



SEXUALITY

NOTIONS

- FEAR
- DESIRE
- LUST
- GUILT
- SECRETIVE
- INTIMACY
- NEED
- LOVE
- PRESSURE
- VIOLENCE
- ANTIPATHY

CONSTRUCT

- LIFESTYLE
- RESPONSIBILITY
- HIERARCHY
- POWER
- POLITICS
- LOVE
- PRESSURE
- MINDS
- KNOWLEDGE
- SKILLS
- ATTITUDE
- VALUES

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Inside Out Youth Leadership Against Gender-Based Violence: Experiences from the Must Bol Campaign

Commutiny – The Youth Collective
October 2013

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Table of Contents

Executive Summary	3
Background and context.....	3
Changing terrain for Campaigning against GBV	3
Campaign Journey and Processes	3
Outputs, Outcomes and Impact	4
Challenges.....	6
Future Directions	6
1. Gender-Based Violence and Youth: Contexts for Campaigning	7
1.1 Why Round 2?.....	7
1.2 Changing Face of Action Against GBV.....	9
1.3 Youth Leadership and Action.....	10
1.4 Our Perspective on creating 5 th Space for youth to take leadership	11
2. Campaigning for Change: The Must Bol experience 2012-13	13
2.1 Responding to a Culture of Violence	13
2.2. Campaign Overview	16
3. Key campaign processes.....	20
3.1. 5 th Space Curriculum for Facilitating Youth Leadership Against GBV	20
3.2 Creation of core group.....	21
3.3. On Ground Campaigning	25
3.4. Creation of Media Products for Campaigning	Error! Bookmark not defined.
3.5 Online Campaigning.....	Error! Bookmark not defined.
3.6. Supporting GBV focused local actions and change initiatives of youth led groups	Error! Bookmark not defined.
4. Impact	Error! Bookmark not defined.
4.1. Key Outcomes.....	Error! Bookmark not defined.
4.3. Reflections by young people connected with the campaign.....	Error! Bookmark not defined.
4.4. Campaign Deliverables	Error! Bookmark not defined.
5. Challenges.....	Error! Bookmark not defined.
5.1. Facilitating Youth Leadership	Error! Bookmark not defined.
5.2. Sustained and Continuous Campaign Actions	Error! Bookmark not defined.
5.3. Developing a feminist and political understanding of violence....	Error! Bookmark not defined.
6. Forward Directions: Sustainability and Future Progression ..	Error! Bookmark not defined.
7. List of Annexures.....	Error! Bookmark not defined.

“There is a tendency in all of us to disassociate with violence because “it would never happen to me.” Must Bol is a call to young people to look deeper, examine violence in their lives and speak out against it. This is violence that all of us witness, experience and participate in and many times emerges from our gender identities.”¹

Initiated in August 2010, by Commutiny – The Youth Collective (CYC), the Must Bol campaign was started as an experiment to work with young people, with a focus on young men, to create leadership against gender-based violence (GBV).

The context of violence in young people’s lives and its gendered nature had been a key concern of CYC. While there were significant and intensive campaigns ongoing in the country and in the National Capital to invite citizen participation and state attention to issues of GBV, we felt the need for a campaign that intensively focused on the intimate realm of young people’s lives and urged them to explore the gendered realities and the forms of violence it assumes, allows and creates

The initiation and first cycle of the campaign was supported by UN Women and Partners for Prevention (a UNDP, UNFPA, UN Women & UNV Asia-Pacific Regional Joint Programme for Gender-based Violence Prevention) and was slated for closure in September 2011. In dialogue with UN Women, the campaign was extended up to December 2011, with an additional component towards undertaking a well-planned Action Week during the 16 Days of Activism against Violence against Women.

Our experience of running the campaign and subsequent discussions with partners indicated high potential for taking it to the next level to create deeper and wider impact on GBV and youth development.

With this intent, CYC entered into another partnership with Partners for Prevention, with specific objectives of consolidation, depth and spread. The aim was to consolidate the experience of working on GBV with youth, deepen the campaign and develop a methodology with specific tools to create youth leadership against GBV. Using the same, the campaign took up more in depth dialogue and action online and on ground, reaching out to larger numbers and diverse youth with the aim of highlighting GBV as a significant and ongoing concern in the lives of young people and equipping them to take action against it. This partnership was envisaged from September 2012 to August 2013 and was extended for a period of one month at no additional cost. This report details the experiences in the Must Bol campaign during this period.

¹www.mustbol.in

Executive Summary

BACKGROUND AND CONTEXT

- Commutiny – The Youth Collective in 2010 as an experiment to use social media for social change and take up work on GBV with young people with a youth development and leadership focus, initiated the Must Bol Campaign.
- Initiated with support from UN Women in 2010, the Must Bol campaign subsequently entered into a second phase in August 2012, in collaboration with Partners for Prevention.
- The aims of this phase were to enhance the depth and spread of the campaign to take up further on-ground and online work with young people to facilitate leadership against GBV and create a structured framework as a curriculum for taking up such engagements.
- Key outcomes panned out from the campaign were a leadership curriculum to facilitate youth action against GBV; a group of young leaders ready to reflect on and challenge GBV in personal and public arenas; online and on-ground actions; audio visual resources to support this action, and; partnerships with youth leaders to expand the campaign.

CHANGING TERRAIN FOR CAMPAIGNING AGAINST GBV

- The second phase of the campaign saw a vastly different climate for youth action against GBV as compared to the initial years. Many public events and processes impacted the way activism, the role of social media and crucial issues of GBV were perceived. It was possible to talk more directly about violence and instances of public action and engagement in social change indicated that people were ready to channelize their anger towards a demand for change. Young people's participation in these processes was recognized and social media had become crucial tool for discussions and forming opinions, at least among the connected users.
- Within this context, Must Bol's approach was to create spaces where young people could articulate their key concerns and take leadership of learning and action processes. As part of the larger work on 5th Spaces in Community – the Youth Collective, Must Bol brought in a sharp focus on creating effective leaders who could take the campaign learning forward in diverse arenas and continue to live and experience the questions raised in the campaign into the future.
- The incident of gang rape and torture of a young woman in a bus in Delhi on the 16th of December 2012 led to a lot of public action and protest against the increasing instances of sexual violence against women in India. It also became a shaping event for the campaign in many ways as Must Bol responded to the public sentiment and the need for collective action in multiple ways.

CAMPAIGN JOURNEY AND PROCESSES

The campaign was planned and rolled out in quarterly stages. The processes and action in the campaign moved from developing perspective and skills of young people to youth leadership of public action against GBV. Specific actions were taken up in response to the 16 December case, which became a significant focus area on the campaign throughout the year.

The core group members moved into action and joined many of the public protests. Must Bol added its voice to the other liberal and progressive groups asking for structural change and the recognition of gender-based and sexual violence as a result of deep seated sexist culture and not just as stray criminal activities. Some of the key processes in the campaign journey were:

- **CREATION AND TRAINING OF A CORE GROUP:** The campaign worked with a core group of 30 young people and developed them as leaders and facilitators of public action. We took up dedicated processes for enrollment perspective and skill trainings, creating a strategy and selecting youth relevant themes for action, developing resources to take up discussions on these themes, planning and executing online and on-ground action and continuous reflection through action. The core group was a crucial element of the campaign and the effort was to develop them into effective leaders who can carry this learning into their future endeavors.
- **ON GROUND CAMPAIGNING:** The campaign took up a large number of on-ground actions on youth relevant issues of GBV. Must Bol developed specific methodologies to work with young people and used diverse formats and modes of engagement such as exhibitions, interactive events, film screenings and music or dance based processes to reach out to a larger number of young people. For these, we collaborated with many education institutes, organisations, youth led groups and spaces within the colleges like film clubs and departments.
- **CREATION OF MEDIA PRODUCTS:** Led by the core group members, the campaign created audio-visual resources for use in the campaigning process. This included short films, posters, campaigning materials like bags, cups, stickers and other publicity material that would be attractive for young people and carry the campaign message. The materials were used in on ground events as handouts and prizes and the films were a very useful tool for starting discussions in trainings, public events and online. Must Bol collaborated with media professionals and trainers to take up focused and intensive training processes to develop films and posters. We also collaborated with other groups in different parts of the country to help them enhance their media skills and bring in a diversity of issues for action in the campaign.
- **ONLINE CAMPAIGNING:** The campaign used social media platforms, primarily Facebook and Twitter, to activate discussions and engage audiences to talk about GBV. We took up sustained conversations on the themes picked up for action in the campaign through regular posts and daily hash tags. We also organized specific actions and focused online campaigns to highlight specific issues through contests, collaborative campaigns and linking with ongoing events and topical issues. Social media also became a space for connecting with volunteers on a closed page where we could share, reflect, discuss issues and build a common understanding within the campaign.

