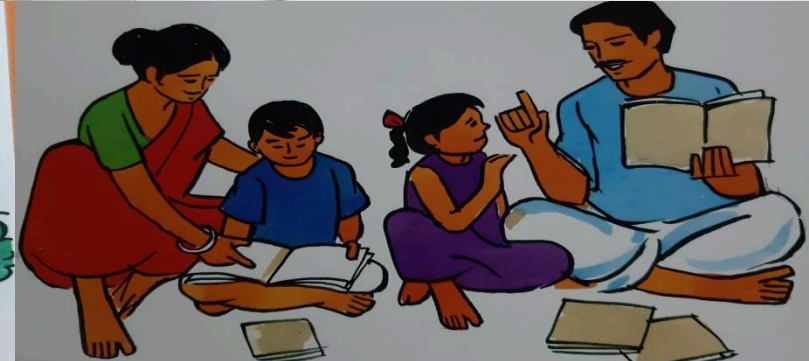
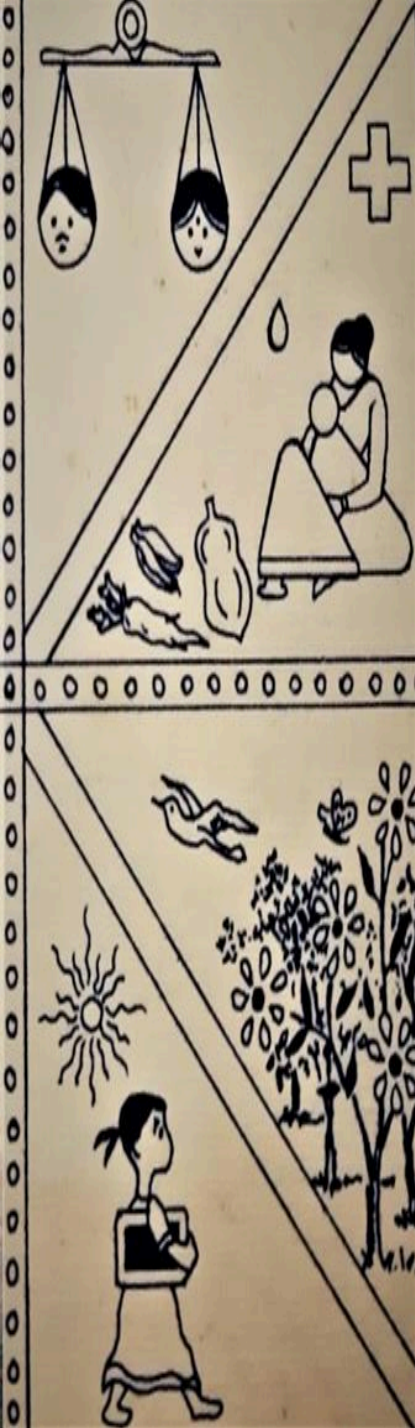


TRANSFORMING PATRIARCHAL NORMS: FOSTERING GENDER EQUALITY AT HOME



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Knowing SEEDS



- ❖ SEEDS reaches out to 263 revenue villages and 467 hamlets therein, across five districts of Jharkhand. In the last 30 years we have extended untiring support to 7 indigenous communities and many other backward communities resulting in sustainable changes in their lives.
- ❖ Our interventions support 11 out of the 17 Sustainable Development Goals (SDGs).

OVERVIEW

- Achieving gender equality in patriarchal homes is both a challenge and an opportunity. In contexts like rural India, the home is where gender roles are first learned—and where they can be reimaged.
- SEEDS has brought gender equality to 8 indigenous villages, with efforts ongoing in 32 more. Community participation is key to this transformation.
- Here we share inclusive, community-driven strategies—engaging men, women and children—to build gender-equal families and rethink village life.

Fostering Gender Equality

- ❖ SEEDS works with women, men, adolescents and youth, girls, boys, communities and local organizations to transform harmful gender norms and attitudes that perpetuate gender based violence (GBV). Through its various interventions it strives to promote healthy, equitable and non-violent relationships.
- ❖ We reach out to more than 135 villages with focus on 45 villages spread over 6 Blocks.

Gender Equality Initiatives

- A series of training and workshops were conducted for 8 Cluster Women Leaders, 120 Barefoot Counselors, 3000 grass root women and 1378 men, 116 elected representatives of the *panchayat* (local government) and 65 government /police officers.
- Nearly 90% of the participants belonged to five indigenous groups.
- Door-to-door visits and village meetings are a continual process.

Glimpses of Grassroot Women Training



Gender Equality Workshops with Men



G E Initiatives.....

The interventions focused on equality in terms of:

- girls and boys education
- boys & men doing nine types of household work
- siblings eating together
- equal wages in agricultural work
- inclusion of women in the traditional tribal governance system.

Gender Equality Outcomes

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- girls and boys education
- boys & men doing nine types of household work
- siblings eating together
- equal wages in agricultural work
- inclusion of women in the traditional tribal governance system.

Gender Equality

Outcomes...

Domestic Chores Done by Men

There has been a consistent and perceptible change in the mind set of men and they are doing all types of household work.

The nine types of work include fetching water; chopping vegetables; cooking food; washing own clothes; cutting and bringing wood; cleaning cattle house; taking care of children; kitchen gardening and son helping in household work.

Gender Equality

Outcomes...

- In the eight **Model Villages**, covering 954 families, the percentage of men doing domestic work regularly has reached nearly **93%**. The highest is 99% men taking care of children, followed by 97% washing their clothes. The lowest is 87% men who are cooking/ helping in cooking food.
- In two villages viz. Netra and Rangamatia **100% men** are doing nine kinds of household work.
- Consequently, women are able to save their time as never before. They now do different types of activities in the newly found time.

Gender Equality Outcomes...

- The encouraging outcomes of gender equality in 954 homes of 8 Model Villages has had a perceptible spread effect.
- It has led to a six-fold increase in household coverage. Similar interventions have taken off in **6053** families spread over **32 villages** in 5 Blocks.

Utilization of Time Saved by Women

- An important outcome due to men doing household work is that women are getting time to do things of their choice. Earlier this was unthinkable. Married life for them was a drudgery - over worked, perpetually exhausted, lack of sleep, irritable.
No longer.....
- The graphic depicts the various activities of women which has turned into a reality solely due to gender equality practices in homes.

Gender Equality Outcomes...

As a consequence to continued efforts, equal wages for equal work on farm has been introduced since the year 2024. There has been a perceptible increase in the number of villages and hamlets that have adopted equal wages for women and men for similar type of farm work. This number stands at **98 villages**.

Inclusion of Women in Indigenous Governance System

- In the traditional governance system of various indigenous groups, such as the Santal, Munda, Ho, Bhumij, Mahali – there are only men in the decision-making bodies.
- After enormous efforts, a breakthrough has been made by us in 15 villages where now there are equal number of women as men in the governance system. Thus more women are being heard and are getting justice.
- A dent has been made but a very long way to go.

Home is the Place to Begin

Societal Impact Gender Equality in Homes



Change the Home, Change the World.