

# LAAYAK

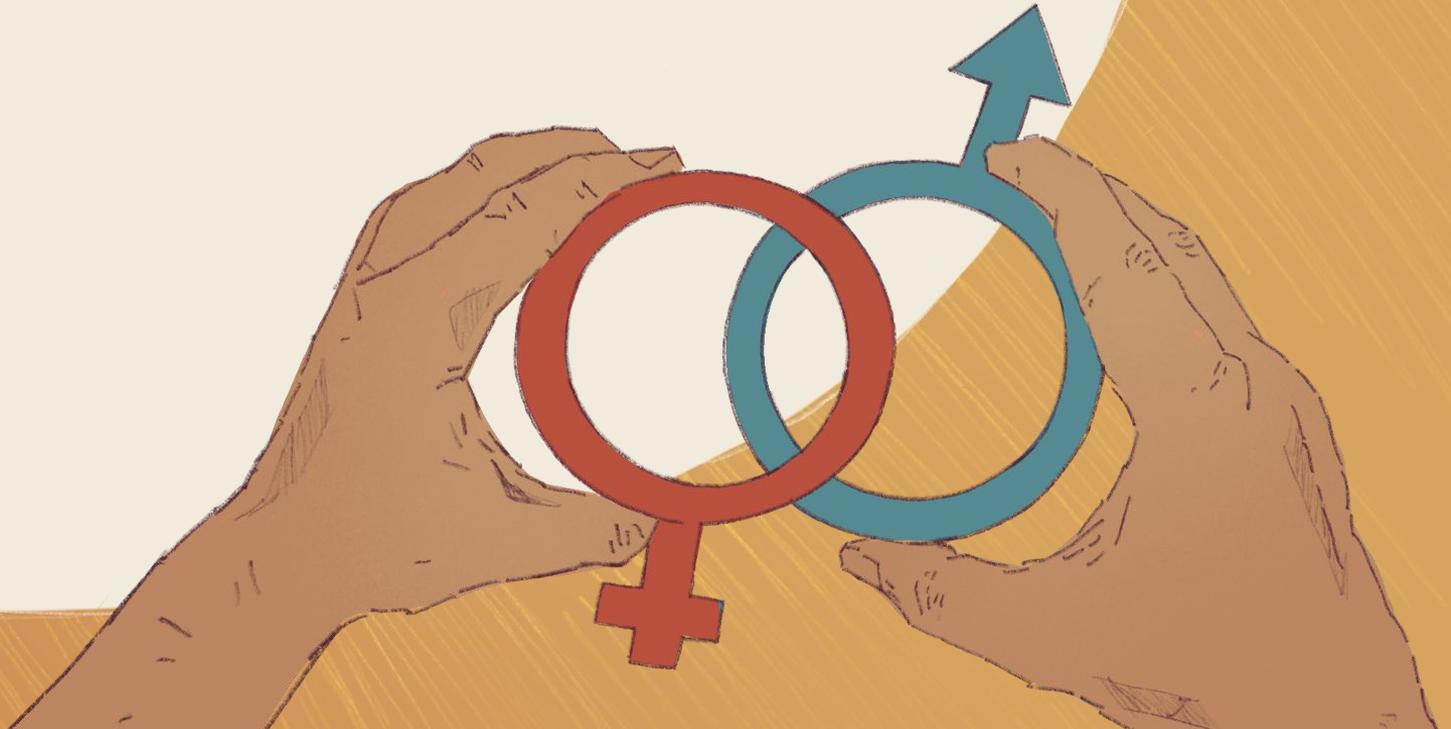
*Engaging young men and boys on gender*



When we imagine a gender equitable world, how are we looking at the future of young men and boys? Taking our eyes off this question might cost society more than we can afford. Maybe it already is. In their own right, young males need positive attention.

This is also critical for the future of women - their rights and opportunities, their safety and well being. Can we co-power a new path towards gender equity?

Rohini Nilekani,  
Chairperson  
RNP



# Looking at boys and men:

*A review of public data*



*Basics like health, education, and protection appear to be challenges*





## Education

Out of 121 countries studied, **73 countries (60%)** have **more girls in school** at upper secondary level than boys (including India).