OUTPUTS, OUTCOMES AND IMPACT

Overall, the Must Bol campaign was able to achieve a significant portion of the aims and objectives, which it had set out. The impact of the campaign was seen not just through the direct outputs and outcomes of the campaign but also in a larger change in recognition and action against GBV in youth spaces.

- **A curriculum** with theoretical basis and practical methodologies for facilitating youth leadership against GBV was developed. This is available online on the campaign

website (www.mustbol.in) and includes many of the session designs and workshop designs created for working with young people on relevant issues.

- **26 young people went through a leadership journey and took up intensive engagement with the campaign.** Must Bol worked on building their perspective to understand GBV and social change leadership and developed them as peer facilitators to activate dialogue and action. All core group members demonstrated leadership in different arenas of the campaign and many have taken the learning forward in different spaces and by actively engaging with issues of gender and violence in their personal as well as academic and professional endeavors.
- **4 campaign themes directly relevant to young people and their lives were taken up for action and highlighted by Must Bol.** Through a consultative process, the core group identified 1) sexual harassment in public places, specially on campus, 2) issues of consent, control and violence in intimate relationships, 3) violence and marginalization due to gender role stereotypes and 4) taboo in discussing issues of sexuality and gender as key thematic areas. The campaign action took up these themes for action in diverse ways.
- **Specific Audio Visual materials were developed to take up GBV work with young people.** 22 films and 40 posters addressing diverse youth relevant GBV themes were produced by the campaign. While the films were made entirely by the volunteers, the posters were developed by a focused team, which included core group members. The materials were used in trainings, on ground events and online and have received positive feedback from many collaborators and young people. Other organisations have requested copies for use and the materials are available on the campaign website (www.mustbol.in) for viewing and use. The selection from these materials was curated into a training toolkit, which will be disseminated to many education institutions, partners and collaborators to take the campaign learning and work into diverse work with youth.
- **The campaign took up 34 on ground actions in diverse spaces reaching out to over 3,800 people directly** and impacting the culture of the institutes and setups where they were conducted. We made it a point to connect with teachers and others who were part of the systems to build their understanding of the issue as well as the need to address it with young people.
- **Online actions took diverse forms and created an average of between 35,000 impressions per month** during the campaign. Over twelve (12) sustained conversations on different GBV issues related to the themes selected for the campaign. Additionally, the issue of death penalty for rape, sexist attitudes that create rape culture, body image and the pressure to conform were taken up for action through posters and online conversations. The Facebook page engaged between 2,000-40,000 regular users per month. Additionally, focused actions on violence in relationships, the inclusion of GBV in political party manifestos and consent in interactions among young people reached out to over 6,000 people engaging them in conversations and bringing them into the campaign's circle of influence. The online campaigning was also successful to some extent in bringing people to participate in different actions on ground.
- A team of experts was engaged to take up an **impact assessment study** of the campaign. The assessment process included interactions with various stakeholders and campaign processes. The evaluators also took up detailed interviews with the team, advisory and core group members and came up with specific suggestions and

recommendations some of which could be taken up within the campaign process in the ongoing cycle.

CHALLENGES

While we had anticipated some of the challenges and taken steps to mitigate the negative impact, the campaign did work against some uncertainties and difficult areas.

- Creating sustained engagement with young people in the face of their multiple engagements and the erratic and differing schedules was a big challenge. Many processes, especially trainings had to be condensed and designed to fit these schedules, which was not always the best manner to take them forward.
- The changes in the campus calendar and the impact of a big transition in the education system could not have been predicted earlier. As the campaign was most active in the Delhi University, which was the site of sweeping structural changes, we struggled to tune the campaign with the campus processes like exams and other academic engagements.
- Unexpected team transitions also impacted the campaign flow. A specific and specialized skill set was required for work in the campaign, which made recruitments difficult and slow.
- Must Bol had to contend with large scale media campaigns which perhaps started with the right intentions but re-inscribed patriarchal gender roles and norms in their stances against GBV. The notion of dominant masculinities and respect and honor of women needed to be and were indeed questioned by various groups. Large media campaigns on the other hand worked against this and used traditional stereotypes and emotional appeal to talk about women, men and violence.

FUTURE DIRECTIONS

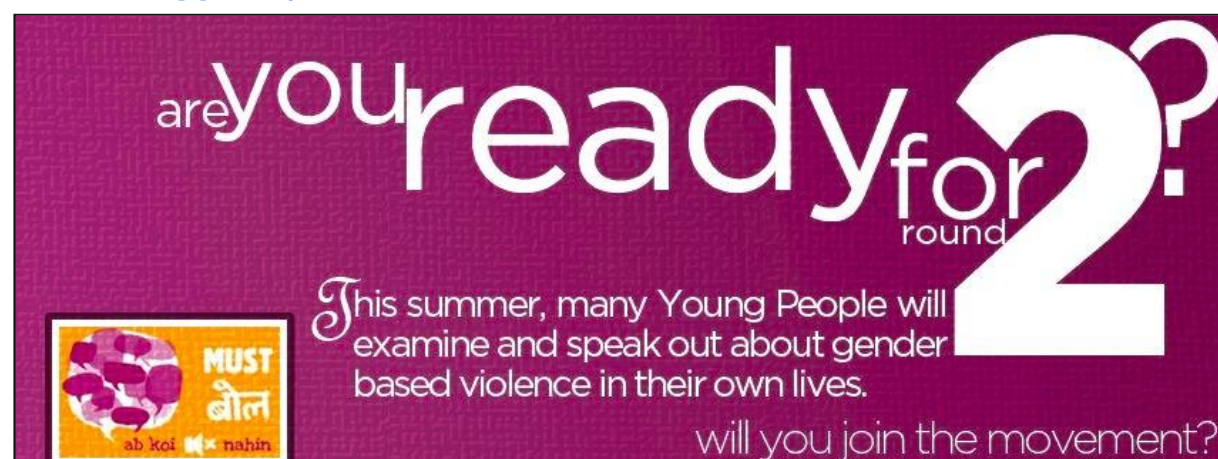
Commutiny – The Youth Collective was able to take up specific steps to ensure the continuation of gender work initiated by Must Bol in various other programs and arenas. The methodologies and knowledge, as well as tools developed in the campaign have enhanced the scope of our work to include an emphasis on gender and violence within youth leadership of social change.

Collaborations with youth groups working on GBV issues also expanded the scope of the campaign, taking it to newer and more diverse audiences, and the work will continue and expand through that channel to reach young people and engage them in working against GBV in future.



1. Gender-Based Violence and Youth: Contexts for Campaigning

1.1 WHY ROUND 2?



Having demonstrated the relevance of GBV as a real concern for youth, and engaging young people in specific actions online and on ground in the first phase, the campaign geared to spread and intensify work with a larger constituency of youth. With this intent, CYC extended the Must Bol campaign for a further period of 12 months with specific objectives of consolidation, depth and spread with support from Partners for Prevention.

The goal of the campaign was to initiate introspection, reflection and connect youth to prevent GBV through social media and on ground campaigning and collective action.

The target audience of the initiative was young persons between ages 17-25. The

Objectives of phase 2

- Creating a framework to facilitate engagement with GBV prevention within the socio-cultural and economic contexts of young people and thus enable them to relate with and negotiate these multiple situations and realities.
- Build capacity of a core group of youth and youth facilitators to understand different dimensions of gender-based violence and take action in real and virtual spaces to address issues pertaining to it.
- Create and energize social media spaces for young people to actively participate in campaigning and addressing issues of gender based violence.
- Implement a youth led campaign against gender based violence in partnership with universities and youth organizations as well as organizations working on gender issues.

