



PARIVARTAN

thoda sa badlav aur ban jao star



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Power beyond the pitch

"It is very important during a match to make your opponent player angry, to antagonize others, to make them upset. Most of the team use abusive language in the field. These are very normal. I don't think we should call this bad language." – a coach before the program



**January-April 2010:
Coaches/Mentors Formally Trained**

- 26 coaches and 16 mentors trained for 12 days over four months to engage adolescent boys on issues of 'gender norms' and 'gender based violence'—additional one-on-one interactions to build their confidence and comfort level throughout the program.

**June-September 2010:
Sessions With Athletes Begin**

- Coaches and mentors engage with athletes using 12 card series and other interactive tools. Topics covered include 'respect', 'masculinity', 'aggression and violence', 'sexual bragging' and more.



**October-December 2010:
Positive Shifts In Coaches And Athletes**

- Follow-up evaluation with coaches/mentors and athletes to measure change in attitudes, perception & behavior.

Coaches	Athletes
<ul style="list-style-type: none"> 54% of coaches and 88% of mentors reported highly gender equitable attitudes at follow-up More than 80% of the coaches and mentors disapproved of control over women by men More than 75% of coaches and mentors denounced violence against women 	<ul style="list-style-type: none"> Athletes became more supportive of gender equitable attitudes compared to non-participants General belief that men have to be physically tough reduced from 80% to 61% A greater positive shift in behavioral intentions towards stopping sexual harassment noticed in athletes

Jan 2009: Assessing Need

- In-depth interviews with 29 coaches and mentors, and five group discussions with 47 athletes to understand their gender construct—in partnership with **MSSA, APNALAYA, BREAKTHROUGH** and **FUTURES WITHOUT VIOLENCE** in **MUMBAI**. Complete lack of understanding of gender and gender roles; reference point was limited to 'mothers' and 'sisters'.

May 2009: Assessing Feasibility

- Workshop with coaches and mentors to explore feasibility of engaging them as 'role models' and 'change agents' to gender sensitize adolescent boys.

September 2009: Parivartan Takes Shape

- Coaches take to the idea and name the project "**PARIVARTAN**"—meaning transformation – **SACHIN TENDULKAR** endorses the cause.

**October-December 2009:
Gender Transformation Begins**

- 10 Master Trainers/Leadership Council trained for four days on the concept of 'gender' and 'gender based violence' for rolling out the project in 45 schools and two communities in Mumbai.
- Baseline survey conducted with 1040 athletes, and 77 coaches and mentors to benchmark gender attitudes at the beginning. More than 75% boys across the groups believed in 'physical strength' as a marker of masculinity.



**January-February 2011:
Engaging Schools And Communities**

- Public Education Campaign hits the ground through mobile van, radio spots, hoardings & banners. Approx. 5500+ students and teachers in 23 schools, and two slum communities reached.

Tracking Public Education Campaign

- More than 70 percent of the participants found the campaign very interesting.
- 75% of the athletes could recall at least one message.
- More than half of the athletes exposed to the campaign mentioned that there is no justification for eve-teasing.

**July-September 2011:
Taking It Forward**

- Seven days of follow-up with Leadership Council to revisit concept & sustainability.
- Members engaged to take "PARIVARTAN" forward.
- Intensive qualitative data collected to capture the transformation process: 13 interviews with wives/mothers of coaches and mentors; seven interviews with coaches; and two group discussions with mentors.



"Earlier we used to hear the stories in newspaper about teasing, attempt of rape and used to think that these women might have given a lead or did something to provoke. But now I realize the pain and am trying to understand how to change the mindset of boys regarding violence which is so very important here."

– a coach after the program

**May 2012:
Communicating Parivartan's Success**

- Disseminating PARIVARTAN'S findings to stakeholders and media.
- Groundwork to replicate and scale-up PARIVARTAN.



"....now we both share our emotions with each other. Before he use to keep everything to himself."

"...he never asked me about my willingness to have sex, it was his complete discretion. I was okay with it thinking that that's what a wife needs to do. Now he started asking my consent....(silence for sometime) I felt ashamed and nervous whether to say yes or no but he explained me why my decision is important."

– Wife of a mentor after the program