Source: National Crime Record Bureau 2021 \*2022

## Child Protection

Number of children who experienced one or more forms of sexual abuse

**Male: 53% | Female: 43%**

2007 report on child abuse in India by the Ministry of Women and Child Welfare

Number of children who were subject to severe forms of sexual abuse

**Male: 57% | Female: 43%**



## Nutrition

Extreme stunting **Boys: 15.8% | Female: 8.7%**

Extreme wasting **Boys: 14.4% | Female: 7.2%**

Source: Project UDAYA, an initiative led by the Population Council, The Bill and Melinda Gates Foundation and the Packard Foundation



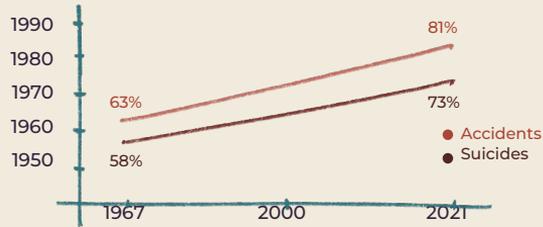
*Some areas are unique risk factors*

**for males**

## Early death for males

**Accident:**  
Increased from 63% in 1967 to 81% in 2021

**Suicide:**  
Increased from 58% in 1967 to 73% in 2021



**In India, 81% of all accidental deaths are men, 73% if those dying by suicide are males.**

Source - National Crime Record Bureau 2021-2022

## Substance abuse

**5% of younger boys and 20% of older boys had ever consumed tobacco products as had 1-2% of girls, irrespective of age and marital status.**

Source: project UDAYA, by Population Council, the Bill and Melinda Gates Foundation and the Packard Foundation

## Boys, men, and the law

**95% of people in prison are boys and men.**

**Violence in Schools:**  
Evidence shows that there is more corporal punishment against boys than girls.



Source - National Crime Record Bureau 2021-2022

Adding to this, there is the social world of **masculinity**.

From an early age, boys sense **they are an “instrument”**, as future providers for the family, and custodians of tradition for society.





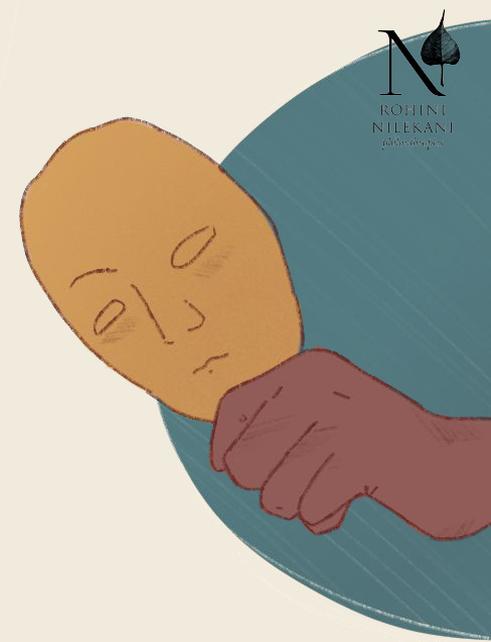
## Becoming the 'Provider'

- Stepping into father's shoes
- Taking care of parents in old age
- Role-model for younger siblings
- Getting younger sisters married, brothers settled