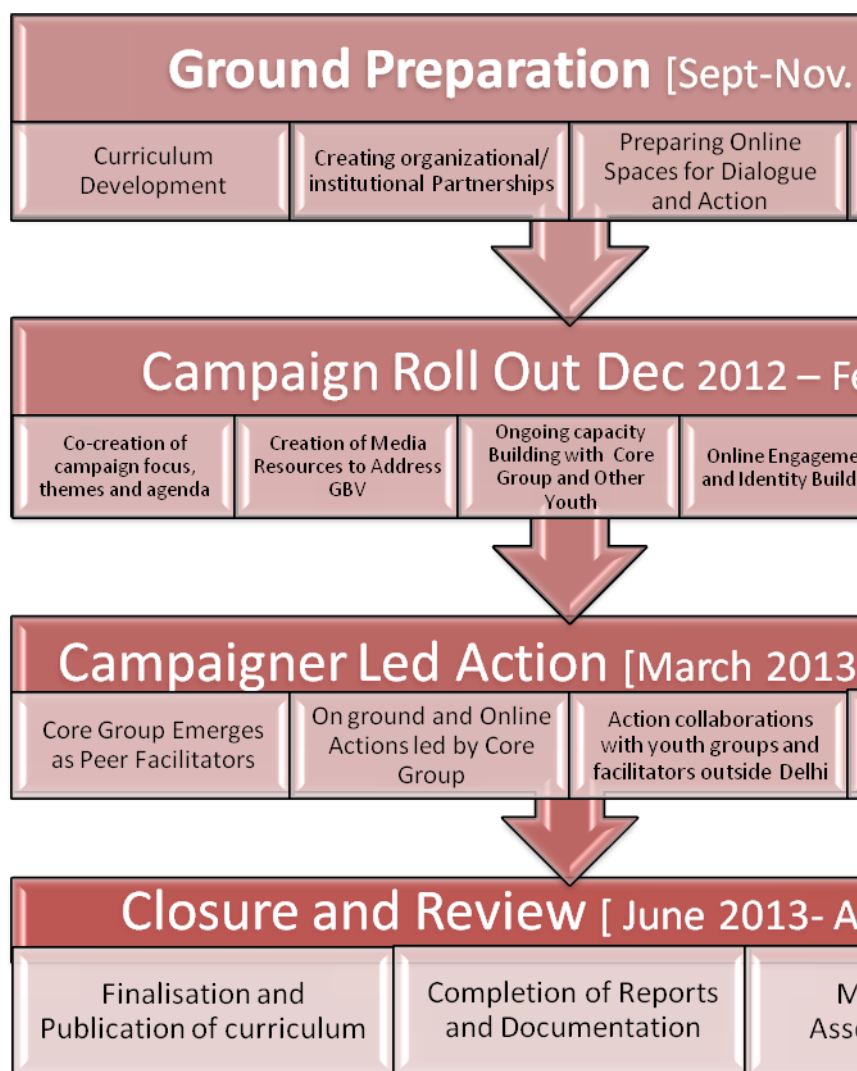
campaign worked with a focused group of 30 young people from whom 15 were regularly engaged in almost all campaign processes, and the rest were engaged in different ways participating in and leading different processes. Additionally, 6 young people were part of the core group as outstation partners taking the campaign. This also included young leaders working on issues of gender in locations outside Delhi.

The strategy in this phase was to use a 5thSpace approach to creating leadership against GBV. This is an approach developed from our experience of working with young people in diverse contexts. Our experience of working with young people and the firm belief that an investment in nurturing spaces that create leaders will make a long standing and positive impact in the contribution made by young people in the multiple arenas and spaces that they inhabit.

The key outcome areas envisaged in the campaign were;

1. Developing a working curriculum to facilitate youth leadership and social action against GBV. This was envisaged as a yearlong project that would encompass the theoretical frameworks as well as the training and campaigning methodologies and experiences from the Must Bol campaign.
2. Creating a cadre of young people with the perspective, skills and knowledge to lead action and dialogue against GBV online and on ground. This included trainings as well as leadership experiences through on ground and online actions.
3. Taking up on ground and online action against gender-based violence to address specific themes and issues chosen by the core group of young people.
4. Creation of audio-visual resources to address youth relevant GBV issues and using the same for online and on ground engagement with young people.
5. Partnerships with youth leaders working to address GBV issues in diverse communities to take the campaign to other locations and contexts.

Campaign Overview



1.2 CHANGING FACE OF ACTION AGAINST GBV

We had recognized the need for working on specific and relevant GBV issues for young people early on in the campaign. The first cycle of the Must Bol campaign highlighted issues like intimate partner violence, the socialization of men into violence by dominant notions of masculinities and oppressive gender norms as key issues in young people's experiences. We felt that these had been gap areas in gender work, especially work with young people.

As we geared to start a new cycle of the Must Bol campaign, we saw a drastically different climate for youth leadership, particularly in the context of gender. In 2010, opportunities to talk about gender, violence and marginalization on campus were few and sporadic. There were perhaps no social media interventions talking about youth led

social action or gender. Many other online interventions were starting out when the Must Bol campaign was formed and worked in partnership with other campaigns. Love Matters, Queer Campus, Shoot At Sight are some examples of such spaces.

By August 2013, this scenario had changed manifold. There was an active and continuous demand from many education campuses, including the Delhi University as well as other universities based in the region for campaigns like Must Bol to create open spaces for discussion and action on campus. The Delhi University guidelines had mandated the formation of sexual harassment cells and gender cells in every college. They grew increasingly more active and other universities and education institutions also followed their example. This brought gender work with young people on campus into the university system; a big change from earlier where the onus of such work fell on interventions from outside. While these spaces were still not very active, their presence was a big development in the system as well as a formal acknowledgement of the need to address gender-based violence on campus.

Must Bol Campus Event in 2011

The social media landscape was also witness to a large shift. While the role of social media in citizen-led protests and revolutions had been recognized internationally; the protests and movement against corruption by Anna Hazare in 2011 brought this phenomenon much closer home to Delhi. Social media was hailed as a significant channel for citizen organizing in this campaign. The social media rise has also created many sustained spaces for discussions online. Just in the context of India, there were now many discussion groups talking about specific issues of GBV. This included gender studies groups based out of universities, identity-based groups as well as citizens' groups on gender and issues of gender-based violence. While organisations like Breakthrough had always advocated for social media use for social action, by 2013, almost all Delhi-based organisations working on gender had begun to use social media platforms in different ways.

While we were partners in bringing in this change, we also inherited the legacy of the women's and the queer rights movements in Delhi with their aligned activist groups and organisations. The Must Bol campaign partnered with and accessed many of these spaces and shaped and assessed the campaign with that insight.

1.3 YOUTH LEADERSHIP AND ACTION

Many events in 2011-12 brought young people to the center stage of citizen-led action in the country, and especially in Delhi. Youth became the rallying cry of the political parties and the Anna Hazare protests and movement against corruption also stood on the shoulders of young people from across the country.

Along with party politics, young people were also taking political stances on many issues of direct relevance to them and leading action within the university space. The universities have always seen student action in politics as well as spaces that encourage political thinking and awareness. The tussle over a change in the education system proposed by the administrative authorities in a manner that many progressive and senior faculty members considered autocratic in the Delhi university also brought many students into the front of the action. Amidst the uncertainty about new schedules, curricula and teaching methodologies in the university, the students were engaged in activism and protest as well as creating spaces for free speech and discussion. Other issues like inaction on cases of

sexual harassment on campus, allotment of hostels and participation in student politics also saw the emergence of student leadership.

The public concern and action against incidents of sexual violence was also visible in many pockets. The murder of Radhika Tanwar (March 2011), a student of the Delhi University in broad daylight by a young man who had been stalking her, was one such incident.² This also became a point of reflection in the Must Bol campaign and we felt that we were not able to respond adequately to the need for public action. However, some campaigners joined public vigils and condolence meetings and shared their experiences with others. Almost a year later, in March 2012, another young woman was abducted and gang raped from outside a mall in Gurgaon.³ This incident sparked off a series of protests where many citizens participated and came out to speak against violence. It also led to the setting up of a citizen's group against sexual harassment that has been actively engaged in public action since then. The Must Bol campaign has worked in close proximity with this group as well as many other groups and organisations in raising its voice against GBV.

At the start of the second formal cycle of the Must Bol campaign, we could see an environment that was more ready for dialogue and action against GBV than before. The ground work done by rights-based movements and further sharpened through the political and academic climate in the city of Delhi made the campaign more relevant and the public more responsive. Consequently, we also recognized the need to gear the campaign to respond to such incidents and work together with the young people who were at the forefront of public action. The effort in the second phase therefore was to build leadership and learning through action, and develop young people into better and more reflective leaders and not just participants of action against GBV.

