



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  
→ PRACTICE

Young people from across the country are reflecting, learning, making films and talking to others about how they experience youth, gender and violence to create a better world outside and within.

Will you join the movement?

GET INVOLVED  
www.mustbol.in  
facebook.com/DelhiYouth

learn. reflect. act.

MUST बील "commutiny" 5th SPACE  
ab koi nahin

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

Commutiny – The Youth Collective  
October 2013

[www.commutiny.in](http://www.commutiny.in) | [www.mustbol.in](http://www.mustbol.in) | [www.facebook.com/delhiyouth](http://www.facebook.com/delhiyouth)



## Table of Contents

<b>Executive Summary .....</b>	<b>3</b>
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
<b>1. Gender-Based Violence and Youth: Contexts for Campaigning.....</b>	<b>7</b>
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 <sup>th</sup> Space for youth to take leadership .....	11
<b>2. Campaigning for Change: The Must Bol experience 2012-13 .....</b>	<b>13</b>
2.1 Responding to a Culture of Violence.....	13
2.2. Campaign Overview .....	16
<b>3. Key campaign processes.....</b>	<b>20</b>
3.1. 5 <sup>th</sup> 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.....	28
3.5 Online Campaigning .....	31
3.6. Supporting GBV focused local actions and change initiatives of youth led groups ..	40
<b>4. Impact .....</b>	<b>43</b>
4.1. Key Outcomes.....	43
4.3. Reflections by young people connected with the campaign.....	47
4.4. Campaign Deliverables .....	48
<b>5. Challenges.....</b>	<b>50</b>
5.1. Facilitating Youth Leadership.....	50
5.2. Sustained and Continuous Campaign Actions .....	50
5.3. Developing a feminist and political understanding of violence.....	51
<b>6. Forward Directions: Sustainability and Future Progression .....</b>	<b>52</b>
<b>7. List of Annexures.....</b>	<b>53</b>

---

“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.”<sup>1</sup>

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.

---

<sup>1</sup> [www.mustbol.in](http://www.mustbol.in)

<sup>2</sup> [http://articles.timesofindia.indiatimes.com/2011-03-08/delhi/28667750\\_1\\_incident-rjd-leader-stalker](http://articles.timesofindia.indiatimes.com/2011-03-08/delhi/28667750_1_incident-rjd-leader-stalker)

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

## 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 5<sup>th</sup> 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 16<sup>th</sup> 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](http://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](http://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

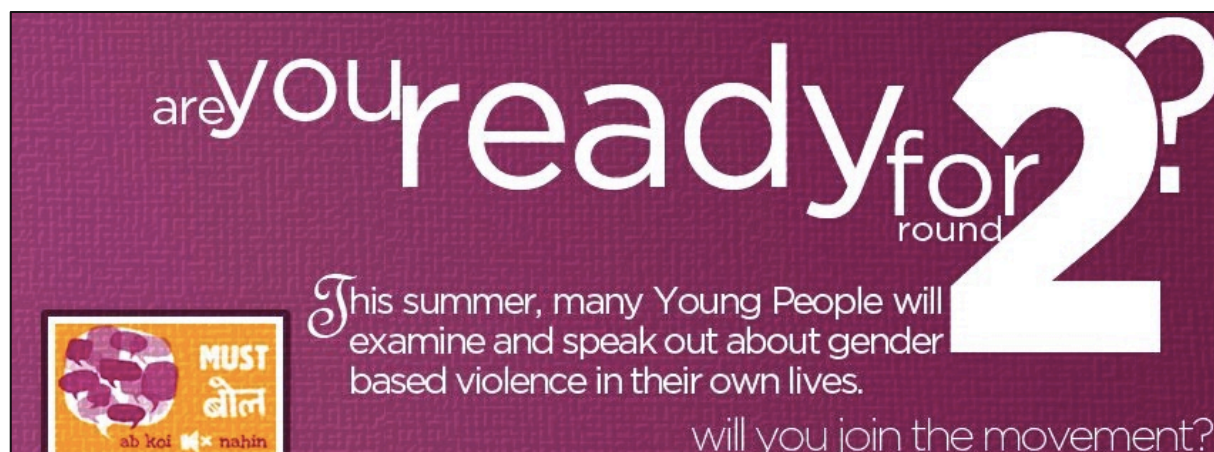
Communitiny – The Youth Collective was able to take up specific steps to ensure the continuation of gender work initiated by Must Bol in various other programs and arenas. The methodologies and knowledge, as well as tools developed in the campaign have enhanced the scope of our work to include an emphasis 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 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 5<sup>th</sup> Space approach to creating leadership against GBV. This is an approach developed from our experience of working with young people in diverse contexts. Our

