

**NATIONAL
CAMPAIGN
MADHYA
PRADESH
STATE
CONSULTATION**

September 3
2016

With support of UNFPA, Centre for Health and Social Justice conducted one-day state consultation in Bhopal. The consultation was organized by Men's Action for Equity and Sathiya Welfare Society

INDEX

S No	Particulars	Pages
1	Background, Welcome Note and and Introduction	3
	Objectives of Consultation	4
2	Orientation on National Campaign	4
3	Mapping of Social Norms	7
	Reflection and Comments on Campaign of Funding agencies, Media, NGOs	10
4	Consensus Building on State Coordination Committee and List of Members	12
5	Identification of Strength and Potentials	13
6	Annexure	
6.1	Agenda of consultation	14
6.2	List of Participants with contacts	15

Background

Centre for Health and Social Justice has been spearheading a National Campaign for Promoting Men's Involvement for Changing Social Norms across ten states in India. State level consultations have been planned and are accordingly being conducted in the states with the FEM network organization involving media persons, donors and other stakeholders in the consultations. The objectives behind holding such consultations are sharing of the campaign's rationale, strategies, expected outcomes, potential partnership, exploring social norms and developing steering committees for leading campaign activities in each state.



Consultation

On 3rd September, 2016, a one day state level consultation was organized in Bhopal, Madhya Pradesh by CHSJ and Sathiya Welfare Society which is the secretariat of the network Men's Actions for Equity (MAE) implementing the campaign in the state. The consultation was held with the support of UNFPA. There were 36 participants in consultation from MAE network organisations, media person, donors and other stakeholders. Important points of discussions emerged during the different sessions:

SESSION: 09:30 AM - 09: 45 AM

Registration: Participants who came for attending the consultation from different organizations and districts went through the process of registration.

SESSION: 09:45 AM - 11:30 AM

Welcome Note and Introduction

The consultation commenced with a welcome note given by Mr Fazal Ahmad, Sathiya, who is the coordinator of MAE followed by a round of introduction of participants. Each participant introduced himself/herself, organization's name and operational area and expertise on specific issues.

Introduction of Men's Actions for Equity (MAE)

The next session was an orientation on Men's Actions for Equity (MAE). Mr. Devendra Singh from Dharti Sanstha, Morena district, spoke to the participants about the conception of MAE, its objectives and operational reach on issues of gender, violence against women and other development issues. Mr. Singh said MAE came into existence in 2012 and since then it has been working in the network mode with the active participation of CSOs, NGOs, academicians, media persons and various institutions addressing issues of gender based violence, violence against women, child rights etc. Mr. Singh emphasized that the MAE approach - that the network believes in operational philosophy of approaching and involving men and boys to make a violence-free society where a sense of gender equality is realized at every level.

Objectives of Programme

Mr. Badar Uzzama, CHSJ, shared the objective of the consultation. He stated that the national campaign had already started been implemented in some states and holding a state-level consultation in every state was a requirement of the campaign and an important deliverable of the initiative. He spoke about the purpose of holding such a consultation and expected outcomes of the day's programme. He said the first objective of the consultation was to make participants aware of the national campaign's rationale, reach, strategies and expected outcomes, structural hierarchy and supporting donors etc. The second objective was to undertake a process of sharing of the state partners' expectations, commitments and work footprint; the third objective is to explore area wise social, and gender norms persisting in families and community; and the fourth objective is about building consensus and forming a State Steering Committee for the campaign. The committee would be responsible for taking forward the campaign in the state and devising an operational plan for implementation of mobilization activities and coordinating gender equality champions and giving handholding support to them for a sustainable approach.

SESSION: 10:30 AM -11:30 AM

Orientation on National Campaign on Involving Men and Boys for Changing Gendered Discriminatory Social Norm

Mr. Satish Kumar Singh, Additional Director, CHSJ, spoke then on the background of the campaign, citing the rationale behind the conception of the campaign and shared CHSJ's work on gender equality, important milestones and updated participants about the network's activities in different states. He emphasized on an organizational approach and told participants that the approach of engaging men for gender equality has been a core strategy of CHSJ and the networks and alliances through which programmes are implemented have been working with this approach. He shared how work with men and boys evolved in CHSJ and how CHSJ began

involving men and boys through the FEM network in various states and what has been the process of change in the lives of men and women where interventions have been implemented. Discussing achievements of FEM networks working in various states, he spoke about MASVAW (Men's Action for Stopping Violence Against Women) that is one of the most active network's in Uttar Pradesh. He told participants about the process of change that took place in areas where MASVAW worked with men and boys. Later MASVAW started working in the neighboring state of Uttarakhand too for involving men and boys for gender equality. The network spread extensively and in very short span of time, and a number of stories of change have been documented.