1.4 OUR PERSPECTIVE ON CREATING 5TH SPACE⁴ FOR YOUTH TO TAKE LEADERSHIP

Even as young people were at the center of the action, many of these spaces continued to position them as instruments of change, looking at youth-led development and not development of youth leadership. This was a significant difference in the approach that we saw being used, and the one we held as crucial to working with young people.

Our work at the Youth Collective has confirmed our understanding that young people want to engage in change processes; however, their engagement is most powerful when supported by processes that nurture their own development.

²http://articles.timesofindia.indiatimes.com/2011-03-08/delhi/28667750_1_incident-rjd-leader-stalker

³<http://www.hindustantimes.com/India-news/Haryana/Protesters-stage-March-storm-mall/Article1-825566.aspx>

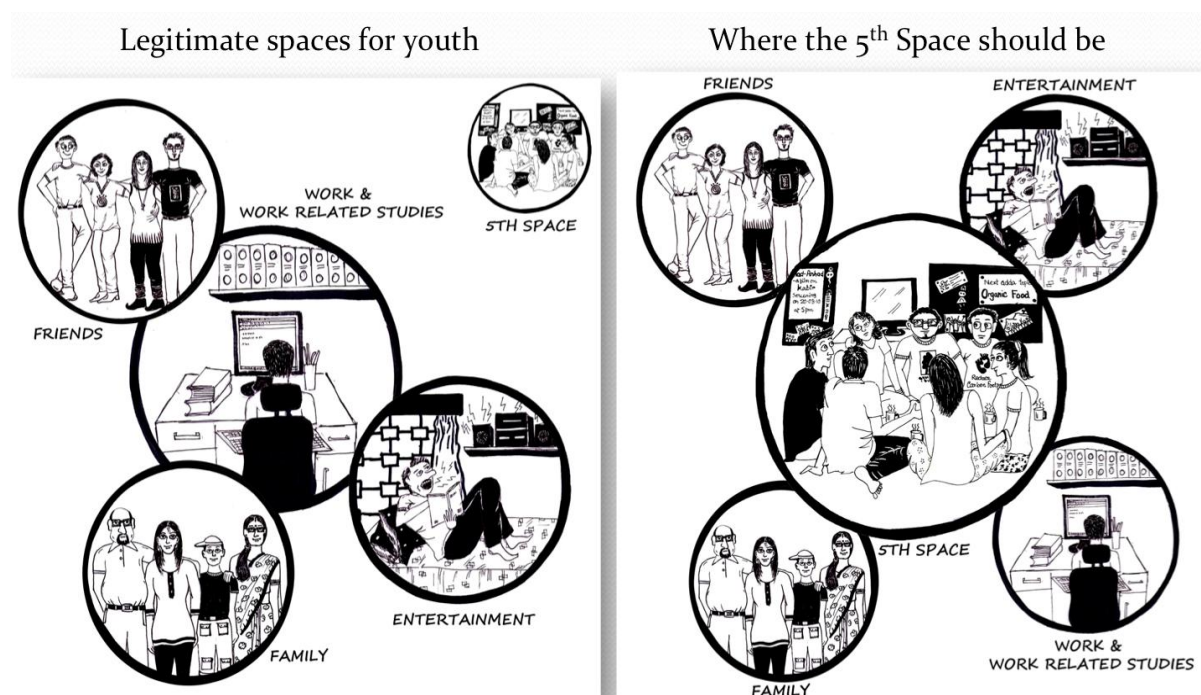
⁴5th Space research and concept, share credit with Pravah. Emerging from several years of work in Youth Development and research on youth development strategies, Pravah, our incubating and partner organization has propositioned that the 4 legitimate spaces do not promote deeper self-reflection to engage positively with social change among youth. A thriving 5th Space that places focus on reflection and action in the community is a critical element for all round development of youth. This is a co-created and led space where young people are encouraged to relate to themselves, each other and their communities.

Our engagement with youth has been with the objective of strengthening the young person's ability to envision, explore and experience for his/her own self and find a deeper and more meaningful connect with oneself and the society around. This, we feel, is essential to youth partnership and leadership of social change. The first step lies in going beyond the



limitations of a problem-centric and curative focus on youth, even while recognizing the value in these approaches. To work towards creating more meaningful engagement with young people, it is important to understand the different approaches to youth work at present.

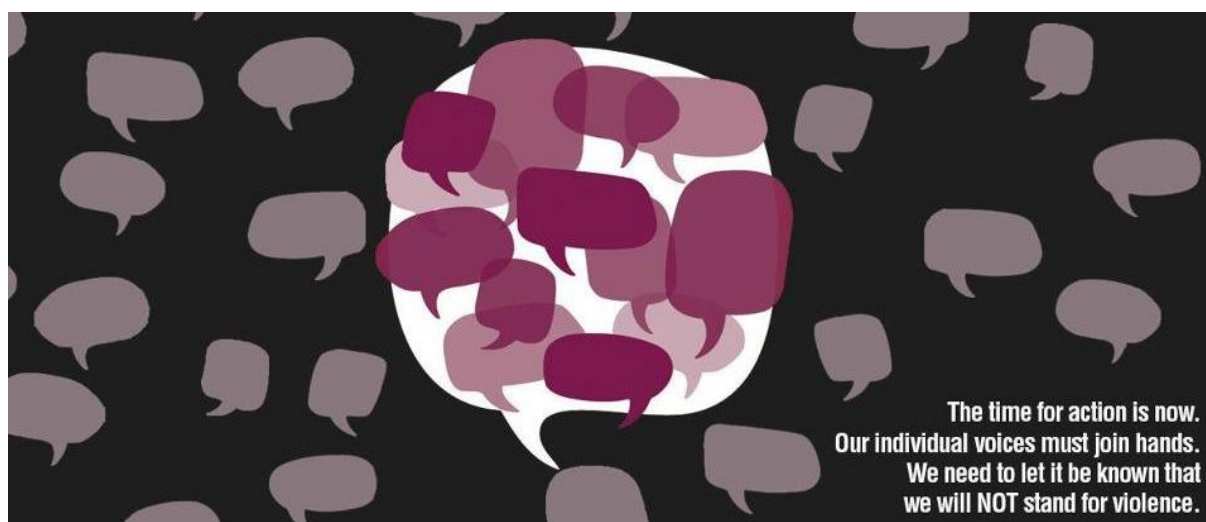
Through our advocacy and on ground interventions, we have pushed for a perspective shift towards the "youth development" lens. In order to achieve this, our work is geared to addressing the needs of young people beyond the four legitimate spaces of family, friends, education & career and entertainment by mainstreaming a 5thSpace which is otherwise relegated to the margins. This 5thSpace is the space for deeper engagement with self and social processes, address one's own development needs, and seek clarity, purpose and fulfillment through action led by reflection.



In today's world, where there are few secular, non-commercial spaces to "hang out", meet others, share opinions and views and take action, there is an urgent need to create such 5th Spaces where young people can lead their own development and growth. It is this approach and conviction in the ability of young people to be able to lead their own development that we sought to bring into our work on gender-based violence.

The core group of young leaders was envisaged as this 5th Space for reflection, sharing and nurturing of leadership. The core group members would activate similar spaces in their own lives – on campus, at home, in the workplace – such that every arena would become a ground for positive change. For this, we have kept in mind certain core principles of the 5th Space. These include co-creation, ownership, refl-action, learning, empathy and healing, trust, cross-border engagement and fun. Our endeavor was to create such a space in the Must Bol campaign and inspire the young leaders to take these principles to all other spaces they inhabit as 5th Space facilitators. Along with a heavy investment in on ground change processes, this required an equal, if not higher investment in the change leaders and a shift from looking at young people as instrumental to change, and not just as instruments for change. The 5th Space principles and approach have characterized our work with the core group as well as our public on ground and online actions.

2. Campaigning for Change: The Must Bol experience 2012-13



2.1 RESPONDING TO A CULTURE OF VIOLENCE

The past year has been a significant one for of public action, activism and organized work against gender-based and sexual violence in India. Marked by gross incidents of violence that rocked public consciousness there were many moments of collective anger and reflection for citizens, activists and the authorities alike. Delhi was at the center of this action with the India Gate war memorial becoming a symbol of citizen's action and protest against sexual violence. The Must Bol campaign both impacted and was impacted by the emerging situations. This year of campaigning has been crucial in terms of responding to specific incidents of violence to ask for a deeper reflection of a culture that condones gender-based violence. As a campaign, this has been a significant feature of the Must Bol campaign in 2012-13 and we have been able to establish our measured and more thoughtful voice in public and activism discourse.