#### Objectives of phase 2

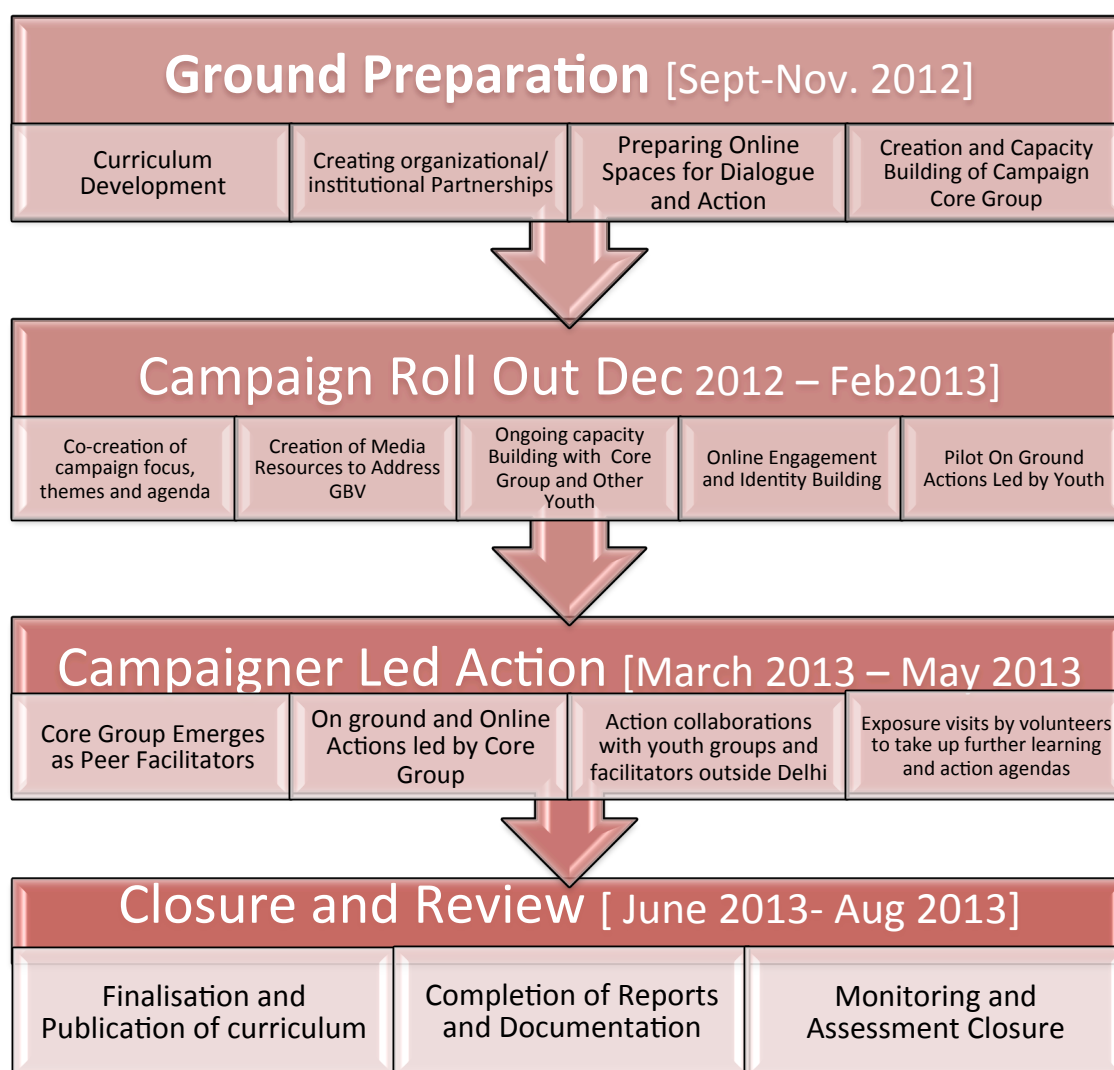
- Creating a framework to facilitate engagement with GBV prevention within the socio-cultural and economic contexts of young people and thus enable them to relate with and negotiate these multiple situations and realities.
- Build capacity of a core group of youth and youth facilitators to understand 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.

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.

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.<sup>2</sup> 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.<sup>3</sup> 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.

---

<sup>2</sup> [http://articles.timesofindia.indiatimes.com/2011-03-08/delhi/28667750\\_1\\_incident-rjd-leader-stalker](http://articles.timesofindia.indiatimes.com/2011-03-08/delhi/28667750_1_incident-rjd-leader-stalker)

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

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.

