

# IMPACT ANALYSIS REPORT

# KADAM BADHATE CHALO

2023-2024



 Martha Farrell  
FOUNDATION

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**Published by:**  
**Martha Farrell Foundation**  
**2024**

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# INTRODUCTION



Kadam Badhate Chalo (KBC) is a flagship programme of the Martha Farrell Foundation (MFF). It represents a unique collaboration among adolescents, the community, civil society, and administrative systems to drive collective action against sexual and gender-based violence. Co-designed and co-implemented with adolescent leaders, KBC supports young adolescents in discovering their inner potential, acquiring skills, and developing their voice and agency to take collective action to counter sexual and gender-based violence in their lives.

While the main audience of KBC remains adolescents and youth, the programme also engages with:

- Parents and caregivers
- Community members
- Local authorities and administrative systems like Panchayats, Municipal Corporations, and the police
- Civil society organisations
- Schools and education departments

KBC aims to cultivate a new generation of leaders who drive impact-oriented interventions against sexual and gender-based violence. The programme provides the essential space, tools, and skills to identify and address violence, with a strong emphasis on developing a gender-sensitive perspective, making this understanding a cornerstone of their journey.

## What we do



**Collectivise youth**



**Build youth leadership**



**Participatory Safety Audits (PSAs)**



**Youth-led campaigning**





Adolescents from schools and communities embark on a transformative journey that explores gender and gender-based violence. Bringing KBC directly into communities, MFF focuses on building leadership within communities, enabling leaders to take on social advocacy to bring about change in their communities. The programme facilitates KBC leaders to identify the specific needs and problems of their community and collaborate with various stakeholders to find and implement community-driven solutions.

The KBC programme in Delhi adopted two approaches: direct intervention with communities to build local leadership for social advocacy, and collaboration with civil society organisations. Partnering with Team Up for Transformation, the programme brought the KBC model to Seemapuri as well.



# OUTREACH AND ACTIVITIES



**7 communities**

across **Delhi-NCR**

- Taimoor Nagar
- Noor Nagar
- Mukherjee Nagar
- Harijan Basti
- Tughlakabad
- Dilshad Garden
- Sonia Camp



**53 sessions**

conducted

On understanding self, gender and sex, gender-based stereotypes, gender-based violence, child rights and child sexual abuse, and participatory safety mapping.



**240 adolescents**

reached across the seven communities in Delhi-NCR

**45 boys**

**195 girls**





## 15 trainers trained

Through a training-of-trainers session, to equip them with the knowledge and skills necessary for facilitating sessions on gender and gender-based violence. The training focused on understanding the programme, employing participatory methodologies in sessions, and building knowledge about relevant laws, gender issues, and gender-based violence.



## 3 campaigns

Initiated by the adolescent leaders.

The **Valentine's Day Campaign** (February 2024) saw adolescent girls discuss their experiences of violence in the name of love, such as stalking and catcalling, which often leads to victim-blaming.

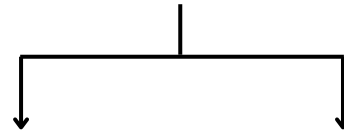
The **#AisaKyun Campaign** (October 2023) used art to raise critical questions about gender discrimination and violence, urging communities to reflect on the reasons for existing social structures and norms.

In the **Menstrual Hygiene Day Campaign** (May 2023) community engaged in an open discussion about menstruation to break the associated taboos and learn more about the different products available.



## 240 self-nominated leaders

Trained to identify gender-based violence and educated about their rights to protection from sexual abuse. They gained a comprehensive understanding of the Protection of Children from Sexual Offences Act (POCSO) Act, 2012, including in-depth knowledge of reporting mechanisms and complaint procedures, equipping them to navigate the legal framework effectively.