## Choosing profession over passion

- Predictability
- ROI
- Success / Status



## Boundary of acceptable emotions

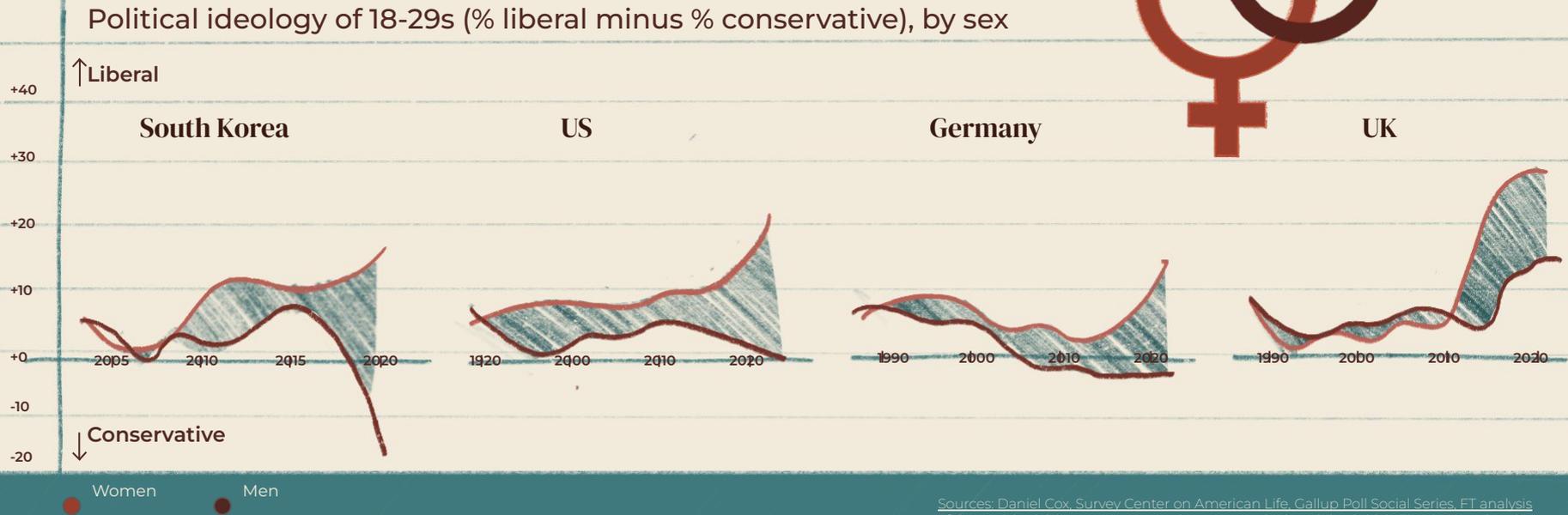
- Display of strength
- Tears are a guarded secret
- Fear, sadness, affection are expressed through loud, aggressive behaviour, contempt, stoicism

**The gender box is very  
rigid *for boys (too)***



# In an uncertain, changing world, we are seeing a reversion towards entrenched gender norms.

A wide ideology gap is opening up between young men and women in countries across the world.



Sources: Daniel Cox, Survey Center on American Life, Gallup Poll Social Series, FT analysis of General Social Surveys on Korea, Germany and US and the British Election Study, US data is respondent stated ideology. Other countries show support for liberal and conservative parties. All figures adjusted for time trend in the overall population. FT graphic John Burn- MURDOCH / @jburnmurdach

## *In India too,*

In 2013, the International Center for Research on Women (ICRW) and UNFPA undertook a research study to understand perceptions of masculinity in India, learn more about men's attitudes and behaviour towards women and girls, and to inform effective programming strategies.

A disturbing finding from the study was that **the greatest proportion of rigidly masculine men were in the youngest age group (18-24)**, a time when many men in India marry. Experiencing economic stress also increased men's likelihood of holding rigid notions about masculinity.



But ideas around  
hegemonic masculinity  
*can be changed*



# Evidence from global programs shows *male engagement programs help promote positive gender attitudes*

In particular, four factors favour this shift:

- Enabling national policy
- Working with institutional settings to challenge gender inequalities
- Working with men and women
- Community interventions



“A key finding from the review of evidence is that there has been a focus on individual women’s or girls’ empowerment rather than policy attention to gender relations or structural perspectives.”



## Evidence Summary

### EMERGE Engendering Men Evidence on Routes to Gender Equality

Summary of Evidence Report  
Spring 2015

#### Engendering Men A Collaborative Review of Evidence on Men and Boys in Social Change and Gender Equality

Twenty years after the Fourth World Conference on Women and its Platform for Action, in Beijing 1995, the call for working with men and boys to promote gender equality and women and girls’ empowerment has become commonplace in development. Yet, this agenda still needs a better overview of available evidence to inform policy and practice.

‘Engendering Men: Evidence on Routes to Gender Equality’ (EMERGE) is a two-year project to build an open repository of accessible evidence and lessons for working with boys and men to promote gender equality. A consortium of the Institute of Development Studies (IDS), Promundo-US and Sorke Gender Justice collaborates in gathering, reviewing, synthesising and disseminating evidence for improved learning and policy. This evidence summary highlights lessons from a major literature review of evidence on men and boys in relation to social change and gender equality. The full report is planned for electronic publication as an open-access Evidence Report on the project website (<http://menandboys.ids.ac.uk/>). The supporting evidence across nine themes, as well as the methods employed in the desk-based literature review, is described in detail in the full report.

