

Teaching Gender Equality:

Impacting Patriarchal Culture in Uttar Pradesh



x



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Executive Summary

Problem

Girls in Uttar Pradesh lack participation in the digital industry because most were never educated past primary school. This is mainly because many of these girls are pulled out of school to be married off as child brides or to be working in the house, as opposed to getting an education. This is the result of a highly patriarchal society and societal stigma.

Solution

Our solution requires an Innovative approach to discussing such societal issues. We work by instituting classes in villages and other such communities to have healthy conversations about issues like Child Marriage and Girls' Education, and parental counseling to motivate families to understand gender equity and the value of female education.

Outcome

By using our solution, in three years, we aim to educate up to 50,000 people on women's' rights and gender equality. By teaching families about gender equality through their own community, we will achieve a society where all have equal opportunities for education and jobs. Thus, abolishing patriarchy and allowing girls the resources needed to eventually impact the digital economy.

Why Rural Uttar Pradesh?

Most Girls Out of School = Biggest Potential for Impact



- Uttar Pradesh is India's most populated state, with **204.2 Million People**
- 77.73 % of these people live in the villages of rural areas
- Total Rural Population: **155,317,278**.
- **16.2 million** girls are out of school in india
- Uttar Pradesh has the highest amount of out of school adolescent girls (age 11-14 years) at **496,000**
- Home to the largest population of child brides, with **36 million**

A photograph of a man and a young girl. The man, on the left, is wearing a blue and red plaid shirt and is looking towards the girl. The girl, on the right, is wearing a red headscarf and a red patterned top, looking back at the man. The background is a soft, out-of-focus green.

To work in the digital economy, women need a prerequisite education, but there are

Barriers To Education.

Culture Causes the Problem

Patriarchal Society

- ❑ Men are the heads of society
- ❑ They prioritize their sons education over their daughters
- ❑ Girls are forced to stay home and do household chores
- ❑ 36 million girls have been forced into child marriage and had to drop out of school



“Parents believe a goat is an asset and a girl is a liability”
- Safeena Husain

Education Breaks the Cycle

UNICEF finds that for each year a girl stays in school after fourth grade, her eventual family income goes up by 10-15%, and her child marriage is delayed.



Law's aren't good enough. Parents are the Issue.

Education is mandatory and child marriage is illegal.

- But, even those who get a high quality education are still pulled out, or forced into marriage young.
- When parents' mindsets interfere, girls don't gain the skills necessary to be empowered to make their own decisions or work in the digital economy.
- The World Bank Reveals that when a girl remains in secondary school, she is six times less likely to marry young. Girls who complete secondary education tend to participate more in the formal labor market.
- Hence, EDUCATION IS KEY.





“ I have been doing this for over a decade and I have never met a girl who said to me “I want to stay at home, I want to graze the cattle, I want to look after my siblings, I want to be a child bride. Every single girl I meet wants to go to school. ”

– Safeena Husain
Founder Educate Girls

Our Solution: Community Mobilization

Communities need to take the initiative to abolish patriarchy. This will allow for gender equity to be implemented. To do so, we propose for community meetings mediated by ambitious ambassadors, who are recruited from the local community. These gatherings will discuss topics that pertain to gender equality. Participants will have opportunities to share their goals in a discussion based environment. Ambassadors are trained based on a goal-oriented human rights curriculum, adapted from successful case studies and organizations working on similar problems. Such as, Tostan, Educate Girls, and the Study Hall Education Foundation.



Why A Community-Based Approach?

Engaging and educating the community allows for mindset to change. If patriarchal culture does not change, then then the root of the problem will never go away. Community parent-based approaches prove to be successful.



“Changing patriarchal culture needs to happen. Parents need to understand the value of their daughter’s education, so it is very important to work with families.”