**174**

Through direct implementation

**66**

Through partnership with **TeamUp for Transformation**



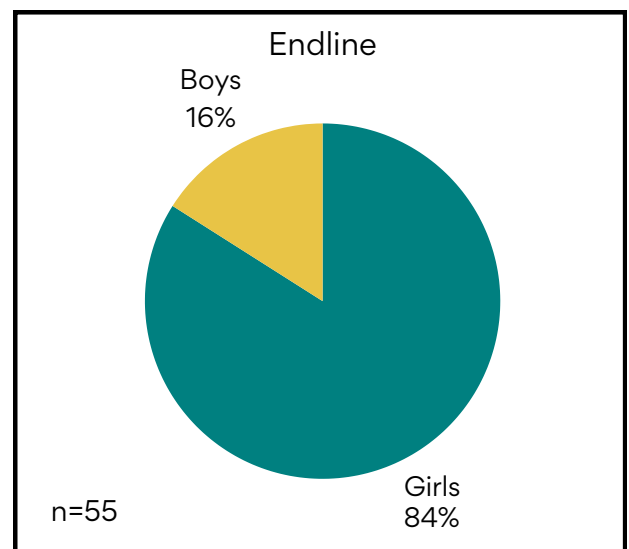
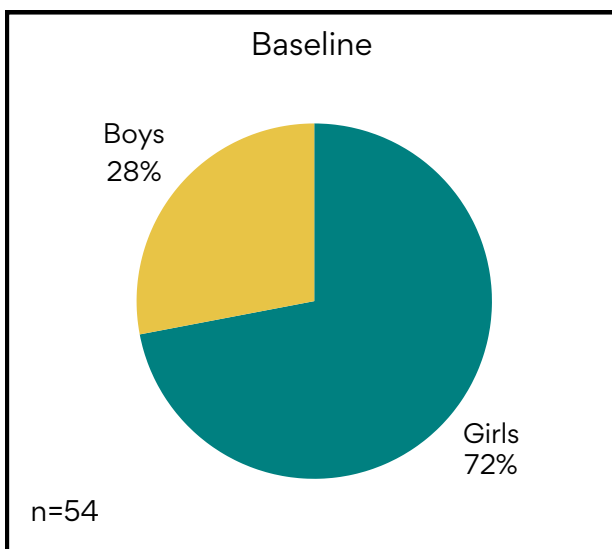
## 1 leadership workshop

30 self-nominated adolescent leaders participated in a workshop that provided essential leadership skills and knowledge, enabling them to facilitate discussions and enhance awareness of critical issues in their communities.

# IMPACT

A comprehensive baseline and endline survey was conducted across the seven communities in Delhi to assess the impact of the programme. The baseline survey, conducted in July 2023, included 54 adolescents (28% boys and 72% girls), while the endline, carried out in April 2024, surveyed 55 adolescents (16% boys and 84% girls). Participants for the baseline and the endline were selected randomly, to avoid biases in the selection and evaluation process. .

## Gender distribution of survey participants

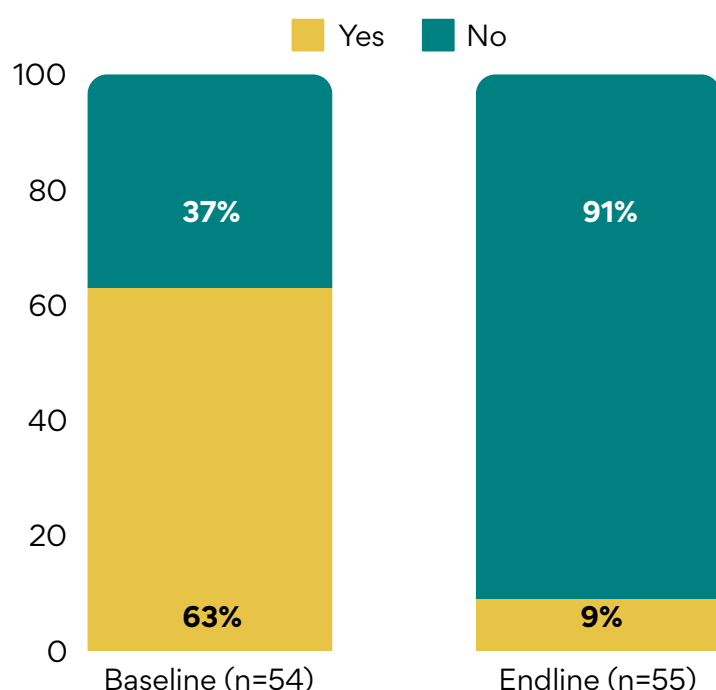


The survey comprised nine statements designed to assess participants' gender sensitivity and understanding of gender-based violence. The participants were encouraged to respond honestly to paper-based forms with questions in Hindi. This survey remained anonymous, with participants only providing their age, school, and gender related details. In case needed, programme staff were also available to provide assistance. Once collected, the responses were digitised using Google Gorms for ease of analysis. To complement the quantitative data, qualitative insights were gathered through case studies and stories of change, adding depth to the findings.