The review seeks to find out what works best in engaging men and boys for gender equality in terms of changing social norms and the institutional arrangements and structures which sustain or shift norms and attitudes. It explores processes of change with men and women at different levels, as well as why and how to factor in or engage men and boys in support of change for gender equality. To achieve these aims the review addresses questions, such as:

- Which political, social and economic processes can bring about sustainable long-term attitudinal and behavioural change towards gender equality among boys and men?
- What is the interplay between such change and formal or informal policies and institutions?
- What are the various roles that boys and men can play in influencing or enabling interventions aimed at girls and women?
- How can development interventions and approaches effectively support long-term attitudinal and behaviour change, facilitating men’s and boys’ support for gender equality?

Access the evidence on <http://menandboys.ids.ac.uk/>



Source - Emerge, Engendering Men,  
2015

# India specific evidence, even stronger



## Taaron ki Toli

“As a result of the program, boys reported doing more household chores. Participants continued to exhibit **more gender-equitable behaviours** two years after the program ended. Even in the medium term, the impact on behaviour was more pronounced for boys than girls.”



## Do Kadam

The intervention succeeded in promoting gender equitable attitudes and notions of positive masculinity, and attitudes rejecting men’s controlling behaviours and Violence Among Women and Girls (VAWG) among young men in the long term (5 years post intervention)



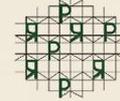
It also reduced their perpetration of intimate partner violence. The long-term positive effects were observed for regular participants only, and greater effects were observed among those exposed to the intervention in early than late adolescence.

*Building a portfolio of work  
with boys and men*



**LAAYAK**

# RNP supports many organisations that engage boys and men on the theme of *gender equity*



## We work with different levers

*Social  
Programs*



*Media and pop culture*



*Policy and Advocacy*



*Research*



# Social Programs



**How we raise our boys program:** Works with 12-14 year old boys, on understanding gender and taking up action projects in communities.

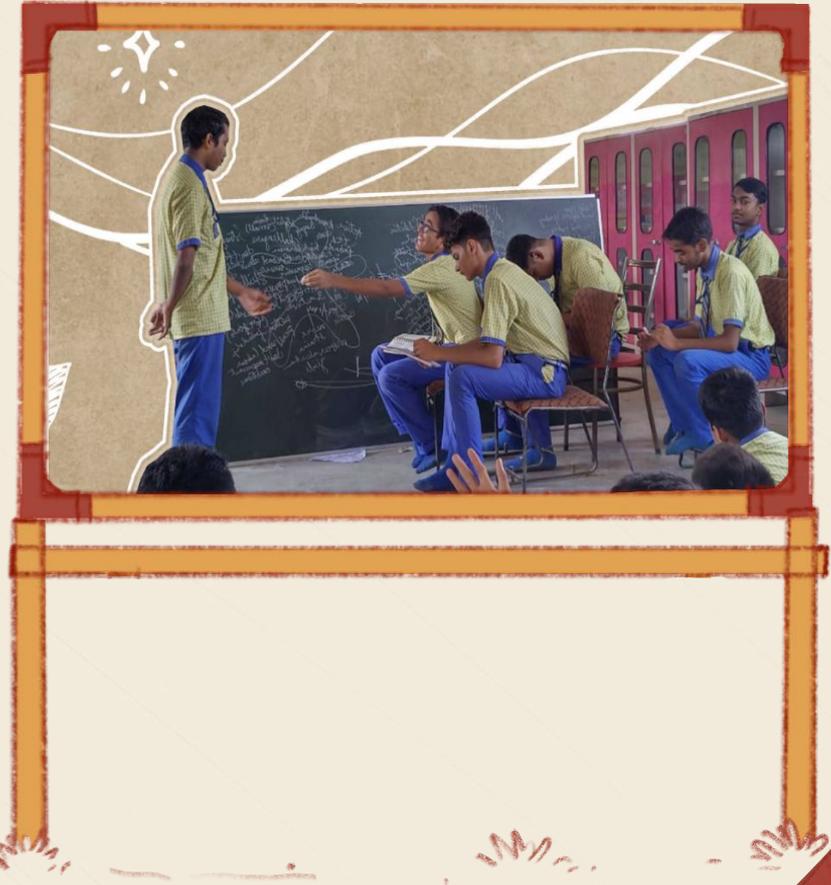
**7000 Adolescent boys**  
**500 Educators**

## Online workshops

Hindi, English, Marathi, Kannada, Tamizh, Malayalam, Bhojpuri, Gujarati, Bengali

## Districts

Noida, Delhi, Pulwama, Jind, Guwahati, Majuli, Kankura, Indore, Mumbai, Chennai, Trivandrum



# Social Programs



ECF is building capacity of individuals, civil society organisations, schools, colleges, and corporates on building more gender equitable and inclusive spaces.