- Interview with Dr. Urvashi Sahni, Founder of Study Hall Education Foundation

Similar Success Story Demonstrates Local Impact

Rubina, Tabassum and Tarranum are the three young girls who took a community based approach to impacting education in their village. These girls were the first women from their village in Varanasi, Uttar Pradesh to pass senior secondary school. The girls educated parents on the importance of sending their children to school. Through persistent parent discussion, they managed to get 90% of the children in the village go to school.



Why Will Our Plan Work?

Case Study: A most recent randomized control evaluation confirms that over a 3 year period, Educate Girls, an NGO who took a community based approach, was able to bring back 92 % of all out of school girls back into schools. They function in 13 thousand villages.

Case Study: Study Hall Education Foundation uses a critical feminist pedagogy based approach. More than 200,000 community members from 2,000 villages have signed pledges against child marriage.



The Ambassadors

What they do

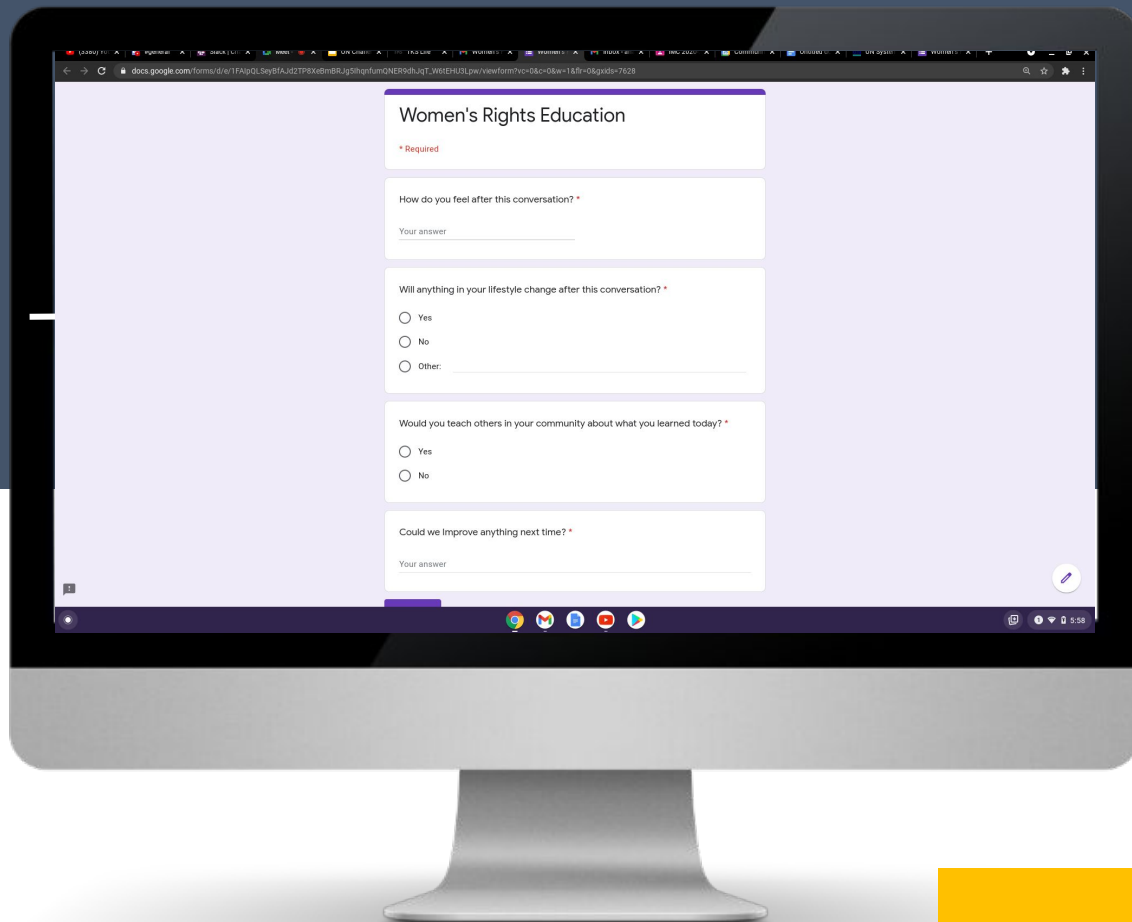
- These Ambassadors, otherwise known as interviewers, will guide conversations that teach families how gender equality works. They will gather data by submitting a google form talking about their experience.
- These ambassadors will be young, educated individuals from these villages, who are motivated to inspire change, with an age range of around 18 to 30.