## 1. MARRIED WOMEN SHOULD NOT TAKE UP JOBS INVOLVING TRAVEL, AS IT MIGHT AFFECT THEIR FAMILY LIVES AND THEY SHOULD BE THERE FOR THEIR HUSBANDS AND IN-LAWS.

This statement reflects traditional gender roles that position women primarily as caregivers, limiting their mobility and compelling them to conform to rigid societal norms. These expectations often translate into various forms of violence and control, depriving women of not only their earnings but also their autonomy, freedom of movement, and decision-making power. Women are frequently expected to prioritise familial responsibilities over personal or professional aspirations, reinforcing the belief that their place is confined to the domestic sphere.



During the baseline survey, 63% of adolescents expressed the belief that women should not work outside the home, fearing it would negatively impact family life. This belief reflects deeply ingrained gender stereotypes, which limit women's opportunities and reinforce inequality.

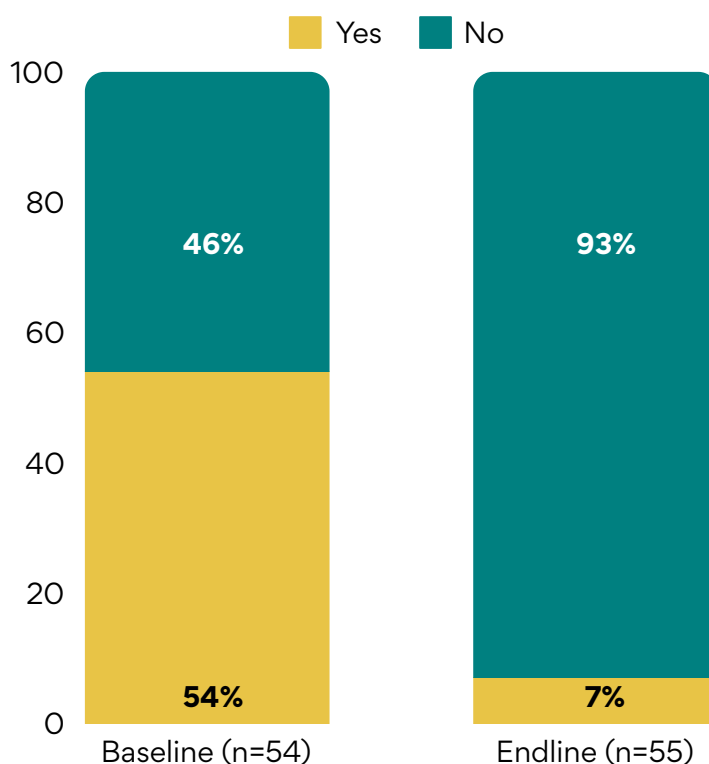
However, by the endline, a significant shift was observed in these numbers—91% of the adolescents disagreed with the statement, and only 9% of adolescents continued to hold this view.



## 2. NOT WEARING REVEALING CLOTHES REDUCES THE CHANCES OF GETTING SEXUALLY HARASSED.

A prevalent myth about sexual harassment is the belief that it only happens to women who dress a certain way, and that wearing modest or "full" clothing reduces the risk of harassment. This misconception is frequently perpetuated in the media and public discourse, where women who are out late at night, smoke, drink, or wear revealing clothing are often blamed for inviting harassment, despite a lack of evidence to support these claims. This myth places the blame on women, distracting from the real issue of addressing harassment and violence in society.

54% of the adolescents who participated in the baseline agreed with this statement, thus indicating the victim-blaming attitudes prevalent among them. By the end of the programme, the impact was evident, with only 7% of participants still agreeing with the statement, while the remaining 93% challenged this misconception.