With this experience of working with men on gender equality and challenging social norms, he shared his experience and vision of gender equality. He shared his strong belief and value that gender equality through engaging men is difficult but possible. He also brought into knowledge of people that another network named Men Action Against Violence and Abuse (MAVA) in Maharashtra started work on the same pattern. Sharing successful initiatives led by CHSJ, he put forth his experiences of the project Samajdar Jodidar, which ran for five years in three districts with local partners in Maharashtra. He emphasized that the project was very successful from the point of expected outcomes and impact and resultantly international learning and sharing visits are conducted in the project area which is seen as a scalable and replicable model. He also discussed about MenEngage's first international symposium held in Rio and the second symposium held in November 2014 in India which was managed and organized by CHSJ.

Coming to the day's main agenda, he shared overall about the national campaign stating that in the Delhi symposiums, a Delhi Declaration and Call to Action emerged as an outcome and consensus was built among CHSJ and other network members that there must be national level initiative to dismantle masculinity, unravel discriminatory gender roles and social norms for achieving the vision of gender equality. With this approach, a conception of national campaign on changing social norms emerged and a document was prepared and a planning meeting organised. Mr. Singh said the present consultation was one of the core activities of the campaign.

After giving the background of the campaign, he told participants that the operational area of this campaign is national in nature as it is being run in ten states of India and at a later stage it will be implemented in other states too. Sharing some social norms like domestic violence, sexual harassment in public places, rape, child sex abuse and so on of which now instances can be seen everywhere, he said structural cause is embedded gender social norms. He also put focus on men, masculinity and gender relations as the major obstacle for gender justice. He also discussed his belief that in coming years after interventions in campaign areas there will be ushered changed gender norms and new human relations. Coming to the objectives of the campaign, he emphasized that the main aim of the campaign will be to promote men and boys active partnership to change gender discriminatory social norms in the family, community and in

different institutions. The campaign will emphasize concrete and appropriate steps that men and boys can take within that particular space or institution. Some specific gender social norms that the campaign intends to address are sexual harassment of women in workplaces and public places, domestic violence, unequal educational opportunities and school dropout of girls, men and boys sharing of domestic work, unequal mobility opportunities for girls and boys, early marriage of girls, dowry and daughters share in property and arresting declining sex ratio.

Coming to campaign strategy, he discussed about development of strategic actions, which will be built through a range of inter-related strategies using different media, including face-to-face communication, social media as well as mass media. There will be an emphasis on creating pool of groups of men who will be working on gender related issues at their own level either in home or in community or in colleges. Strategically, these men will be called either gender champions or gender advocates who would like to experiment with change in their own lives and relationships and promote these among others. He also shared some of mobilization activities would be initiated or innovation can be brought at local level. Events like film shows, discussions, street plays etc. will be organised to start a discussion on gender issues among youth and men. Interested individuals will be organised into community action groups called community of gender champions/advocates. Public Service Advertisements, mass print and electronic media will be used strategically as a message multiplier.

After making participants aware about strategy of campaign, Mr. Singh also put light on core values of campaign, which, are non-negotiable, shall be binding on all associated with campaigning any way. He shared some values like universal human rights, equality and non-discrimination, celebration of diversity and participation, collaboration and solidarity. Discussing about campaign, he added that campaign would be implemented across multiple locations-urban and rural locations, communities, educational institutions and public/workplaces using a multiple campaign hub approach. The common campaign strategy will help to develop a series of common messages and approaches, which would be used according to the needs of a specific location. In the entire messaging process, the emphasis will be on personal action for social change, keeping in focus the core values. At last, he discussed and reassured participants that there is a decentralized operational hierarchy from national level to state hubs entailing their detailed guidelines and functions.