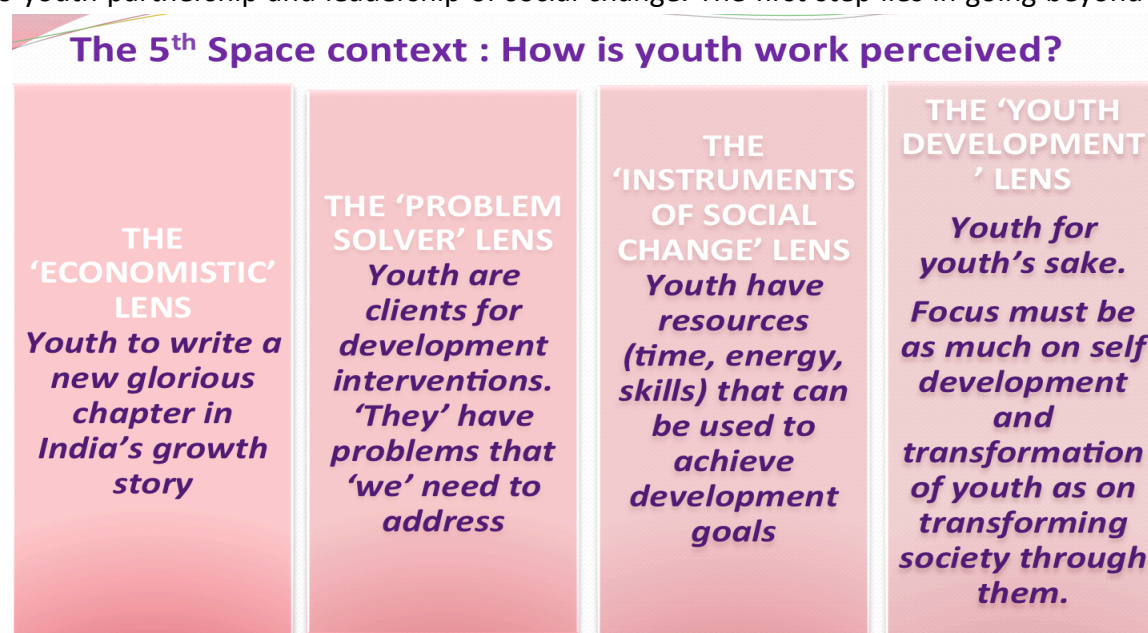
At the start of the second formal cycle of the Must Bol campaign, we could see an environment that was more ready for dialogue and action against GBV than before. The ground work done by rights-based movements and further sharpened through the political and academic climate in the city of Delhi made 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 5<sup>TH</sup> SPACE<sup>4</sup> 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.