The Specifics

- Ambassadors are responsible for mediating the meetings and engaging the community.
- Their pay will be around 21,734 rupees (\$300) a week for their services



Data Collection Mockup



The image shows a computer monitor displaying a Google Forms survey titled "Women's Rights Education". The form is set against a light purple background. The title is at the top in a bold, black font, followed by a red asterisk and the word "Required". Below the title, there are four questions, each with a red asterisk indicating they are required. The first question is "How do you feel after this conversation?", followed by a text input field labeled "Your answer". The second question is "Will anything in your lifestyle change after this conversation?", followed by three radio button options: "Yes", "No", and "Other:" with a text input field. The third question is "Would you teach others in your community about what you learned today?", followed by two radio button options: "Yes" and "No". The fourth question is "Could we improve anything next time?", followed by a text input field labeled "Your answer". The form is displayed within a web browser window, with the address bar showing a Google Forms URL. The browser's taskbar at the bottom shows various application icons and the system clock.

Women's Rights Education

* Required

How do you feel after this conversation? *

Your answer

Will anything in your lifestyle change after this conversation? *

☐ Yes

☐ No

☐ Other:

Would you teach others in your community about what you learned today? *

☐ Yes

☐ No

Could we improve anything next time? *

Your answer

Key Conversation Starting Points in Community Meetings



Example Prompts:

What do you envision for the future of your community?

- From this, the ambassadors identify the community's goals and write them down after the session.
- These goals are continuously reviewed, discussed, debated throughout the program.
- What is your daily routine?
- How does it differ from your family members routines?
- Are you happy with your daily routine?
 - Why do you think these routines are different? Then, explain why and explain gender roles in their community (how women take care of kids, crops, etc. And, how men go to work, have an education, and own businesses)

Explain that when women have an equal chance, women can get jobs. There is more household income. Technological advancements. Also, marrying off your daughter when she is underage is illegal, your daughter should be married by choice. They are allowed to choose at age 18.

- Why do families think it's important to marry your daughter off young?

Tell them about how the longer their daughters stay in secondary school, the more capable they are of getting real jobs. This supplies an income increase of around 10-15%.

What would these Discussions Entail?

UN pays the ambassador and provides the curriculum, and the ambassador organizes and facilitates the meetings.

Human Rights-Based – Gender equity is a human right.

Inclusive – Information is discussed in a non-judgmental, inclusive way to create open dialogue.

Holistic & Sustainable – Covers five key impact areas: The next generation: child marriage and girls education, Patriarchial Culture, Economic Issues, Home Life, and other Women's rights around the world.

PRICING TABLE

**We would
have 2-3
Ambassadors
per village**

This is just a calculated assumption in which we looked at the average salary of people in Uttar Pradesh, and equated that to the Ambassadors

**This would
average to about
\$150 USD per
ambassador per
week.**

**The U.N Population
Fund for Gender
Equity would fund
this with a
\$500,000 grant.**

**Each
Ambassador
would earn a part
time salary of
340,000 rupees
per year**



Step by Step Action Plan

Find People interested in teaching gender equality to families in their village. Interview educated young women for these positions

Track feedback data from families. Get their opinions and evolving perspective on change. Track how many families are talked to and see the amount of people who are open to abolishing patriarchy and why.

