Kadam Badhate Chalo 2.0

A youth led initiative to end violence against women and girls.

- A Martha Farrell Foundation initiative
India is home to 356 million youth, the world’s largest youth population. They are critical stakeholders in efforts to end violence against women and girls (VAWG). As current and future leaders, youth are the driving force for change, which can use their knowledge, power and passion to challenge negative attitudes, gender stereotypes and behaviour that set in early and lead to VAWG.

Kadam Badhate Chalo (KBC) is a youth-led programme to end VAWG, which works in 27 locations in 14 states in India. It calls on young boys and girls to identify issues of VAWG in their communities and to collectively find solutions to them. In doing so, these young boys and girls turn into leaders, who influence their homes, communities, government, police, judiciary and other institutions to join them to bring about a change.

KBC emphasizes upon an equal partnership between young boys and girls. It provides them with a level-playing field and builds their capacities, so that they work together to end VAWG.

In this journey, these youth become agents of change!
Steps of KBC

1. Collectivising young boys and girls
2. Addressing Attitudinal Change and encouraged personal responsibilities
3. Promoting participation and partnerships
4. Learning from Sharing
5. Encouraging accountability and Institutional responsibility

Started in 9 locations

Youth leaders built across the country
We are present in:

- Bhachau, Kutchh District, Gujarat
- Wardha, Maharashtra
- Ahmadnagar, Maharashtra
- Sehore, Madhya Pradesh
- Panna, Madhya Pradesh
- Raipur, Chattisgarh
- Bhubaneshwar, Odisha
- Japla, Hussainabad Block, Jharkhand
- Siliguri, Bengal
KBC Outreach

KBC 2.0 Outreach

Direct Engagement
- Freedom to Play Workshop: 21
- Gender Through Sports Workshop: 8
- Sports Leadership Camp: 6

Indirect engagement by youth
- Youth groups
- Schools
- Community
- Stakeholders
- Events

Our Programs

Engage with youth to understand Gender and Violence in everyday lives

Participatory Safety Assessments of Public places

Build Leadership of youth leaders across the country
Our social media outreach
Sept 2017-April 2018

- MFF posts
- Impressions
Capacity building of youth
Understanding Gender

Capacity building of 316 young gender trainers.

The first step in KBC is to bring boys and girls together so that they can comfortably question and understand gendered power relationships that affect them, their families, communities, schools and workplaces.
This training is designed to implement simple activities and ice-breakers with the youth leaders. At the completion of each game they are engaged in discussions on concepts of gender, its associated discrimination, gender stereotypes and the challenges of gender.

Martha Farrell Foundation (MFF) and ProSport Development (PSD) have prepared a module on “Understanding Gender” to deliver this objective. This module is conducted over three days where boys and girls understood in-depth meaning and influence of the term gender in their everyday lives. The activities are designed to promote discussions around the themes of socialisation & gender. Some of the issues that raised were around dynamics in a household, problems around women’s clothing and victimisation of women & girls in their everyday lives. The youth shared their opinions confidently without the fear of being judged. Some of their testimonies are as under:

17-year-old female participant Samita Darve said, "We have a fixed mindset towards women in this country, we are often identified as funny or helpless like how they said in this game, but rarely women are seen as intelligent, smart and independent. We must break this mindset."

Mahesh Barela said, "It’s (diamond cricket) a great game, everyone loves it, and I’m really happy that girls are playing cricket for the first time in their lives. We now see them as fellow players and are guiding them in playing better".
The workshop witnessed 839 young leaders who showed potential of becoming confident and focussed gender champions in their communities.
Our partner, ProSport Development (PSD), developed two sports-based modules called ‘Freedom to Play’ (F2P) and Leadership through Sports, where young boys and girls come together and play games that provide them an opportunity to engage with peers and express themselves through these activities.

All these games have a common objective of engagement along with equality, inclusion, fair play, creating a positive learning environment, ensuring fun and enjoyment throughout the camp. The youth start to understand that there is nothing wrong if boys and girls play together. More over, youth have shared that for them playing only meant playing with their same sex peers. For many, these sports-based activities of KBC are the first opportunity when they play games with the opposite sex and see them as equal partners.