## 10 CSOs

ECF collaborated and reached organisations through Gender Transformative Programs.

## 30 Districts

Through implementing partners. Action for equality curriculum is being implemented across nation.

## 100 Schools

Impacted a significant number of adolescents across various schools in Pune through Gender Equality Program.

## 9 Institutions

Various educational institutions facilitated gender and human rights workshops and reached young minds.

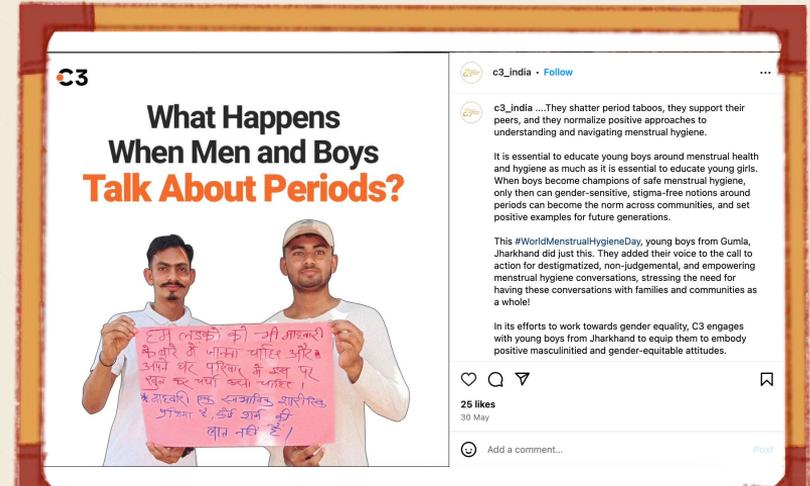


# Social Programs



C3 leverages a government program, the Rashtriya Kishor Swasthya Karyakram and delivers a curriculum that redefines masculinity, and rejects harmful stereotypes

They have tested many micro innovations, for example, a communication aid on masculinity and gender for field level workers, a flipbook to initiate critical and actionable conversations around norms of masculinity to enable young boys to look at scenarios that resemble their own lives, and rethink and re-evaluate alternate modes of behaviour that embrace positive masculinity. Another innovation has been of boys carrying out safety mapping in their villages in consultation with girls.

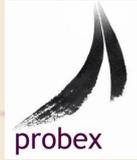


**12,800 Adolescent boys**  
**6,500 Group sessions**  
**4,000 Boys engaged in sports**  
**1,590 Peer Educators**  
**50 Adolescent champions / leaders**