Outcome: Women have more opportunities in the digital economy. Parents will want to send their kids to school as well as end child marriage. This enforces girls as equal to boys, thus ending the patriarchal cycle.

6 Months

Year 1

Year 1

Year 3

Years 4-5

Ambassadors hold meetings within the village to mediate conversation with families, and tell them about what's going on in urban areas as well. Address their concerns, and answer questions about why things are how they are.

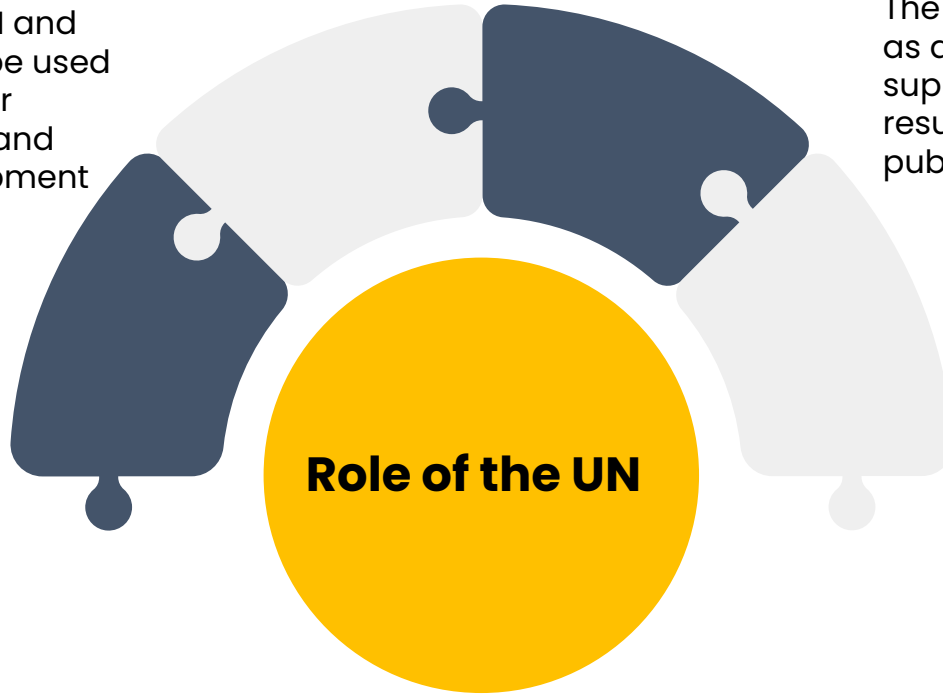
Ensuring sustainability: Ambassadors check in with UN once every two months by sending in info from their laptops.

Connections

Experts from the UN and its affiliations can be used for the ambassador recruiting process and curriculum development

Funding

The UN will fund all aspects of the project. An option for this is through the population fund for gender equity. These costs will cover the curriculum, ambassador salary, partnerships, and implementation of the program.



Support

The UN is globally recognized as a force for change, and its support guarantees positive results in bringing about public support of the project

Impact

To create wide scale change in a short amount of time, the UN will represent a dire need for such change and ensure sustainability by overseeing all aspects.

Impact

Over a 3 year period, we aim to have educated 100,000 families from the most marginalized Uttar Pradesh Communities.

By changing the patriarchal mindset, families will give their daughters an education, allowing them to gain the skills needed to assimilate into the digital economy.



Potential partnerships for maximum impact, ambassador curriculum & outreach. And, once enough families are impacted, they aid in eventual school enrollment.

Educate Girls:

safeena.husain@gmail.com



Study Hall Education

Foundation:

info@studyhallfoundation.org



Welcoming the new year with a new look, we present to you Study Hall Educational Foundation's new logo. Thank you for your love and support.

The idea for this project was inspired by a program called Tostan, which works in Africa. We would suggest using a basis of their female empowerment curriculum in this solution.

CONTACT INFORMATION



TEAM WORK



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THANK YOU