F2P & Leadership through Sports help the youth to dismantle gender stereotypes and work together as a team, identifying roles and potential in female youth. A 15 year old team leader, Priyanka Burman, from Siliguri (Bengal) said, “This (Rango ki bhagam bhag) is an interesting game. Our team won this game because we listened carefully and planned properly“.
Art as a tool for expression was used by the youth leaders to reflect on their journey of change - from when first joined KBC to where they have reached.
Stories and poetry are a powerful tool to narrate experiences and realities. The stories and poetry help in connecting to one another, assuring they are not alone and inspires change in behaviours and attitudes.
Asha – Tamasha is a learning game developed on the concept of roleplay. The term ‘asha’ in Hindi means ‘hope’, while ‘tamasha’ suggests a commotion.

The game tries to recreate the chaotic nature of dialogue between various interest groups, whose hopes and aspirations are very different and have to bargain among themselves to find a common interest or goal. Of course, the process of bargaining an be best described as chaotic, which helps the youth in understanding the ways of negotiation with different stakeholders.
Community journalism helps in bringing out hidden realities from the communities, which are otherwise ignored by the mainstream. Technology such as mobile phone can be used to record untold stories of violence and empowerment of women and girls.
What is PSA?

The Participatory Safety Audit (PSA) assesses safety of girls by mapping out all the safe and unsafe space in a particular location. These locations can be public spaces like markets, schools, universities, railway stations, bus stands, public transportation, hospitals, monuments and various others.

Steps involved:
- Transect Walk
- Mapping
- Focussed Group Discussion
- Sharing with stakeholders.
PSA Maps
Advocacy by youth
In Siliguri, the KBC youth, along with the mothers, shared their PSA findings with the police and ward council. As a result, the police and ward council supported them in closing the local alcohol shop, which had become a hub of various unsafe activities. The police enhanced patrol in the area, so that women and girls could safely access public spaces.

In various locations, PSA has also helped in producing evidence on how open defecation can lead to unsafety of girls and women in public spaces. As a result, the panchayat has supported in the construction of toilets that can be easily and safely accessed by girls and women.

In Maharashtra, KBC activities are being undertaken across 90 villages with the support of panchayat representatives. PSAs were conducted in 50 government schools in districts of Wardha and Ahmednagar. The findings of these PSAs brought out how schools are also very unsafe for girls. Thereafter, KBC youth and facilitators in Maharashtra shared the PSA findings with their Panchayats, as a result of which they succeeded in instituting ICs in 7 schools. Moreover, it was made mandatory that the key of the complaints box (for sexual harassment at workplace) shall remain with the head of the IC, and not with the school principal or the school management.

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In continuation of KBC action by Haryana youth from previous year, they received written pledges from their local panchayat leaders that they will support KBC in ending VAWG in their communities. The youth leaders also shared their PSA findings with the panchayat. As a result, local transport now comes inside the villages so that girls can safely commute to their schools.

In Haryana, as a result of sustained KBC action in schools, the teachers and school management are supporting the local KBC leaders to report and stop instances of child marriage. Awareness sessions have been held for protection officers, who are also engaging with KBC leaders and the schools to stop child marriage.

In all the locations, boys and girls are working together to end VAWG. In fact, one of the biggest achievements of KBC has been to activate the local youth and to facilitate open dialogues on gender equality, that it is not a matter of shame or hesitation, but a community concern that requires direct and immediate attention.
16 days of activities
Nov-Dec

Mass Mobilisation

Campaign to end Violence against women

Leadership through sports

Gender Through Sports

Antargoonj

PSA

Freedom to Play

Sports Camp led by Youth

National Youth Day

International Women’s Day

Girl Child Day

Yuvati Sunvai

Ending VAWG
Indifference and Hostility from the Community - One of the biggest challenges identified by the KBC leaders and KBC facilitators is the hostility and indifference that they encounter from their neighbours and communities. Often, this comes in the form of ridicule, mockery or contempt. Youth leaders find this very discouraging and often hesitate in engaging with the hostility and the indifference.

