



# PARIVARTAN

thoda sa badlav aur ban jao star



 **ICRW** International Center for Research on Women  
where insight and action connect

**FUTURES WITHOUT VIOLENCE**  
Formerly Family Violence Prevention Fund

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



**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*