**Tanisha, a 17-year-old KBC leader from the Taimoor Nagar community, shared her experience as part of the programme. Initially, she struggled to step out of her home to attend the sessions and wear clothes of her choice. However, as she began sharing her learnings with her parents, she noticed a significant change in their mindset.**

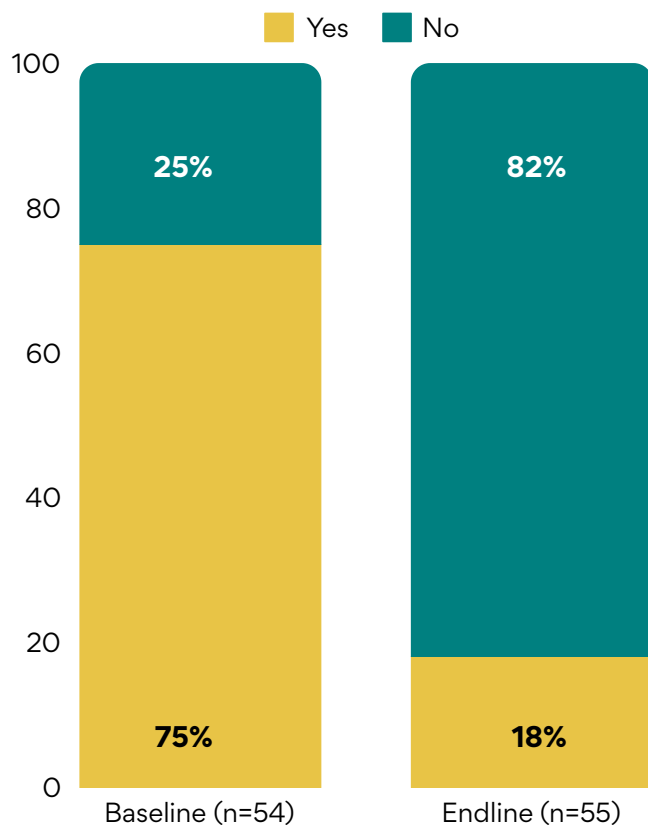
**Tanisha shared: "I've seen a big difference in my parents' thinking. Their opinions changed because I started questioning things I never had before. Now, they let me go out, encourage me to attend sessions, and let me wear what I love."**

**[Read the full story here](#)**



### 3. WOMEN WHO SMOKE AND DRINK ARE MORE PRONE TO SEXUAL HARASSMENT.

The notion that women who smoke and drink alcohol are more susceptible to sexual harassment is a stereotype rooted in patriarchal beliefs. This assumption portrays women who engage in such activities as morally questionable, implying they are undeserving of respect. Such stereotypes shift the blame for harassment and violence onto the victims, rather than holding the perpetrators accountable.



At the baseline, 75% of participants believed that women who smoked and drank alcohol were more likely to experience sexual harassment. This data, along with responses to previous question, underscores the deep-rooted prevalence of victim-blaming attitudes, which unjustly shifts the focus from the perpetrator's actions to the woman's behaviour or lifestyle choices.

By the endline, however, a significant shift occurred in the attitudes of the adolescents, with 82% of adolescents rejecting this stereotype, acknowledging that smoking or drinking has no correlation to sexual harassment.