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

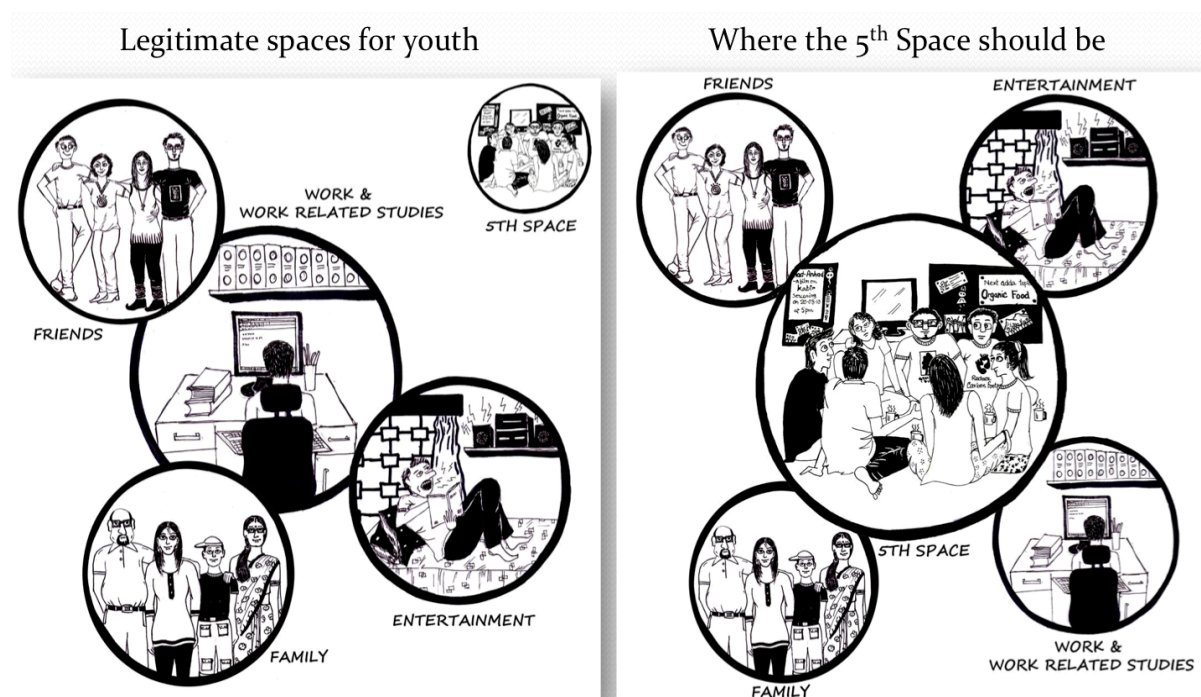


<sup>4</sup> 5<sup>th</sup> Space research and concept, share credit with Pravah. Emerging from several years of work in Youth Development and research on youth development strategies, Pravah, our incubating and partner organization has propositioned that the 4 legitimate spaces do not promote deeper 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.



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 5<sup>th</sup> Space which is otherwise relegated to the margins. This 5<sup>th</sup> Space 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 5<sup>th</sup> 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 5<sup>th</sup> 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 5<sup>th</sup> 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 5<sup>th</sup> 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 5<sup>th</sup> 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 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 16<sup>th</sup> of December 2012<sup>5</sup> 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.



<sup>5</sup> [http://en.wikipedia.org/wiki/2012\\_Delhi\\_gang\\_rape](http://en.wikipedia.org/wiki/2012_Delhi_gang_rape)



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.



**A Campaign Poster About the Protests**

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 Act<sup>6</sup> 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 law<sup>7</sup> 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 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 5<sup>th</sup> 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

---

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

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

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.



**Must Bol Volunteers at a Public Event Advocating Against Sexual Violence**

## 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.<sup>8</sup>

### 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 an 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 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

---

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



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

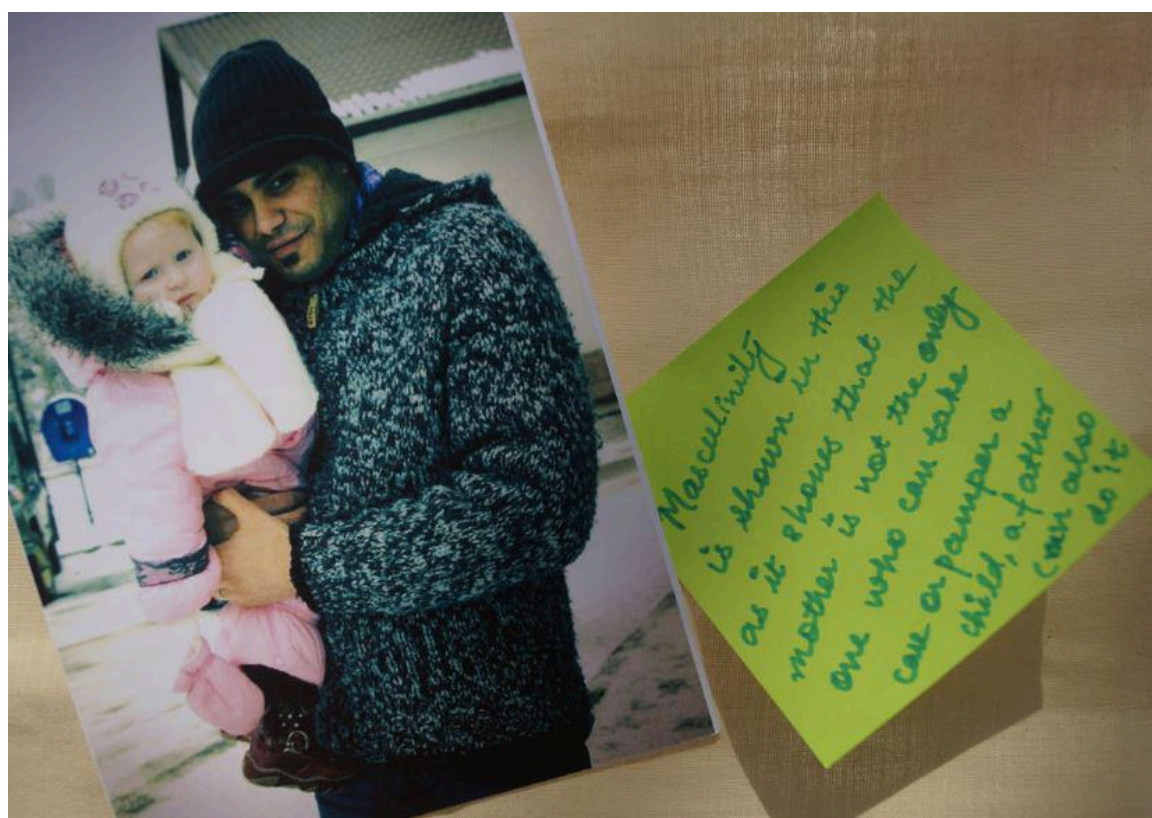
- Must Bol intensified the media creation work, taking up a dedicated training with the core group members for filmmaking. A total of 22 films were produced overall in the campaign addressing diverse issues in the campaign. The campaign took up partnerships with diverse youth groups from across the country 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 Radhika Tanwar 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. 5<sup>TH</sup> SPACE CURRICULUM FOR FACILITATING YOUTH LEADERSHIP AGAINST GBV<sup>9</sup>

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 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-journeymen.