The incident of the brutal gang rape and torture of a young woman in a bus in the capital on the 16th of December 2012⁵ received a lot of attention in the national and international media. It was also in many ways, a defining incident for the Must Bol campaign, as for many of the other groups and organisations working on GBV issues in India. The incident brought the issue of sexual violence and a culture



of victim blaming into sharp focus and the conduct of the media, elected representatives, public figures and the authorities into scrutiny and criticism. The focus on violence against women also led to an increase in reporting and became a significant push for activist groups to highlight many cases of rape sanctioned by structures of authority that had gone unnoticed.

The state's response to this incident and the public protests was dismal to say the least. It exposed the anxiety around public action and led to a stringent clamp down on protests and citizen-led organizing. The violent opposition to protest by the State machinery in Delhi was also echoed in other states like West Bengal where activists were arrested for protesting against rape and increasing lack of safety for women.



Police Using Water Cannons Against Protestors

While there was a high wave of sympathy and outcry against violence, there was also a tendency to look at quick fix solutions like death penalty for rape or fast track courts for specific cases. Patriarchal and sexist notions permeated many of the voices that opposed rape in the name of "dishonor", "the failure of the State as a patriarchal guardian to protect its women" and the hurling of sexist and sexual abuse at women in power who did not act in this moment of crisis.

It was in this context of public outcry and the inadequate and many times counter productive responses by authorities that the Must Bol campaign continued its work in the second phase. Aligning ourselves with many other progressive and feminist voices we demanded not only a response to incidents of violence but also structural change for primary prevention. The core group of youth emerged as a significant asset to the campaign as they found themselves at the forefront of action in public as well as within the structures of their campuses. This brought in experiential learning on gender as well as public action into the campaign. It also called on the campaign to be active and responsive to the nature of public debate on GBV issues through online and on ground actions.

⁵http://en.wikipedia.org/wiki/2012_Delhi_gang_rape



A large part of the work in the Must Bol campaign was on sexual harassment and violence against women. This wave of dialogue and action percolated down to the universities and education campuses where more and more young people articulated a desire to engage more deeply on gender issues. Many institutions reached out to the Must Bol campaign to work with young people on campus. The public discussions on the 16 December incident in

particular and sexual and gender-based violence in general made the campaign's work more relevant and pertinent. With this shift, there was also a context for youth spaces like universities to directly address GBV issues faced by young people.

Following the protests, the Justice Verma Committee, set up to examine the status of legal and structural measures against violence came up with a set of guidelines that were celebrated by many groups but accepted and implemented by the government only in parts. The Committee report, and to some extent the Criminal Law Amendment Act⁶ that was passed, clearly laid that many activities that were socially sanctioned were criminal. It brought acts like stalking and staring as harassment. Must Bol highlighted this new law to advocate that harassment is a criminal activity. Issues like consent, sexuality rights and marital rape were glaring gaps between the recommendations and the law⁷ and we were able to bring these up for discussion in campus spaces as well as in interactions with the media and with researchers whenever we were approached.

This period also marked a significant rise in youth participation, youth led social action and spontaneous emergence of youth led change initiatives against gender- based violence. It brought a high degree of attention of large and small social sector organizations to working among young people on issues of GBV; It also drew high attention of donor organizations for reformulating / initiating specific work on GBV issues with a large focus of working among young people. This included the Ford foundation convening a Women's Group meet to deliberate on effective strategies to challenge GBV and creating a special time bound fund for the same, the McArthur Foundation calling a consultation on enhancing the scope of SRH work among adolescents and young people to include countering violence.

Global campaigns against gender based violence found greater support and participation in the country, this included the One billion Rising Campaign, the Ring the Bell: *One million men. One million promises* of Breakthrough. GBV became a central concern in the newly launched campaign of Oxfam India 'Close the gap'. Multiple media campaigns focused on the Girl Child (NDTV 24X7), Rape vigilance (Times Now), Sponsored programmes on 'real

⁶<http://indiacode.nic.in/acts-in-pdf/132013.pdf>

⁷For detailed commentary see <http://kafila.org/2013/02/05/the-criminal-law-ordinance-2013-on-sexual-assault-cut-paste-and-shock-pratiksha-baxi/>

men’ as challengers of GBV have also captured public attention. Its significant that all these platforms have been dedicated to highlighting the voices and actions of young people and their points of view with regards to changing gendered realities and challenging GBV.

For us at Must Bol, this period marked intense consultative engagements contributing to the many discussions on making interventions conducive for youth participation and youth engagement. Youth leaders from the various programmes participated on many platforms and shared their experiences. Must Bol reached out to many young people through on – ground actions in Delhi, with extensions in Lucknow, Udaipur and Kolkata and through on line actions using social media. Most of the youth leaders, teams and organizations associated with CYC reached out to us with intense interest to extend their work to included effective strategies on challenging GBV. It was thus natural for us to extend the 5th space philosophy with a focus on GBV as experimented in the Must Bol Campaign to all the youth leadership programmes.

We were also invited to activate many spaces for discussions on gender with youth and highlighted issues that were under wraps with young people on campus. This included issues of masculinities, talking about sexuality and violence within young people’s intimate relationships. The online campaign ran parallel to the on ground work bringing out key issues for discussion and adding knowledge and resources to ongoing conversations on issues. Through our work, we were able to respond to the readiness of the public to delve deeper into issues that faced the country head on and seek solutions not through blaming the government or society in general but claiming individual responsibility to stand against violence and the sexist culture that leads to its perpetuation. In many ways, we were able to expand this notion of a journey from self to society for the young people connected with the campaign to others who were touched by the direct action. Our call was to explore one’s



own attitudes, and become the example of gender justice that you want to see in society. Through the work across platforms and spaces, we are able to see a definite impact and an expansion of this dialogue and create ways of sustaining it in future.

2.2. CAMPAIGN OVERVIEW

Must Bol was planned as a yearlong campaign in four phases. Starting with the enrollment of the core group and ground preparation, the campaign progressed from learning to leadership of social action. Responding to the 16 December incident, we sprang into action and the incidents post 16 December shaped the campaign plan in a significant way. The second quarter was a period of heavy on ground action and participation in the public discussions and action by Must Bol. The third quarter allowed us to reflect on the work done so far and organize the resources to build a strategic campaign agenda. Developing media and other resources, we campaigned for long-term change in mindsets along with the need to address immediate safety concerns. As more incidents of violence came to light, we continued our focus on media debates and raising the issue in public without letting the momentum build after 16 December die down. The action on ground and online continued and took diverse forms towards the last quarter of the campaign. We could sense a greater degree of concern in universities as well as young people themselves and responded to the demand for discussion spaces on campus. The online work was scaled up through collaborations with other groups and linkages with larger work on gender issues with young people within CYC. Alongside, we also took up processes for the sustainability and continuation of Must Bol's work in future. The focus areas and outcomes of each phase in the campaign are detailed below.⁸

2.2.1. SEPTEMBER – NOVEMBER 2012

- A campaign team was brought together to take forward key processes. An advisory group comprising of experts of gender and youth work was convened to support strategy and execution of campaign. The CYC board members were also engaged with this process and agreed to give professional time for the development and implementation of the campaign curriculum through the year.
- A basic training framework was developed to support core group learning as well as guide other processes in the campaign.
- The team brought together a group of 30 young people as the core group to lead the campaign. The training process took up specific processes for bringing the core group together and creating ownership as well as building perspective on key GBV issues.
- Online platforms were re-energized for action and strategies to enhance engagement and connect with young people. Small discussions were initiated on online forums for connecting the on ground action with the online identity and brand of Must Bol.
- Key organizational and institutional partners were identified to support deeper work with young people on GBV issues and reach out to a larger and more diverse youth audience.

2.2.2. DECEMBER 2012-FEBRUARY 2013

- A strategy creation workshop was organized with the core group for selecting themes relevant to young people for action in the campaign. The core group members selected sexual harassment in public places, gender stereotypes and norms, issues of consent and control within intimate relationships and generating discussions on gender and sexuality within the family space as themes for action.
- Taking the leadership curriculum further, we took up processes and training to facilitating core group leadership of public action and campaigning.
- A large focus on the action in this phase was on the 16 December incident and the protest and public action that followed. The campaign supported core group

⁸Reports of each quarter are annexed for understanding the work done in greater depth and detail.

participation in various public actions and forums and took up meetings and discussions to enhance reflection and on ground action agendas.