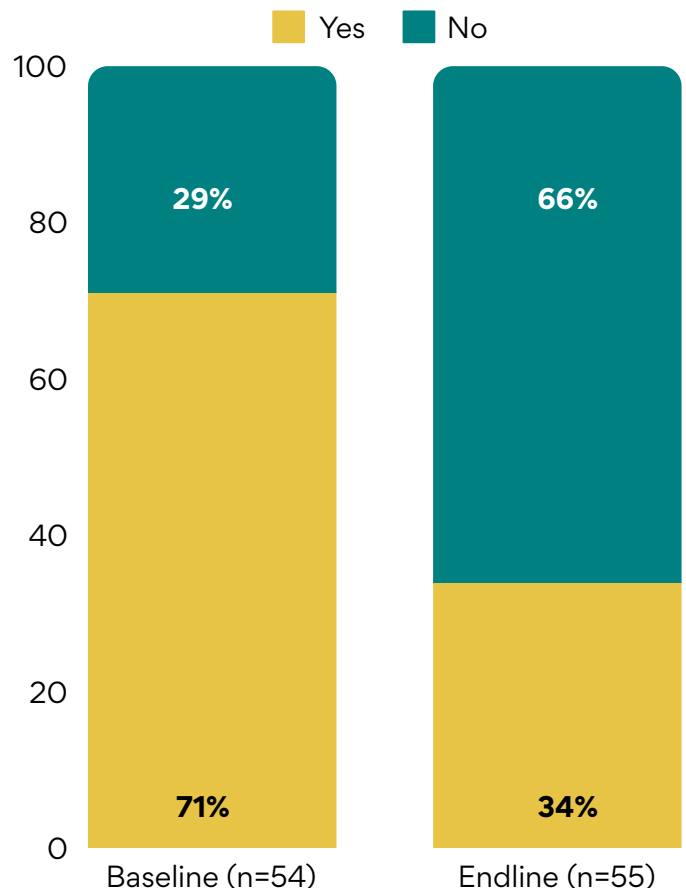


## 4. PEOPLE WHO CRY IN PUBLIC ARE WEAK.

Cultural perceptions often label emotional expression, particularly crying, as a sign of weakness, especially for boys. This societal stigma discourages individuals from openly sharing their feelings, reinforcing the harmful belief that vulnerability equates to fragility. Such notions perpetuate toxic masculinity and prevent healthy emotional development.

At the baseline, 71% of participants believed that crying was a sign of weakness. During the sessions, adolescents expressed the view that girls are allowed to cry, while boys cannot, as it is perceived as a sign of weakness that undermines their masculinity.

The interventions in the programme aimed to challenge these existing beliefs and foster a more supportive environment where all individuals feel empowered to express their emotions without fear of judgment. By the endline, 66% of participants actively challenged this notion, indicating a significant shift in their attitudes towards emotional expression.



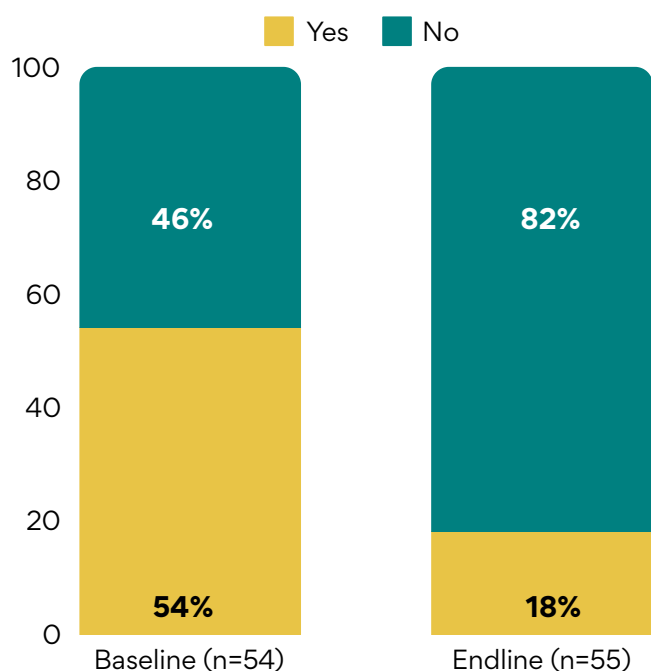
**“From a young age, we boys are taught that we must be strong and should not cry. When I cried, I would often be scolded, with comments like, “Don’t cry like a girl.” However, after joining KBC, I learned that crying is not a sign of weakness; it is a natural emotion. We often suppress it to avoid judgment.”**

**-Imran, 14 years old**  
Tahirpur



## 5. MENSTRUATION IS A PRIVATE MATTER, IT SHOULD NOT BE DISCUSSED OPENLY.

Menstruation has long been shrouded in taboo, often perceived as a private matter that women should not discuss openly. This silence contributes to the stigma surrounding menstruation, reinforcing discrimination against women and girls. Such taboos can lead to a lack of awareness and understanding of menstrual health, ultimately affecting women's overall well-being and their ability to participate fully in society.



At the baseline, 54% of participants believed that menstruation is a private matter and should not be discussed in public.

However, by the endline, this perspective changed, with merely 18% of the participants maintaining this view. A remarkable 82% now believed that menstruation should be discussed openly and that the taboos surrounding it should be addressed.