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.

---

<sup>9</sup> Annexure 1 – Leadership Curriculum

### 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.<sup>10</sup> 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 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.

**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

👍 You, Dhruv Arora, Avni Kaul, Aishwarika Ojha and 34 others like this.

💬 17 shares

 **Anisha Mathews** Love the "conditions Apply" part  
17 September 2012 at 07:38 PM · Unlike · 🔄 3

 **Pravesh Chauhan** graphics needed?  
17 September 2012 at 10:26 PM · Like

 **Pulkit Mogha** Oorvi Sharma, Sonam Choden, Shivani Raina, Prabhash Dhama, just in case if you like this. 😊  
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

Additionally, we invited in young people from community-based interventions into the campaign core group in collaboration with the Safe Cities initiative.<sup>11</sup> Young leaders from the

<sup>10</sup> Annexure 2 - List of core group members

<sup>11</sup> Safe Cities is an initiative of Jagori, one of the leading feminist organisations working on violence against women in India. It is currently being run in partnership with UN Women.



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.

### 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.

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

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 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 5<sup>th</sup> 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 16<sup>th</sup> 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 5<sup>th</sup> Space is the combination of reflection and action and the meetings have helped us maintain this combination. While the 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

#### 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”



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.



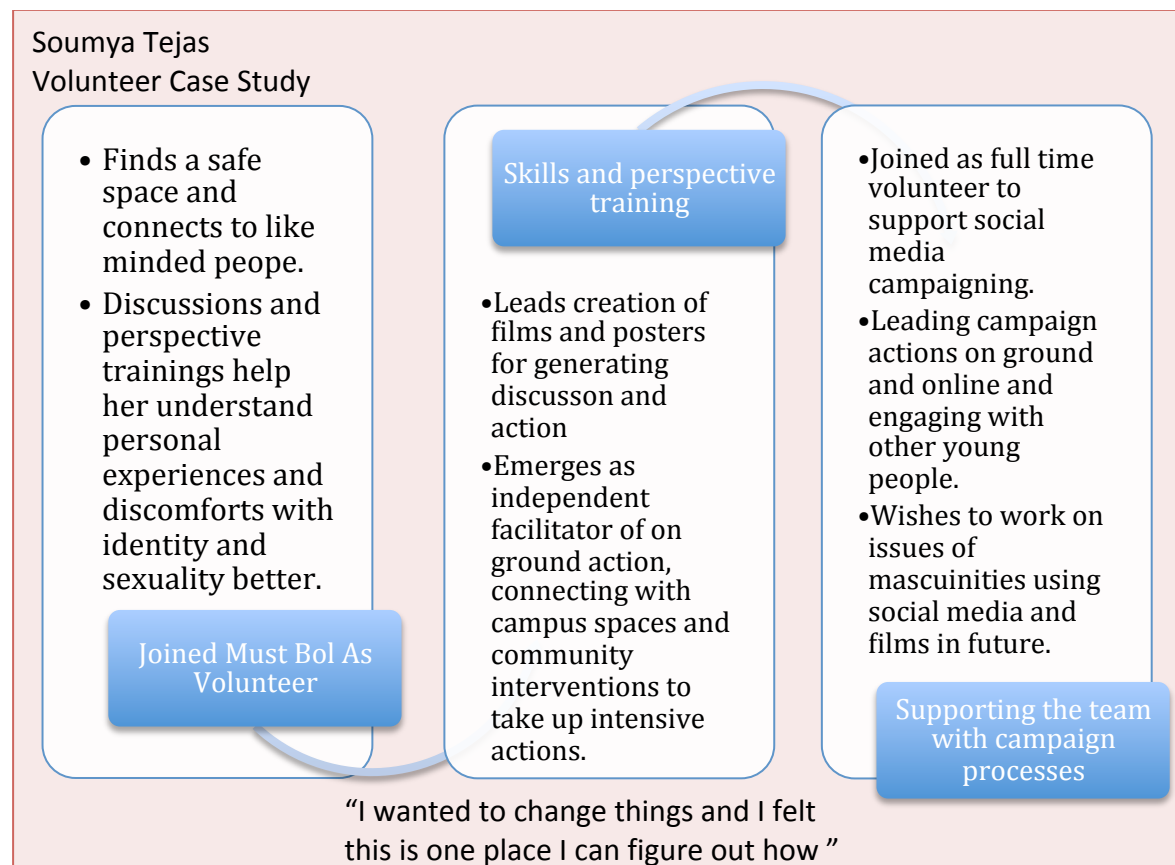
During the campaign, seven (7) core group members (four men and three women) actively participated in the creation of media materials. Ten (10) (six women and four men) members actively organized and participated in public action taking up activities and conversations with a large number of people. Four (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 16<sup>th</sup> 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.