Regarding outreach of initiative, Mr. Singh told that the campaign will also draw partnership with other networks and coordinated implementing mechanisms and funders. In this case, the partners will contribute to drawing upon the common campaign message and implement the campaign activities within the project area. Such partners will also participate in the common campaign activities at the state / city level. The campaign will try to build linkages with NGOs, colleges and universities, government institutions as well as corporate bodies to join in the campaign so that it can spread further on a rolling basis. In the end of his session, he told

participants about some supporting agencies OXFAM, Action Aid, Swiss Aid and ECF who have indicated their interest in collaborating with the campaign and have committed their support in several ways.

After his session, Mr. Singh welcomed queries on further clarification if any participant has related to any aspects of campaign. One of participants enquired about impact of work on general life of person. He questioned how changes would be marked as result of intervention. Mr. Satish shared many case stories emerged after interventions in project areas and network areas. He told him that there are many men in program area who came and shared their stories that they have been enjoying their life in better way. Several examples were shared that marriages of girls delayed after intervention and better relation between husband and wives. Stories also were shared that men started taking responsibilities of taking care of their children and started participating domestic chores thereby their wives had enough time to enjoy their life.

SESSION: 11:30 AM – 11:45 PM

Tea Break Session

SESSION: 11:45 PM – 1:30 PM

Mapping Gender Discriminatory Norms in Regions in Groups-Mapping Changes positive/negatives in social norms and prioritization for state

Mr. Arun Tyagi who is MAE Rewanchal Regional Coordinator and Mr. Satish Kumar Singh from Centre for Health and Social Justice chaired current session. Purpose of this session was to explore gender discriminatory norms and practices in practice in MAE network areas and having discussions how these social norms are creating gender inequality and pushing women at secondary position in society. In this session, participants were divided into four-group accordance with region they belong to. It was done so that all participants come out with area wise persisting social norms responsible for gender-based discrimination in their particular region. Division of participants and their regions and social norms discussed can be seen based on given below tabulation form.



Name Of Regions Divided and Their Members Who Were Present In Consultation			
Chambal/Chambanchal	Rewanchal	Bhopal Malwa	Mahakoshal/ Bananchal
<ul style="list-style-type: none"> • Pahalwan Singh • Sandeep • Promod Kumar • Devendra Amar • Shilpy 	<ul style="list-style-type: none"> • Angarbhagi • Savitry • Sheshmani • Mola • Gyanendra • Vikram 	<ul style="list-style-type: none"> • Fazal • Ashok • Rajneesh • Ajay • Adarsh • Gyanendra • Nidhi 	<ul style="list-style-type: none"> • Shusheel • Mallu Rohtel • Tamse • Amal Singh • Vikrant • Digvijay • Jahangeer • Mapan
Social Norms And Gender Roles Explored, Discussed and Presented Region Wise			
<p>-Mahila Izzat/Samman Sampatti</p> <p>-Bal Vivah/Kanyadan</p> <p>-Pardah Pratha/Dahej</p> <p>-No decisions of women allowed even in matters affecting them</p> <p>-Paraya Dhan/doosre ke ghar jana/amaanat</p> <p>-Resource distribution and their uses are gender discriminatory</p> <p>-Property division not for women</p> <p>-Vansh beta chalata hai (family name is carried forward by son)</p> <p>-Widow is curse-not</p>	<p>-No more education for girls</p> <p>-Girls are burden on family</p> <p>-Women not in possession of resources</p> <p>-Workload of household work is on women</p> <p>-Girls should behave in 'proper' manner</p> <p>-Girls cannot run a house</p> <p>-Child marriage</p>	<p>-No decisions on below matters:</p> <p>* child marriage</p> <p>*freedom</p> <p>*Skilled work is done by male</p> <p>*household work is done by women</p> <p>-Son Preference</p> <p>-No open discussions on sexualities and issues like menstruation</p> <p>-Girls cannot do 'dosti,' if they do, they are characterless</p> <p>-Kanyadaan</p>	<p>-Son Preference and celebration of their birth</p> <p>-Girls are burden and will be married off later</p> <p>-Girls must stay home</p> <p>-Girls not allowed to move out</p> <p>-Girls are educated in public schools and boys in private</p> <p>-Sons are taught in good school</p> <p>-Girls not allowed to take admission in high schools</p>