**“In the past, discussions about menstruation in school often resulted in segregating boys and girls, with boys being asked to leave the room while conversations were exclusively held with girls. These practices perpetuated gender biases because everyone should have awareness about menstruation; segregating boys during these discussions excluded them from understanding female bodies, which is also discrimination and also strongly contributing to the violence which happens in communities, schools, everywhere.**

**I believe it's essential to change this approach. Menstruation is a natural process, and everyone should be educated about it without any discrimination. This change in mindset can contribute to a more inclusive and informed society.”**

**[Read the full story here](#)**



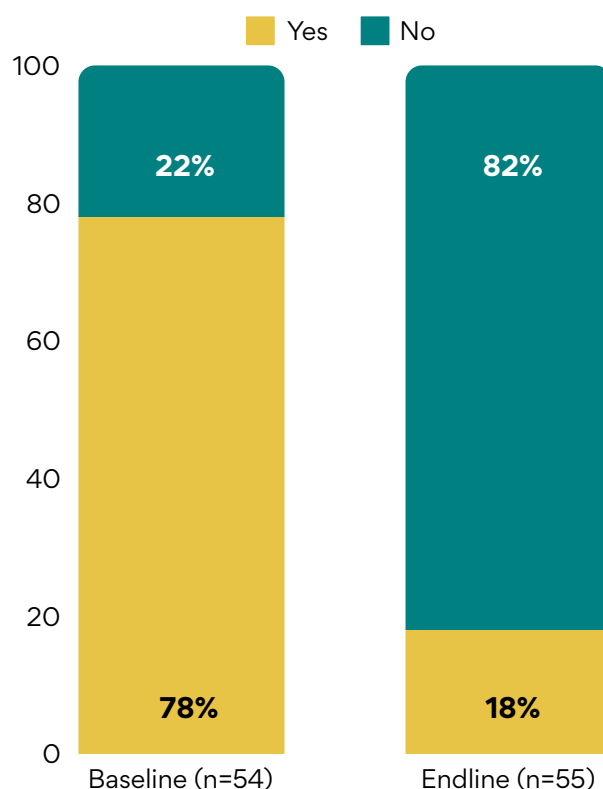
**-Jyoti Kumari, 21 years old**  
Mukherjee Nagar

## 6. TO STOP VIOLENCE, WE MUST SAY “NO” LOUDLY.

The understanding of consent is often oversimplified, with many believing that a clear and loud "no" is the only indication of a lack of consent. This narrow perspective neglects the complexities surrounding consent and the dynamics of power and control inherent in gender-based violence. It fails to recognise that consent can be communicated in various ways and that circumstances often influence an individual's ability to voice their dissent.

In the baseline survey, 78% of participants believed that a loud "no" would effectively prevent violence. However, it is crucial to understand that this belief overlooks the multifaceted nature of consent and violence. The programme successfully fostered a shared understanding of a survivor-centric approach, shifting the responsibility from the survivor to the perpetrator.

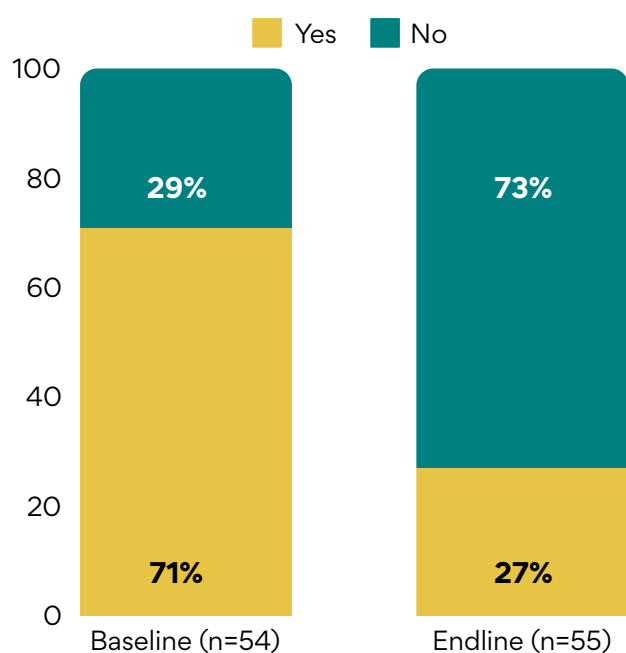
By the end of the programme, 82% of participants recognised the complexities of consent, and acknowledged that a loud "no" is not always necessary to indicate that consent has not been given. They expressed that it is not solely a "no" that determines consent, highlighting a significant shift in their understanding.