Patriarchal Mindsets of the Community – Patriarchal mindsets are also big deterrents in carrying forward KBC in various locations. Even if the community and the institutions are not hostile or indifferent, their everyday attitudes related to gender are very regressive and difficult to overcome.

Institutional Apathy - Gender equality is not an agenda for various local institutions of governance, law and order (like police, ward council, panchayat). It will require sustained and committed KBC action to mainstream gender in governance and legal action. Schools also project hostility towards introducing KBC with their students. KBC facilitators and youth leaders are often met with questions like, “How will the school benefit from doing KBC activities?” Also, the annual calendars of schools and exam schedules make it very difficult to conduct regular KBC activities in schools.

Skeptic Parents - In various locations, parents are also not very supportive of KBC activities. They are skeptical about girls and boys interacting and working together. Often, it is more difficult to engage with the fathers, than it is to engage with the mothers. And due to lack of direct engagement with the fathers, the mothers wield considerable influence on them and can easily turn them against KBC activities.
Sports as a Great Equalizer – Sports proved to be a great way of engaging with youth. It helped them in overcoming various gender, class and caste related stereotypes, develop critical communication and leadership skills and take their first step towards becoming local champions of gender equality.

Engagement with Schools – Introducing KBC through schools proved to be very effective, especially because schools are seen as important social institutions, which can help in sustaining and spreading local KBC action. They play an important role in influencing attitudes and behaviours. It is important that teachers and school management become an active and a meaningful part of KBC, so that they can facilitate safe spaces for discussions on gender and motivate local youth to join KBC.

Engagement with Parents and Families – KBC youth leaders from various locations innovated strategies and activities to engage with their parents and families. Families and parents can becomes great agents of gender equality and their support can also help in strengthening institutional accountability.

Making Local Institutions Accountable - Locations like Maharashtra, Raipur and Haryana have effectively included Panchayati Raj Institutions (PRIs) in KBC activities. This helped in making VAWG an agenda of local governance; to involve panchayats to make it a community concern and influence other local institutions (schools, police, and families). Also, the changed attitudes of panchayat leaders, schools principals, teachers, police officials and parents affected the attitudes of the larger community, pushing them to support local KBC youth-led action.

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Gender Difference in Perceptions and Experiences of Safety – Girls and boys have different perceptions and experiences of safety. Girls’ understanding of safety is largely based on their own experiences of it or lack of it in their schools, public spaces and homes. Whereas, boys, who enjoy far more mobility than girls carry various perceptions and assumptions of safety. Therefore, in KBC, for girls and boys to work together, a participatory approach helped in overcoming the gendered differences between girls’ and boys’ perceptions and experiences of safety. It also helped the youth in understanding their own gendered socialization, as a result of which they have a differential access to opportunities and choices.

Working with both Institutions and Communities – Both community action and institutional action have to walk hand in hand, especially when working with issues of gender-based violence in the communities. This two-pronged approach helped in generating awareness in the community, making institutions accountable and facilitating an interface between the two.

Use of Art-based Methods - participants engage more when an arts-based approach is used. Arts-based methods allowed the youth to connect with the trainings and sessions at a personal level, critically reflect upon themselves and develop empathy towards each other. Also, they use these methods to further engage with their institutions and communities, which have a better impact than traditional methods of engagement.
Youth in Action

Expressions through art

Rally

PSA sharing with SMC

Role play

Team work

PSA

Youth strength

Community Engagement

Sports

Institutional Accountability

Capacity building

Expressions through art

Understanding Gender
Blogs and Case studies

- https://www.youthkiawaaz.com/2018/03/error-access-denied/?success=1
- https://www.youtube.com/watch?v=fSvQv46d5Q
- https://www.youtube.com/watch?v=raO96FtN06Y
- https://www.youtube.com/watch?v=E1LFjpk_YWk
- https://www.youtube.com/watch?v=xpKw7XYsqLE&t=1s

Case studies prepared by PSD