### 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 3,800 people directly.<sup>12</sup> 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

<sup>12</sup> Annexure 3 - List of on ground actions with details.

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.



A poster discussing young people's autonomy over their decisions



### 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



Glimpses from On Ground Actions



reach out to a wider network. Apart from 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.

### 3.4. CREATION OF MEDIA PRODUCTS FOR CAMPAIGNING

Training on campaigning and media skills were an essential part of the work with the core group in the Must Bol campaign. Apart from learning technical skills of using equipment and software to make a film or a poster, this also entailed a deeper reflection of the experiences shared and learning generated in the perspective workshops.



Filmmaking Training with Kavita Joshi

The creation media products; whether posters, films, leaflets, placards or exhibition materials; became a process of communication as well as introspection. It brought together the self as victim, witness or perpetrator of violence with the self as activist and leader to link reflection with action. It was also a crucial experience in solidifying a stance on a particular issue for which the campaigners had research into the subject to clarify their own reasoning and build knowledge. Many of the technical skills workshops involved ideating on story ideas and led to long discussions on portraying a gender reality on screen and the politics behind the selection of specific stories and images.

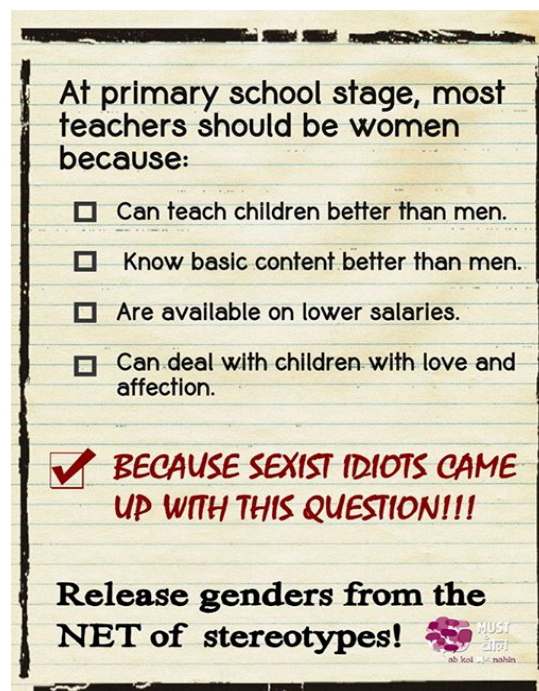
Posters and short films were the mainstay of the campaign and the main formats used for generating online and on ground discussions. Volunteers and core group members made all the films many of which dealt with their own experiences. Creating media products geared the campaigners for the next step of using these materials for advocacy through facilitated discussions online and on ground. It demonstrated how an audience perceived their communication and message and built an understanding of effective communication for campaigning. This complete process was geared towards the creation of effective campaign leaders who are able to form their own stances and also facilitate the process of taking stances for other young people through the use of materials they developed themselves.

## SUMMARY OF MEDIA PRODUCTS

A total of 22 films and 40 posters were made as part of the campaign. These products highlighted the themes selected for the campaign. The products were used to generate discussions online as well as on ground through screenings and public exhibitions.

### Types of posters:

- Campaign promotions that talk about speaking out against GBV and link to the FB page or website. Also announcing campaign processes like the core group formation etc.
- Specific issues identified for discussion as campaign themes – e.g. sexual harassment in public places, issues of consent and control in relationships, gender stereotypes of body, dress and behavior
- Specific campaigns & topical issues like Holi, Rakhi, Mother's day, popular news or TV, films etc. & responses to ongoing issues and debates
- Images –made or picked up from internet to add to certain posts for discussion as discussion starter



