For more details about the Parivartan please contact:

ICRW Asia Regional Office: C-139, Defence Colony
New Delhi 110024 Tel: 91-11-46643333/24635141
Web site: www.icrw.org/asia

ICRW Headquarters: 1120 20th Street NW Suite 500 North
Washington, DC 20036 Tel: 202.797.0007
Web site: www.icrw.org

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.

January-February 2011: Engaging Schools And Communities
- Public Education Campaign hits the ground through mobile van, radio spots, hoardings & banners. Approx. 5600+ students and teachers in 23 schools, and two slum communities reached.

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.

Jan 2009: Assessing Need
- In-depth interviews with 28 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
- Disseminating PARIVARTAN’S findings to stakeholders and media.
- Groundwork to replicate and scale-up PARIVARTAN.

May 2012: Communicating Parivartan’s Success
- Public Education Campaign hits the ground through mobile van, radio spots, hoardings & banners. Approx. 5600+ students and teachers in 23 schools, and two slum communities reached.

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.

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.

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.

December 2009: Coaches/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.

Coaches
- 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.

Athletes
- 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.

Athletes
- 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.

Positive Shifts In Coaches And Athletes
- where violence against women has been reported.
- 77 coaches and mentors to benchmark gender attitudes at follow-up
- More than 75% of coaches and mentors denounced violence against women.

Athletes
- 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.

Athletes
- 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.

Follow-up interviews with coaches/mentors and athletes to understand how to change the mindset of boys regarding violence which is so very important here.” – a coach after the program

Wife of a mentor after the program

Later 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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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 provoc