- We took up media skills workshops and initiated the creation of media materials for campaigning by young people.
- Must Bol formalized partnership engagements with youth groups, organisations and through short term assignments to bring focus on youth development and youth relevant work on GBV issues. This included a long-term partnership to support Katkatha, an initiative working with sex workers and their children towards empowerment in the face of stigma and addressing livelihood issues.

2.2.3. MARCH – MAY 2013

- Must Bol team supported the emergence of core group members as independent facilitators of on public action. Specific sessions and meetings were taken up to discuss session design and facilitation, creation and execution of short-term campaign interventions, and leadership and engagement styles. Campaigners led much of the on ground action during this phase, emerging as thought leaders in peer spaces and taking this action to diverse spaces including the family, communities and campuses.
- A specific campaign intervention was created in response to the 16 December incident. The campaign brought together online and on ground platforms to raise voices against sexual harassment. A leaflet campaign was taken up in various places in the city and a specific online collaboration with the international anti street sexual harassment week was taken up online to highlight sexual harassment in public places and inspire action by authorities and bystanders.
- Various members of the team and the core group participated in media platforms and discussions with the Must Bol identity and spoke about the need for a long-term solution to violence. The debate on death penalty as a solution to rape was also repeatedly coming up and a lot of action in the campaign sought to look at deeper more structural solutions and took a clear stance against violence.
- The media creation agenda could not be followed up regularly as the on ground action took primacy in this phase. Many youth spaces and groups were expressing the need for facilitated interventions and Must Bol was invited into many spaces for support.
- The structuring and formalization of the curriculum was taken up and a team engaged to give this task specific attention. This also gave us an opportunity to reflect on the work done and connect it a theoretical knowledge base and bring in additional resources into the campaign.
- The evaluation process was also initiated and a team engaged to take this up through a structured process. The evaluation team created a plan to study various parts of the campaign and engage with the ongoing action for the same.

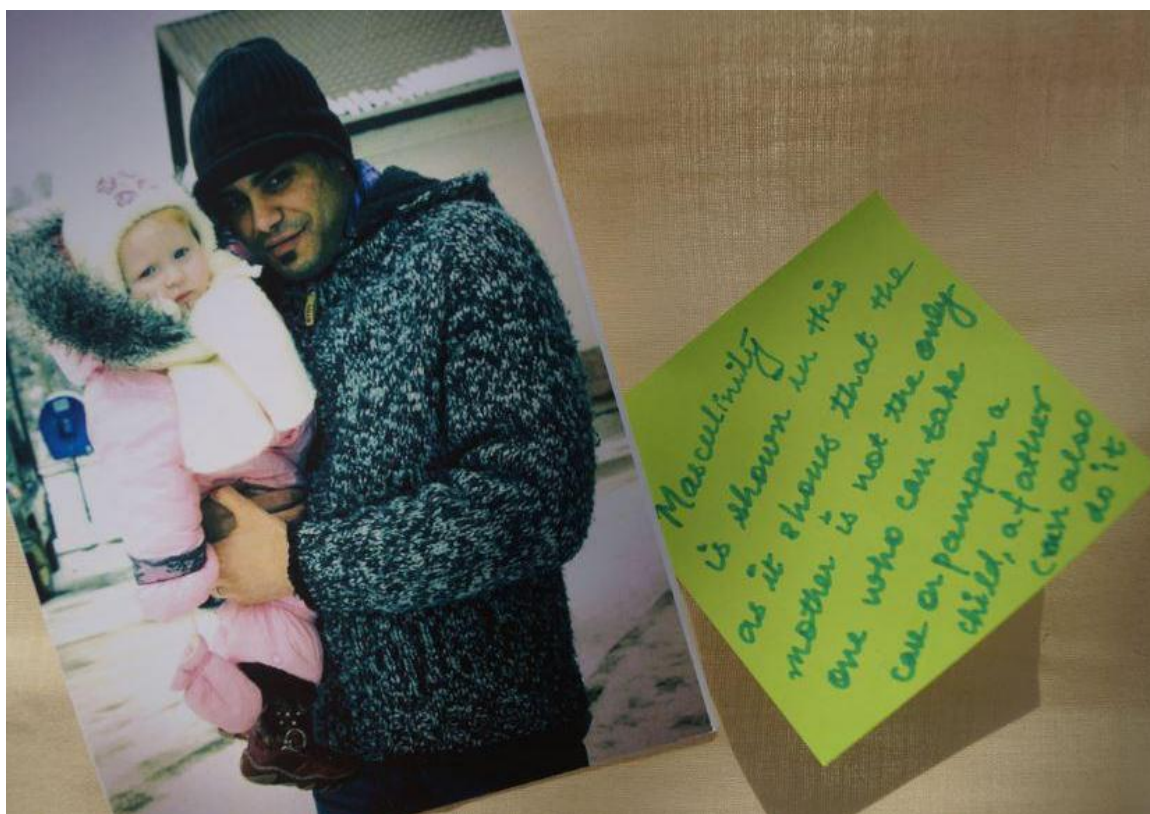
2.2.4. JUNE-SEPTEMBER 2013

- Must Bol intensified the media creation work, taking up a dedicated training with the core group members for filmmaking. A total of 22 films were produced overall in the campaign addressing diverse issues in the campaign. The campaign took up partnerships with diverse youth groups from across the country for specific interventions to create media products addressing contextual gender realities and enhancing media skills

- We continued the on ground action, expanding the work to different universities and campus spaces to reach out to more young people. Violence in intimate relationships was a large focus area where many youth spaces were realizing the need to address this issue. Issues of consent and violence in intimate relationships were a significant focus area in this phase.
- The online work was scaled in up in collaboration with a campaign to enhance youth participation in political processes. This collaboration created the scope for us to highlight addressing GBV as a central concern for young people. We brought together youth voices highlighting GBV concerns to elected representatives to impact a greater focus on GBV in electoral agendas of political parties. We also took up a concerted campaign on consent and violence in relationships, asking people to reflect deeper and recognize signs of violence in their own lives.
- Consolidating the knowledge produced in the campaign, we finalized the leadership curriculum along with a tool kit containing 40 films and a set of 25 posters addressing diverse youth relevant GBV issues made by young people in the three years of campaigning covering two cycles of the Must Bol campaign.
- We also took up processes for sustaining the campaign's work in the organization, embedding Must Bol agendas in the other programs. This enhanced the scope of the campaign as well as of the youth work, placing GBV work using new technologies firmly within the design of youth leadership work at CYC.
- The core group members organized a closure event inviting other youth working on GBV issues. They presented the campaign and the work done, along with an interaction with activists working on issues of gender and sexuality to share their own experiences and talk about the potential for youth leadership.

Overall, while the campaign worked with a clear and thought out plan, the readiness to respond to emerging needs has been a big asset for Must Bol. What we felt we missed out with the RadhikaTanwar case in the first year of campaigning could be done much better this time. While much in the campaign journey has contributed to this, as mentioned earlier, a lot of external changes and the eco system for talking about gendered violence has also been a big contributing factor.

While the plans were a guiding factor for the campaign, the key was to keep enough space for the core group to take leadership of the various processes, not just in execution, but in ideation. Must Bol, then became the space for conversation, reflection and facilitated action through the leadership of young people. This not only gave the core group members a sense of ownership over the different actions and processes but also connected the campaign closely to the lived realities of young people.



Audience response at a photo exhibition asking people to reflect on the notion of masculinity

3. Key campaign processes

3.1. 5TH SPACE CURRICULUM FOR FACILITATING YOUTH LEADERSHIP AGAINST GBV⁹

A key guiding process in the second phase of Must Bol was the creation of a structured process and curriculum to facilitate youth leadership against GBV. This was envisaged as a draft curriculum that would guide the campaign as well as capture the year-long experience and the resources created therein. The aim was to ease the replication of this experiment by other groups. Along with the team, the board members of the Youth Collective were also engaged to give professional time to oversee and input into this process throughout the year. This brought in the inputs of a large number of senior development professionals working with young people on diverse issues into its design and implementation.