## 7. YOUNG CHILDREN ARE MORE ATTACHED TO THEIR MOTHERS; THEREFORE, MOTHERS SHOULD PRIORITISE THEIR CHILD OVER THEIR CAREER.

Many cultures traditionally assign the primary caregiving role to mothers, expecting them to prioritise child-rearing over their personal or professional aspirations. This belief, rooted in gender norms, idealises the devoted mother while undervaluing women's professional goals.

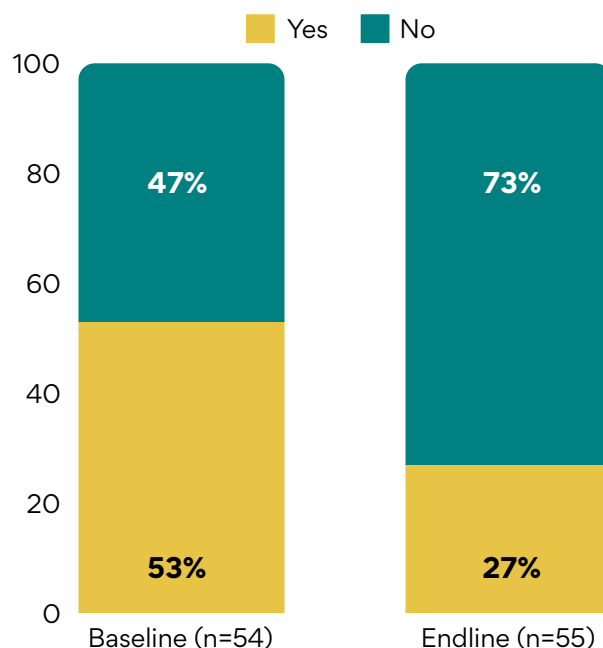


At the baseline, 71% of participants believed that young children are more attached to their mothers; therefore, mothers should prioritise their children over their careers. However, by the endline, this view shifted significantly, with only 27% of participants agreeing with the statement. The remaining 73% expressed the belief that it is crucial to respect individual choices and acknowledge that diverse family structures and shared caregiving responsibilities can equally foster healthy child development and maternal well-being.

## 8. THERE ARE PEOPLE OF DIFFERENT TYPES OF THINKING ON SOCIAL MEDIA, HENCE GIRLS SHOULD NOT POST TOO MANY PICTURES.

At the baseline, 53% of participants believed girls should avoid posting photos on social media to prevent sexual harassment, placing the responsibility on them to manage others' reactions. This mindset perpetuates violence and restricts girls' online freedom.

By the endline, 73% of adolescents believed social media is for everyone, and that all individuals, regardless of gender, should have the freedom to post their pictures.



# EMPOWERING CHANGE: LOOKING AHEAD



This impact analysis highlights the significant progress made in shifting the perspectives and attitudes of adolescents towards gender equality, consent, and social responsibility. The programme continues to challenge deeply ingrained societal norms and empower young individuals to question stereotypes and embrace change. Through engaging workshops, community campaigns, and open discussions, participants have demonstrated a growing awareness of critical issues, such as gender-based violence, social media freedom, and the roles of women in society.

The transformation in attitudes, as evidenced by the significant changes between the baseline and endline data, reflects the success of the programme in fostering inclusive and gender-sensitive perspectives among adolescents. However, this is just the beginning. As these young leaders continue to grow with Kadam Badhate Chalo, their role in influencing their peers, families, and communities becomes even more pivotal. Their journey towards building a society rooted in equality and mutual respect will undoubtedly inspire future generations to carry the torch forward.

The findings of this report reinforce the importance of continued education, dialogue, and advocacy in ensuring that all adolescents, regardless of gender, have the opportunity to thrive in a world free from discrimination and violence.



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