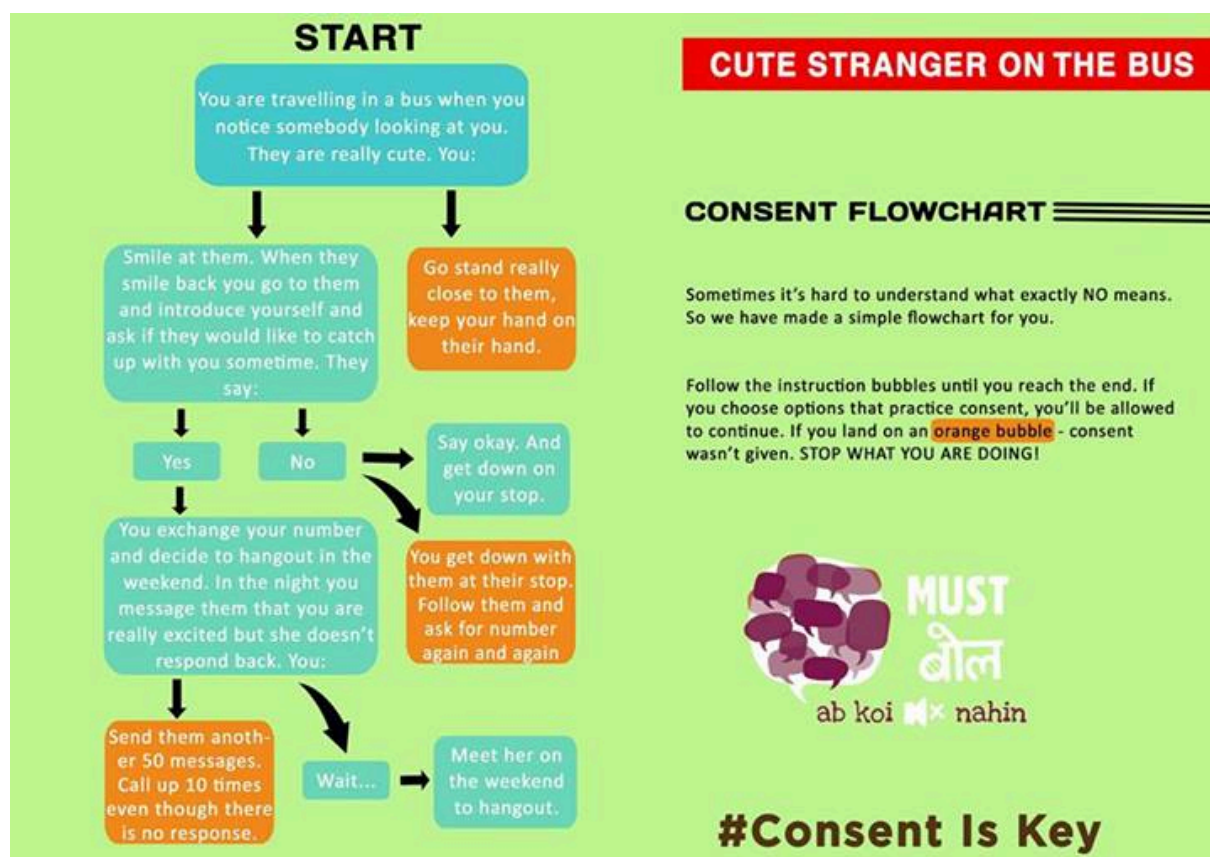
### Content of posters:

- 9 on issues of consent in relationships/friendships and stalking.
- 9 on sexual harassment in public places and workplaces
- 2 on violence in relationships
- 5 on stereotypes, including some on body image issues
- 4 during the protest period for announcements and talking about peaceful protests, discussing demands and public action
- 5 on topical issues and event days like Mothers day, Rakhi, Diwali etc. talking about issues of violence and significance of the day
- 2 specifically talking about rape and death penalty
- 4 for campaign promotions and announcements

### Films<sup>13</sup>

- 9 on gender stereotypes.
- 7 on sexual harassment including 4 focusing on bystander intervention in case of harassment.
- 4 on issues of consent, control, and violence in intimate relationships.
- 2 on stereotypes associated specifically with body and body image pressures.

<sup>13</sup> Annexure 04 – list of films and descriptions



### USE AND DISSEMINATION

The dissemination of products created in the campaign was done through the campaign Facebook page and the direct on ground events. The posters and films have been the mainstay of the on ground action in Must Bol. The poster exhibition was used as a key campaign outreach by public display in many events. It was a great way to make passers by stop and take notice of the many messages that the posters carried.

Short films were a key strategy for connecting with young people in the campaign. Talking about relevant, experiential realities of young people, they found a direct and immediate connect with the audiences. *Kiski Kitchen*, *Chocolate* and *In the Name of Love* were used to discuss violence in intimate relationships and were used in trainings as well as public events. A popular format for generating interest and reaching a large number of audiences was to set



Poster Exhibition at a Public Event

up a small tent for conducting film screenings. The tent became an intriguing presence in any setting and people felt compelled to come in and check out what was happening. Many of the events used poster and other exhibitions as mainstays with the films playing in a loop in



the same space. There were always facilitators present to take up discussions about the posters and a feedback space for people to write in their responses.