<p>allowed to take part in celebrations</p> <p>-Girls remain in home</p>		<p>-Overt 'masculinity' is symbol of man</p> <p>-Beauty is feature of women</p> <p>-Domestic violence accepted</p> <p>-Men are strong and women are weaker</p>	<p>-Marriage related decisions are taken by male members</p> <p>-Girls do not autonomy on their own body.</p> <p>-Untouchable-like behavior during menstrual period</p> <p>-Male takes decision on sex selection</p> <p>-Widows don't take part in public functions</p> <p>-Women not allowed in worship places during menstruation period</p> <p>-Household work disproportionately divided</p>
--	--	--	--

SESSION: 1:30 PM – 2:30 PM

Lunch

Session: 2:30 PM – 3: 30 PM

Reflection and Comments on Campaign of Funding agencies, Media, NGOs and Formation of State Coordination Committee



This session was about sharing views and potentials of campaign for changing social norms and commenting on strategies and activities by different stakeholders

In this session, a panel of stakeholders from three segments consisting of media, funding organisations and NGOs was formed and Mr. Satish Kumar Singh moderated this panel discussion. Panel members were Mr. Shafique Rehman from Population Services International, a funding agency which has been working in Madhya Pradesh with government structure, Ms. Shilpi Agnani was representing

UNFPA, Mr. Javed Ali represented media segment who writes on women and child rights issues and Mr. Arun Tyagi represented NGOs.

On behalf of PSI (Population Services International) Mr. Shafique appreciated core values of campaign and praised very positively that efforts of participants working in different areas on gender related issues particularly gender based violence which is very complex in its nature. He also praised idea of involving men and boys as unique and internationally accepted approach for meeting gender equality. He laid his valuable comments for a successful campaigning.

He also as a representative of PSI told that even PSI believes that engaging men and boys for ending gender based violence and discrimination is very important and assured that PSI will support the campaign and will join the hands with this campaign. In addition, he committed to integrate men involvement approach into existing work of PSI.

Ms. Shilpi Agnani who represented UNFPA as a consultant, congratulated and emphasized that concerted efforts and working at every level is a good strategy to end violence. She shared UNFPA is also taking issues of violence against women and engaging men approach very effectively. Emphasizing involvement of adolescent boys, she highlighted need to focus on intervention in early ages when formation of thoughts and ideologies is being developed. With this effort silence on gender issues can be broken. Closing her remarks, she committed support for an effective campaigning.

Mr. Javed, a freelance journalist and columnist, appreciated this initiative of holding the consultation. He said this is a good way of approaching and sitting together to share the campaign approach. He also suggested how this campaign could reach to a vast population by using the power of media. He discussed the recent demands of media houses that attract and create sensation in society. He insisted that success stories of change makers' along with proper data that can paint the actual picture of our society would help to strike against discriminatory social norms. He promised to mobilise fellow media persons and houses for coverage at larger level of stories of changes. He also committed for rendering all support for success of campaign.

Representing civil society NGOs, Mr. Arun Tyagi put his views on involvement of men and boys. He stated that it is very important to work with men and boys to stop gender-based violence. He said he expected from campaign that there would be positive large-scale level change among men and there will be good human relations with wives, sister and mothers to enjoy better life. He put emphasis on the recognized global strategy of working with men for changing social norms. Only working with women and taking their issues would not address issues of gender inequality. So, there is need to work with men and the campaign mode is a good and effective way of engaging men for gender equality. He said he realized that gender equality is a vision for the entire society so then the entire society must be engaged in championing this change. Men, who today as fathers, brothers or uncles, play important roles (often silently) in supporting current discriminatory norms, need to come forward in support of the sisters, daughters and nieces and change the overall environment which is against the fullest expression and empowerment for women. It is time to make men equal champions of gender equality. He appreciated efforts of NGOs in ending gender discriminatory practices and ending violence but at the same, he required that state governments also have to change their policy and need to focus on men's involvement because violence on women is an issue of state.

Ms. Nidhi from Eka organization that is leading the One Billion Rising Campaign this year in M.P also praised the efforts of MAE and said that engaging men and boys for gender justice is indeed necessary for changing scene full of atrocities on women in public and private places. In addition, she said that MAE and OBR should also collaborate for One Billion Rising Campaign in Madhya Pradesh.