The Must Bol Curriculum was developed bringing together the learning, leadership, action and reflection experiences from the Must Bol Campaign. This inside-out leadership curriculum brings together the processes, resources and experiences from the 'self to social' journey of young people in this campaign. It details many aspects of the process of addressing relevant gender issues and realities in the language and idiom of youth. The curriculum also captures our experience in the campaign along with offering insights and resources that will be useful in facilitating similar journeys with other youth in different contexts. The curriculum includes workshop designs to enable youth facilitators to explore the thirteen broad questions that are at the heart of the campaign design. It also includes a

⁹Annexure 1 – Leadership Curriculum

compilation of seminal articles and readings that provide a theoretical and conceptual understanding on various issues like gender identity, group formation, understanding power and violence, stories and story formation etc.

This curriculum is a useful resource for students, young people and youth facilitators working on issues of identity, gender and violence, to enable them to develop a deeper understanding of the issues such as gender as a key aspect of identity and identity formation, formation of roles, ideas of patriarchy and masculinity and more. It is the outcome of several consultations with youth development practitioners and experts on identity, self and gender. It incorporates workshop designs specifically developed and customized to explore the issues mentioned above. The curriculum also draws from the experience and resources that have been developed together with young people as co-journeys.

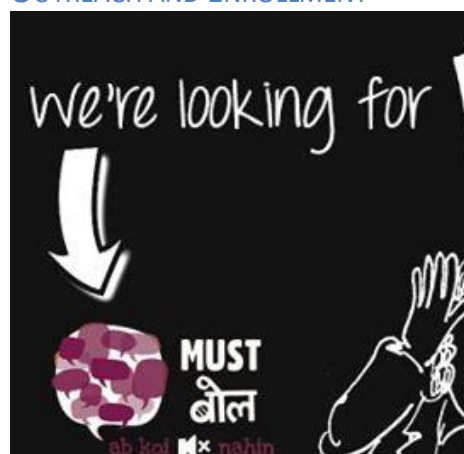
In addition to these it borrows much from the existing work on youth and gender that has been done and shared by many other initiatives and groups. A process of secondary research to identify references on the various topics was undertaken and the curriculum includes suggested readings and references by theorists as well as on-ground experience practitioners ensuring that this compilation reflects different voices and perspectives.

The curriculum has guided the Must Bol campaign's execution in 2012-13 and has been implemented through this period. It is available for download at the campaign website along with a list of online references.

3.2 CREATION OF CORE GROUP

A key investment in the Must Bol campaign has been towards creating a carder of young people who are aware, reflective and equipped with skills and the perspective to lead a campaign against GBV.¹⁰ The core group engagement was envisaged as a yearlong leadership journey from self-reflection to leadership of social action. Along with the initial trainings on gender, media skills and campaigning, this included various other processes to engage and develop the young people into leaders of dialogue and action among their peers.

OUTREACH AND ENROLLMENT



The year started with a concerted outreach to campus

Lets Talk with Ashmeeta Mehendiratta, Avni Kaul, Padmini Baruah, Ashmeet K. Bilkhu, Shruti Arora, Amrita Sarkar, Jai Kathuria, Aasim Mohammad, Riya Ahuja, Kriti Malhotra, Nagma Sahi, Shruti Batra, Rishabh Mehta, Kunal Malhotra, Dante Rogers, Moonis Iqbal, Nandan Latwal, Aishwarika Ojha, Mohd. Ariz, Karma Tshering Uden, Neeraj Arya, Animesh Tripathi, Syed Shahab Ali, Gagandeep Singh and Pulkit Mogha.

Unlike · Comment · Share · Edit · 14 September 2012

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17 September 2012 at 07:38 PM · Unlike · 🔄 3

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17 September 2012 at 10:26 PM · Like

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20 September 2012 at 05:10 PM · Like

Shivani Raina For what, exactly?
20 September 2012 at 08:45 PM · Like

Sun-Deep Choudhary Ginny Gold just in case if you like this. 😊
20 September 2012 at 11:54 PM · Like · 🔄 1

¹⁰Annexure 2 - List of core group members

and other youth spaces to invite young people to join the campaign. Our aim was to bring together a group of diverse young people who had an articulated interest in leading a campaign against gender based violence. After sifting through over 70 applications in a three-stage selection process, 27 young people were initially invited to join the core group of the campaign. Must Bol's recognition through the first year of work on campus was key to this outreach and the core group members who had been part of the first phase became brand ambassadors, inspiring others to join the campaign.

Additionally, we invited in young people from community-based interventions into the campaign core group in collaboration with the Safe Cities initiative.¹¹ Young leaders from the fellowship Program at the Youth Collective were also part of the large campaign core group adding to the diversity and outreach of the core group.

Core Component of Training	No. of Days
Deeper understanding of gender, sexuality and violence	6 days
Self and Social Transformation	2½ days
Understanding change interventions and strategy creation	2½ days
Digital Storytelling and Campaigning for Change	4 days
Exclusive filmmaking training and production	10 days
Personal development for leadership	2 days

PERSPECTIVE AND SKILL TRAINING

The engagement started with intensive perspective and skill training over the first two quarters of the campaign with some components and additional skill trainings stretching into the later periods.

The trainings were co anchored by team members in consultation with expert trainers on GBV issues of media skills to create a sound base for campaigning. The campaign already had a wealth of training designs and experience from the past cycle. We were able to sharpen these into cohesive and structured inputs and include more in depth inputs on self and social change to transact a more comprehensive curriculum. Five previous core group members volunteered to become part of the perspective and skill trainings and shared their own campaigning experience with the new core group members.

The training period and workshops have been the high point for many of the core group volunteers. In their reflections, many of the volunteers shared specific exercises and the experience of connecting with others as significant moments in the campaign. Many of the core group members shared that they found validation for their ideas and the space to discuss issues about personal life as well as society that they could not do elsewhere. The core group place was successful in helping many of the young people find peers with whom

they could connect and crate long lasting and supportive relationships.



INVOLVEMENT IN STRATEGY CREATION

The core group's participation was the key to creating a strategy and

organisations working on violence against Women.

selecting actionable themes in the campaign. In the initial phase of the campaign we had taken up a consultation to inform ourselves of key GBV issues facing young people and possibilities for action and change. The experience of running Must Bol over the next two years had helped us solidify our knowledge and methodologies and gave us a better standing for round two.

The deep involvement of the core group members in the theme selection and strategy creation was an integral part of the design of the campaign. While three clear themes emerged from these discussions, what was significant was that they were based directly on the experiences of young people in the campaign. Further, this also helped create a sense of ownership in the core group members who were excited to campaign on issues that they had chosen.

A core principle of the 5th Space is the co-creation and co leadership of the space by youth. This could only happen with the direct involvement of the young people in decision-making in the campaign. While the perspective building process was meant to guide the core group members, the final decisions about issues and actions came from their experience and discussions.

The rampant sexual harassment, a culture of victim blaming and the long-term challenges it posed for women in accessing public spaces was a key theme that came up in these discussions. Even as we were deliberating on this, the incident of gang rape and torture of a young girl and assault of her male friend in a public bus on the 16th of December shook public consciousness. Subsequently, a lot of work in the campaign was shaped around the incident and the public action and discussions that followed. This has been detailed in this report as well as in the interim reports made during the project period.

REGULAR MEETINGS

We made a conscious effort to convene meetings of the core group members at regular intervals. The purpose of the meetings has ranged from personal development, reflections on action, deeper discussions on specific issues to planning actions. They have also been a space for connecting informally and creating ownership for the campaign.

Some of the most significant meetings were for planning and reflecting on ground actions, particularly the leafleting campaign organized by the core group members in response to the 16 December incident. Almost all the core group members attended these meetings and actions. A key issue that came up during these discussions was that of a long term and structural response to violence as against the quick fix solutions like increased punishment and death penalty for rape many groups were highlighting in public action. A key component of the 5th Space is the combination of reflection and action and the meetings have helped us maintain this combination. While the

CORE GROUP MEMBER RESPONSES AFTER A MEETING FOR REFLECTION ON PUBLIC ACTIONS

“we should continue doing this..but also better prepare ourselves as we do feel challenged to talk on few things that people ask or say.. like on Public display of love.. on the issue of staring..”

“The planning was a learning process, we took complete charge of the campaign. it felt good to be in that role”

trainings supported building of personal stances, the meetings became a space for discussion on public dialogue and engagement with people on the streets. We were able to use these meetings to prepare, sometimes doing role plays of actual situations that we were faced with in street activism, and other times reflecting on challenges and preparing to face them better in future. The meetings also supported the creation of the campaign agendas and plan specific actions. While team members facilitated most of these meetings, many were planned and hosted by the core group members as well.

