told to villagers. Slogans were written on the Umbrella and it was handed over to Mukhiya. Mukhiya promised to support girl child

Nukkad Natak - Value and kind nature of girl child was shown by the act.

Rally - Slogan were made and people knew the importance of girl child . Slogans also raised against Gender Based Discrimination. Rally visited Tola.

Exhibition - Exhibition organised at Panchayat Bhawan and was inaugurated Mukhiya showing the importance of girl child through pictures.

Balloon Game - Balloon Game was organised between few girls.

Quiz - Quiz competition was organised between students and certificate were given to them.





#### Visibility Action

#### Objective of the Event:

Sensitise & aware among the community stakeholders to improve the value for the girls. Address gender equality & creating an equal value of the daughters with the son born in the family. Address the issues on DV act, Violence against women and refer to One Stop Centre. Empowering adolescent girls through education, technical and vocational education and training.

In this programme an adolescent girl will take over the designation of Mukhiya for a day in which the celebration includes the panchyat meeting, Gram Shabha in a Particular panchayat. In panchyat meeting there will be a discussion about Improvement of quality of Education, Cleanliness of the village, Toilets construction, availability of health services, Vocational trg for women etc. and basically focus on protection of girl child which are going to be marry before 18 years old, unable to go to school/colleges. The community members will take oath to protect the rights of girl child.

As an organization we observed that participation of Girls as a Mukhiya and other ward members was appreciated by the community as well the Panchayat Representatives. They have share their views and express the ideas on developing the village with girls perspective so that the girls will get better opportunity from community for the better tomorrow.





### **It's Possible For women and men to be treated equally!**

Mapping campaigns on Gender/ Violence against Women (VAW) - online and offline - reveals the need to work with boys and men to bring about long-term impact on socio-economic status of women. Patriarchy perpetuates gender inequality and violence against women, which is systemic in nature, there is an alarming need to challenge the patriarchal stereotypes manifested in attitudes, beliefs and values.

Phia and SMS strongly believe that gender inequality is one of the most crucial challenges that need to be addressed in India. Unless there is a direct action with men and boys - inequality, exploitation and violence will continue only to aggregate and spread. In an effort to bridge the gap and deter violence against women and girls, Phia, along with partners including PACS and tve have joined hands, expertise and commitment for a yearlong nationwide campaign on gender equality. We are calling the campaign It's Possible (#ItsPossible).

It's Possible aims at, 'Self' - exploring values, beliefs and these are the basis of one's actions, consciously or unconsciously, and, 'public', where the personal perceptions are manifested basis how the herd is moving!

Why on Redefining Masculinity: Sanctioned norms and values reinforce notions of masculinity; the campaign will aim at redefining masculinity, which will question the existing social norms that perpetuate inequality.

We aim to redefine the perceived notions and stereotypes of masculinity. The campaign will engage with the communities and multiple stakeholders through media and on-the-ground intervention. The Plan to work with over 500 individuals directly and reach out to at least 10 lakhs individuals through media.

## **Challenges for us are:**

Changing attitudes and approaching beliefs and values in argumentative approach, to address the root causes of gender disparity and violence against women

Initiating dialogue in domestic/household spaces, where attitudes, beliefs and traditions that promote gender stereotypes/disparities are mostly formed, primarily reinforced and eventually critically shapes the youngsters of family.

Engage young people as potential change makers: Enabling a fresh outlook through rational information and perspectives in the gender discourse, attempting changing attitudes and carried on beliefs that lead to interaction with the other sex, in a stereotypical manner. This will lead to creating a cadre of gender equality leaders/champs.

The campaign will work on changing the perceived 'masculine' attitudes and behaviour around the following five key themes:

1. Language (Gender-based abuses, traditional gender-biased proverbs and idioms, phrases like "Don't be such a girl" and "man up")
2. Honor (A family's honor becomes unfairly dependent on the woman, while a man is allowed to believe he can even make detrimental choices without consequences)
3. Freedom of choice (To make choices that don't restrict individuals within gender stereotypes and roles)
4. Division of labour at home (Attacking the notion that household work is a woman's work and men )
5. Parenting (To filter how parents engage with their children when it comes to gender issues and roles)

Over the period of 1-year ad spread in ten states, the campaign will reach out to boys and men in the 16 to 35 age group. While those on one end of the age spectrum would be young and impressionable, the other end would include young parents who would directly affect the worldviews of this society's saplings.

## **Case Story**

### **Change is not Impossible**

In Dumuria Block SMS have promoted vegetable production as livelihood support to the marginalized families from the first year of SWADHIKAR project. When SMS decided to promote vegetable farming that time there was no practice of vegetable farming especially among the women in our project panchayats. Now days we can see women in the field and in the local markets growing and selling vegetables.

45 women from different villages are now bounded in four groups in Badabotla, jadugoda, Bankishole and Palasbani village. It is very good to see the women in their own fields working for themselves with self-decision.

Women collective farmers are growing Pumpkin, Tomato, cabbage, Cauliflower, Ladies finger, Brinjal etc and selling regularly in their local markets.

- Introduction and promotion of vegetable cultivation had following overall advantages :-
- It ensured the increased soil productivity
- It paved the way for more nutritional intake for the farmers and their families concerned
- It increased the prospects of marketing thereby resulted into financial stability all-round the year
- It proved effective in stemming the off season migration of agricultural labourers
- It instilled confidence and contributed towards improved standard of living



**Women collective farmers of Jadugoda ( Binita Mardi is the leader of this group.)**

### **They Can do also**

Master Pankaj Bhakat S/O Mrs. Chhabi Rani Bhakat is blind by birth, he lives at Dumuria village of Badakanjia Panchayat. He has studied up to class five after that he is not going to school for his difficulties. The family is very poor her mother works in others houses, but Pankaj faces many problems during his mother is not in house.

With initiation of SWADHIKAR project we have provided support to Pankaj Bhakat to open a small grocery shop with the items of school going children like copy, pen, pencil, shrpner etc as well as the running items of house holds like washing soap, bathing soap, detergent powders, shampoos creams etc.

Now Pankaj Bhakat and his mother are running the small grocery shop very well and they are earning from this and they are now able to fulfil their needs without going to others houses.



**“Pankaj Bhakat with his Khaat Dukan.**

**Thank You.**