The next session was on formation of the state coordination committee. Before formation of committee, the role of the state coordination committee was discussed, which was:

- Making Specific State plans for implementing campaign
- programme coordination and collaborative activities
- material production
- media engagement
- involving more partners and supporters

- communication and coordination with national co-ordination committee and others
- monitoring and evaluation for successful campaign

Consensus Building State Coordination Committee

There was a discussion and decision came that committee would regularly meet, and Mr. Fazal will be responsible for communication and coordination with the members of state coordination committee as well as the members participating in campaign. The committee will meet on 10th September at MAE Secretariat, Sathiya Welfare Society office. In addition, it was also decided that there would be quorum of minimum five members for conducting its functioning in absence of any members.

Outcome of this session and important objective of this consultation was to form state coordination committees and accordingly post discussions and consensus building, members of the committee which was formed are as follows:-

S No	Name of member	Organisation representing
1	Mr. Arun Tyagi	Gram Sudhar Samiti, Sidhi
2	Mr. Devendra Singh	Dharti Sanstha, Morena
3	Ms. Shilpy Agani	UNFPA
4	Ms. Preeti Sadhu	Action Aid Bhopal
5	Ms. Nidhi Joshi/Seema	EKA
6	Mr. Saheque Rehman	Population Services International
7	Mr. Javed	Media, Free Journalist
8	Mr. Fazal	Sathiya Welfare Society
9	Mr. Ajay	Synergy

Session: 3:30 pm – 3:45 pm

Tea Break

Session: 3:45 pm – 4: 30 pm**Identification of Strength and Potentials**

- Collection of Information- three forms process
- Area of Coverage
- Stakeholders wise mapping of potentials i.e. NGOs, media, academics, PRIs corporate and others

In this session, participants who were representing various organizations shared their views regarding their expectation from the campaign and what kind of support they want for smooth functioning of initiatives. Collected information would help national as well state coordination committee to evolve implementation plan and develop strategies accordingly. This session required participants to go through a forms-filling process. Three forms were distributed among participants so that they could fill information about their expectation, work footprint and social norms. Social norms had already been identified in previous sessions through dividing participants into discussion/working groups and also many campaign partners had filled social norms online.

Discussion also held on area of coverage of campaign. It discussions moved around coverage and where it would be implemented. It was clarified that campaign does not specific limit in jurisdiction but more particularly interventions would be focused it implementation areas like colleges, community and cooperates. It will be implemented in the areas of network organization. In current session, emphasis was mapping of relevant stakeholders in areas where network organization have been working.

Session: 4:30 PM– 5:00 PM**Way Ahead, Roles and Responsibilities**

In the current session, there was discussion on how the campaign would be implemented in every area like educational institutions, communities and corporates. Participants came out with their thoughts and committed that they would implement activities as per their discussed and assigned task. It was decided that role and responsibilities of member organisations would be discussed based on strength and capacities of each NGOs by the coordination committee.

Session: 5:00 PM- 5:05 PM**Vote of Thanks**

In the last session there was exchange of gratitude and thanksgiving note from both sides for inviting and conducting such a good consultation. The vote of thanks was expressed by Mr. Sushil Sharma, MAE Regional Coordinator from Vananchal region.

Agenda of consultation and list of participants are given below

Agenda of Consultation

Time	Session	Facilitators
9:00 – 9:30	Registration	
9:30 am – 11:00 am	Registration Welcome Introduction of MAE Objective of the program	Sathiya team Fazal Devendra ji Badar ji
11:00 am – 11:30 am	Tea Break	
11:30 am – 12:30 pm	Orientation on National Campaign on involving men and boys for changing gender discriminatory social norms	Satish Ji (CHSJ)
12:30 pm – 1:30 pm	Mapping gender discrimination norm in the region in groups- Mapping change positive/ negative in social norms and prioritization for state	Satish ji (CHSJ)
1:30 pm – 2:30 pm	Lunch	
2:30 pm – 4.00 pm	Reflection and Comments on campaign Funding Agency Media Academic NGO's Formation of state Coordination committee	Facilitation By: Satish ji & MAE Member
4:00 pm – 4.15 pm	Tea Break	
4.15 pm – 5.00 pm	Identification of the strength and potential for the campaign <ul style="list-style-type: none"> • Collection of Information (3 forms) • Area of coverage • Stakeholder wise mapping of potential • E.g. Ngos, media, academics, PRIs, corporate, others Role and Responsibility	Badar Ji, Arun tyagi ji & Sushil Sharma ji