LEADERSHIP OF ACTION

The on ground action in the campaign was a significant arena for development of leadership. The training spaces were also designed using experiential exercises that gave the core group members opportunities to engage with people and understand social realities.

We were able to inspire the core group members to take leadership of the campaign action online and on ground.

Core Group Members (right) at Campaign Event

Many of the core group members took initiative to host campaign events in their own campus spaces. They also came into leadership at different on ground events, taking up the coordination and planning as well as advocacy and engagement with people. They also took leadership in the creation of media and advocacy materials for campaigning.



During the campaign, seven (7) core group members (four men and three women) actively participated in the creation of media materials. Ten (10) (six women and four men) members actively organized and participated in public action taking up activities and conversations with a large number of people. Four (4) core group members (two women and two men) emerged as engaged and aware peer facilitators, taking initiative to organize and co-facilitate intensive engagements in the form of workshops and discussions with other youth. Almost all core group members participated in some ways in the actions taken up by the campaign. They also participated in many of the public actions in the city as a response to the 16th December incident. The team members offered back up support to the facilitation roles by helping in preparation or through co facilitation.

Core group members led some of our most impactful and intensive actions including public campaigns, intensive workshops and online initiatives. These events became crucial in building a personal stake as they were all out there, defending what they had said in a safe space in conversations with people who did not necessarily agree with that viewpoint. This pushed all the core group members to think deeper and add knowledge to their arguments and also stand together as a group to support each other in public spaces.

INTERNSHIP ENGAGEMENTS

The campaign also engaged the core group members through short-term internship engagements for specific tasks or periods. Many of the young people connected with the campaign came with specific skills and interests and wanted to engage with the campaign more deeply. Two core group members came into internships with the campaign supporting on ground and online work. Three others came on board for short-term assignments to support the training work with other members or other tasks. Coming with specific interests and skill areas also helped them sharpen those skills and bring them into the fold of the campaign. These internships not only helped the campaign with more hands, but also allowed the campaigners to get and insight into organizing a structured change initiative. Engagement with the back end work in the campaign also made them more aware of the organizational work behind the public action and appreciate and be part of that in a bigger way.

SoumyaTejas

Volunteer Case Study

- Finds a safe space and connects to like minded people.
- Discussions and perspective trainings help her understand personal experiences and discomforts with identity and sexuality better.

Joined Must Bol As Volunteer

Skills and perspective training

- Leads creation of films and posters for generating discussion and action
- Emerges as independent facilitator of on ground action, connecting with campus spaces and community interventions to take up intensive actions.

- Joining volunteer support media campaign
- Leading action and engaging other people
- Working on issues mass social film

"I wanted to change things and I felt this is one place I can figure out how "



3.3. ON GROUND CAMPAIGNING

The on ground action in Must Bol was designed as a leadership space for the core group to use the learning to initiate public action and dialogue. It had the dual role of reaching out to other young people while developing better leaders through the process. The active campaigning in Must Bol started from December after the first quarter of the campaign and has continued till October with more and more youth spaces inviting Must Bol to interact with young people.

Through the year, Must Bol took up 34 action projects reaching out to over 3800 people directly.¹² The Must Bol team in Delhi was directly involved in these actions. Collaborators in different parts of the country took up further actions with their own communities. Through the on ground work, the campaign was able to build a focus on certain key GBV issues that were most relevant to young people's experiences.

We maintained a focus on the process of organizing public action, bringing young people to the forefront as organisers and leaders. Each on ground action was planned together with the young people and followed by a reflection meeting to assess success, challenges and lessons learnt for future. The events also became a demonstration of leadership by the core group members, many of whom took the initiative to host the campaign on their own campus and connect Must Bol with a larger number of youth.

YOUTH RELEVANT THEMES

The role of the core group members in selecting themes for action in the campaign has already been mentioned. Four themes were selected for action on the basis of their relevance to young people, a personal connect felt by the core group and the campaign's ability to impact change in that arena.

These were

- Sexual harassment in public places, specifically on campus.
- Issues of consent, control and violence in relationships.
- Lack of spaces for discussion on issues of sexualities and violence.
- Violence among young people on the basis of Stereotypes associated with gender, behavior and identity.

The issues of sexual harassment in public places took precedence in the campaign. The response to the 16 December case and the developments thereafter necessitated this focus. The area of young people's relationships has been a continuous focus in the campaign and we were able to work dedicatedly to highlight the need for organized youth spaces to take cognizance of these issues. Many of the public actions and exhibitions focused on gendered stereotypes and explored notions of masculinity, appropriateness and morality associated with behavior in detail. Understanding sexuality and attitudes to difference has been a key aspect of the campaign's work on GBV and was a continuous strain throughout this year in the trainings as well as the on ground action.



HAVE YOU EVER BEEN A VICTIM OF SUCH YOUNG ADULT BLUES?

WHAT DO YOU THINK ABOUT IT?

YOU ARE AN ADULT, LEGALLY ALLOWED TO MAKE DECISIONS FOR YOUR OWN LIFE!

BATAUN TUMHAARE MAA BAAP KO KAHAN GHOOM RAHE HO!

A poster discussing young people's autonomy over their decisions

Dante Rogers Police should have a tag line saying, "With You for making the Helpless You". Also, the way it all goes down for youngsters, the way the nation is passed down to us makes me feel as if somebody is telling me that, "India is Hypocritically Yours."

Like · Reply · 1 · 7 August at 11:12 PM via mobile

Soumya Tejas reminds me of noida police ji.. ghar ka number chodo... seedha bolte hain "agli baar yahaan dikha toh andar kar dunga" and u r totally clueless of wat went wrong!

Like · Reply · 1 · 7 August at 09:21 PM

Ju Jah Personally I find it strange, and I myself have never had to face it, but my brother has mentioned it to me a couple of times, and I was a bit confused initially- now I get it. I think of this in two ways- both having to do with the relationship of young adults with their parents, especially compared to other contexts. On the one hand, the fact that someone can even turn to that equation in such a situation is because in this context most young adults are still reliant to a large extent financially on their parents. (as opposed to contexts which have free university education and/or better part time ops/ mortgages etc that allow young adults to "fly away from the nest" as soon as they reach 18, in some ways. So for "Crimes" that aren't "heinous" enough to take them to court, a less harsh "punishment" is sought

Write a comment...

DIVERSE MODES OF ENGAGEMENT

The action-project format while giving a clear objective and structure was open enough for attempting diverse formats for engagement with young people.

Must Bol continuously worked to suit the methodologies and ways to engage people for youth work. This resulted in a variety of formats being tried out in the campaign. The on ground events ranged from film screenings and discussions to exhibitions, public leaflet campaigns, photo and video booths, pledge activities, music based events, intensive workshops as well as competitions and talks.

The nature of the space and the discussions was also crucial to the kind of activities and workshops that were planned. We focused on interaction and discussion instead of preaching or lecture based formats. The use of films, posters and others materials which spoke the language of young people and related directly to their daily experience was a useful strategy for the on ground actions. This method was appreciated by many of our collaborators and there was an active demand for more such engagements by education campuses and other youth spaces.

WIDENING THE SCOPE OF THE DIALOGUE

The presence of the Anti Sexual Harassment Cells and Women's Development Cells within the structure of organized youth spaces was a big asset to the campaign and we collaborated with many of the colleges through this channel.

However, we also noticed that there is a certain kind of audience that accesses the gender/sexual harassment forum space and there was a need to reach out to new youth audiences who might otherwise not

join this dialogue. With this in mind, we collaborated with many diverse forums to reach out to a wider network. Apart from



Glimpses from On Ground Actions

youth organisations and clubs, Must Bol worked through film clubs, photography societies and other clubs in colleges. We also participated in college festivals, orientation programs and fun spaces like parties and fairs through fun and engaging methods like games, quizzes and even dance.

While campus spaces were the main sites for action in Must Bol, we also worked with partners to take the campaign to newer arenas. The campaign made a specific outreach to young leaders working on diverse issues to build a deeper awareness of gendered marginalization and violence in their communities. We also worked with marginalized communities within Delhi in collaboration with Katkatha, a young organization working with female sex workers and their children and Jagori, a leading feminist organization working with community groups in low-income communities.