## Research



**Quantitative and Qualitative**  
India Fatherhood Report: State of Indian Fathers



**Qualitative**  
Probex Management Consulting- Author Devyani Srinivasan  
[An article on IDR](#)

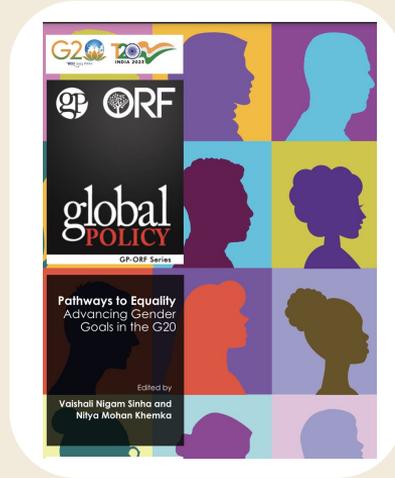
**CRACKER  
RUSH +**

**Narrative and Visual**  
Cracker and Rush: The Indian Brand of Masculinity  
[An article carried by Hardcopy](#)

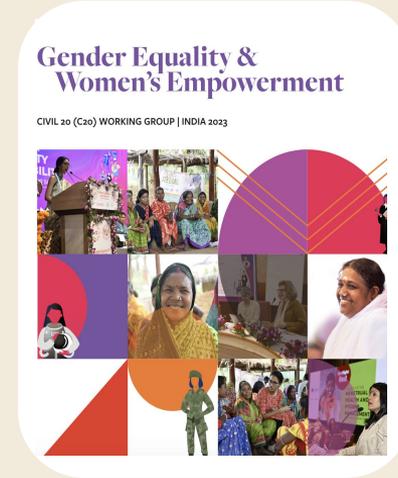


**Ethnographic**  
Maraa media collective: Research Fellowship  
[Learn more about the fellowship here](#)

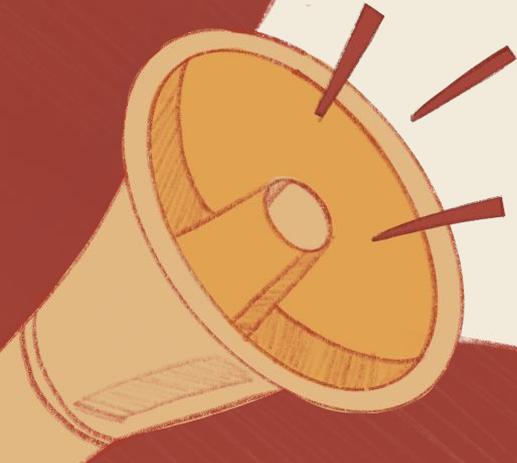
# Policy and Advocacy



A chapter on **Men and Boys** by Rohini Nilekani included in ORF's G20 publication.



**"Engaging Men and Boys"** featured as a focus area in India's C20 report on Gender Equity. Contributions made by RNP's men and boys portfolio partners.



# Media and Pop culture



# Media and Pop culture



## Build Together



Including young men and boys  
in the gender conversation.

## Our learnings

- Younger the better
- Policy and structural barriers need to be addressed
- Engagement with the household and broader social ecosystem is critical
- Promoting healthy interactions *between* boys and girls, young men and women helps



# A quest for a *gender equitable* society



Support program-delivery through grants



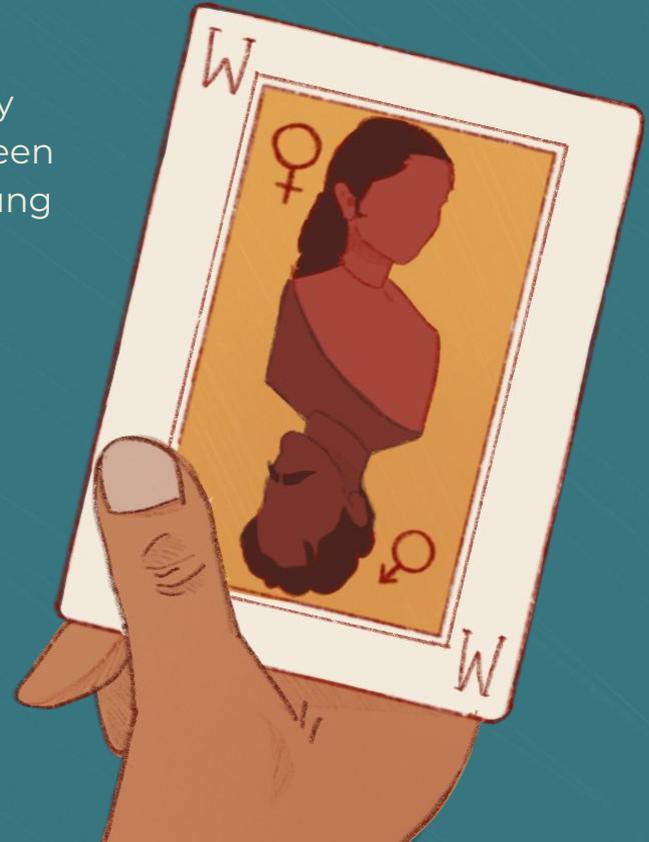
Promoting healthy interactions between boys and girls, young men and women



Engagement with the household and broader social ecosystem



Policy and structural barriers need to be addressed





ROHINI  
NILEKANI  
*philanthropies*

**Thank you**

[rohininilekaniphilanthropies.org](http://rohininilekaniphilanthropies.org)