Participants List

S No	Name of Individual	Name of Organization	Email ID	Phone No.
1	Seshmani	Srijan Seva Samiti ,Govindgarh Rewa	shesmani1970@gmail.com	9575424281
2	Bhola Rajak	Manav Vikas Seva Samiti, Dabhaura Rewa		7389243826
3	Taam Singh Sahgandale	Gram Mangal Sansthan	dhansingh308@gmail.com	9424950846
4	Mayank Pawar	Gram Mangal Sansthan	pmayank9808@gmail.com	8370010583
5	Md.Jahangir Ansari	Hard Shadol	ansantably.ktm.83@gmail.com	9755422542
6	Kallu Prasad Rautel	Adivasi vikas samiti ,Baliya		9893102848
7	Digvijay Patel	Gram Mangal Sansthan	gdigvijay@gmail.com	7509935442
8	Devendra Bhadauriya	Dharti Sanstha ,Morena	dhartisanstha@rediffmail.com	
9	Sandeep Sengar	Morena Youth Academy	sandeepsengar11@yahoo.com	9301187079
10	Amar Prakash	Wateraid	amarprakash@wateraid.org	8720008969
11	Pramod Tiwari	Manav Foundation Sheopur	manavfoundationsheopur@gmail.com	9893391969
12	Pahalwan Singh	Sarvodaya Saint lal dada jan seva samiti	sarvodayabhind@yahoo.com	9009901995
13	Rajneesh Murab	Sunita Murab Foundation Society	rajneeshmurab@gmail.com	7509061701
14	Javed Anis		anisjaved@gmail.com	9424401459
15	Fazal Ali	Sathiya Welfare Society,Bhopal	sathiyapariwar@gmail.com	9713000155
16	Arun Tyagi	Gram Sudhar Samiti	gss_sidhi@yahoo.com	9685666089
17	Sushil K.Sharma	HARD Anuppur	hard_ktm@rediffmail.com	9424334537
18	Ashok Madre	Satyakam Jan Kalyan Samiti,Chindwara	sjks786@gmail.com / ashokmadre007@gmail.com	9926101066

19	Satish Kumar Singh	CHSJ	satish@chsjs.org	9910589201
20	Badar Uzzama	CHSJ	badar@chsjs.org	9891716145
21	Gyanendra	Aatm chintan Seva Sansthan ,Singrouli		9893886386
22	Vikram			9993886386
23	Savitri Singh	Ahsas Sanstha	savitrisingh75@gmail.com	9424935205
24	Adarsh Pawar	Pratibha Foundation	adarshpaswan@gmail.com	9471874565
25	M.S Chandel	L.N. star News	makhansinghchandel@gmail.com	9893788823
26	Nidhi Joshi	Eka	humaleka@gamil.com	8989051001
27	Ajay	SYNERGY	ajaypandit83@gmail.com	
28	Akal Singh		kake.akal@gmail.com	9770584980
29	Shilpi Aganani	UNFPA,M.P	shilpiagnai@gmail.com	
30	Vikrant Patel	Prayas	prayasnsp@gmail.com	942517066
31	Kanchana Dhote	Sathiya Welfare Society,Bhopal	kvdhote16@gmail.com	9754085750
32	Shafique Khan	PSI, M.P	shafique@psi.org.in	982612958
33	Indu Saraswat	PSI, M.P	indu@psi.org.in	9425030307
34	Rashmi Mani	WRRC, Bhopal	wrrc.aashna@gmail.com	8305110250
35	Preeti Sadhu	WRRC, Bhopal	wrrc.aashna@gmail.com	8109934677
36	Kanchan Singh	Sathiya Welfare Society, Bhopal	kanchan8714@gmail.com	9424474911
37	Parveen Sheebani	Sathiya Welfare Society, Bhopal	parveensheeban0907@gmail.com	887140907
38	Md.Umar Khan	Sathiya Welfare Society, Bhopal	mohdumarkhan@gmail.com	9179457445
39	Ram Sadh	Sathiya Welfare Society, Bhopal	mailme.ramsadh@gmail.com	9713374567
40	Smriti Shukla	Sathiya Welfare Society, Bhopal	smritishukla08@gmail.com	7566232004