The films and posters were also given to collaborators and youth groups working on GBV issues to use in their communities. Sets of relevant posters were also given to partners to use in their ongoing work. The films received very positive responses and many college clubs, gender and sexual harassment cells, partner organisations and youth groups asked for copies for use in trainings and outreach. They were also used by expert trainers and professionals connected with the campaign to work with young people on GBV.

The media products have been converted into usable sets available on the Must Bol website. The posters are curated into different sections and can be downloaded from the website. On the recommendation of the impact assessment team, a set of 40 films that were most used for training were selected for inclusion into a DVD for dissemination to education campuses, organisations working on gender issues and other citizen's and youth groups working on similar concerns.

### 3.5 ONLINE CAMPAIGNING

The Must Bol campaign was started with the objective of understanding the potential of social media for social change. The intention was to add value to the time young people spend on social media and use that space for creating a deeper connect with self and social realities.

Facebook was the main platform for engagement used by Must Bol. We also used twitter for specific and time bound campaign action. During this phase, we created a steady link between the online and the on-ground work of the campaign. Starting from the recruitment and engagement of volunteers to publicity for on-ground events and regular discussions, social media played a key role in the campaign's work.





## Recruitment Call for Core Group on Social Media

The Facebook page reached out to an average of 30,000-60,000 people a month through diverse posts, images and online actions. The page registered an average of between 4,000 users engaged monthly across the duration of the campaign.

Must Bol took up a series of online conversations through regular posts to highlight the selected theme and build a deeper understanding on key issues. During the follow up of the 16 December incident, we took up a number of calls for action on ground. We also used the page to call people to on ground spaces for deeper engagement through our public events, focused workshops and contests or online discussions.

A big challenge in the use of social media was the fleeting nature of engagement of some users. We had to be conscious of responding to regular users and engaging people over a period of time. The changing nature of the platform itself was also the cause of some uncertainty. We had to continuously upgrade our own knowledge of the platforms and suit the actions and work in the campaign accordingly.

The social media space was a key method of activating interest and increasing youth participation in dialogue and action against gender-based violence.



**Lets Talk**  
24 September 2012

#MondayMania Finish the sentence:  
what stops me from sometimes reporting cases of harassment is \_\_\_\_\_

**MUST बोल**  
ab bol nahin

**#MONDAY MANIA**

**FINISH THE SENTENCE**  
what stops me from sometimes reporting cases of harassment is \_\_\_\_\_

Unlike · Comment · Share    7 13 2

You, Vaishali Singh, Abhinandan Jain and 4 others like this.

**Anna M. M. Vetticad** ...because it is not a question of "sometimes". It happens SO OFTEN that if I were to report every instance of sexual harassment in my life, I'd have little time for anything else.  
24 September 2012 at 07:04 PM · Like · 2

**Anupriya Srivastava** There is only one reason : No WITNESS PROTECTION PROGRAM in India...  
24 September 2012 at 07:07 PM · Like

**Anupriya Srivastava** But that does not and will not stop me, but it does and will stop a lot of people...  
24 September 2012 at 07:07 PM · Like

**Aditi Sachdeva** 1. its frequency...  
2. societal pressure...  
24 September 2012 at 07:08 PM · Like · 1

**Henna Jain** its repercussions! what if i get attacked later on? of course the law of this country is incapable of protecting its people (unless you can buy it)!  
24 September 2012 at 07:37 PM · Unlike · 2

**Manak Matiyani** that people will laugh if i say i was harassed..  
24 September 2012 at 08:48 PM · Like · 1

**Grace Brooks** I've stopped because no one seems to care, and it's so often that I'd be talking about it all the time...  
24 September 2012 at 10:00 PM · Like · 1

**Grace Brooks** ...and it seems to make people uncomfortable, and I've even had friends say that I should take it as a compliment...  
24 September 2012 at 10:01 PM · Like · 1

**Nandini Rao** ... frustration! Will anything actually change??  
25 September 2012 at 12:19 PM · Like · 1



Chetan Bhagat talks about Deepika's role in the movie Cocktail. What do YOU think about it? #FilmyFriday

Link: [http://articles.timesofindia.indiatimes.com/2012-07-29/all-that-matters/32923106\\_1\\_indian-men-new-woman-life-partners](http://articles.timesofindia.indiatimes.com/2012-07-29/all-that-matters/32923106_1_indian-men-new-woman-life-partners)  
Recently, ... See More



Like · Comment · Share

75 26 32

Dhruv Arora, Abhinandan Jain, Avni Kaul and 72 others like this.



**Sucharita Sengupta** OMG has he really written this? His usual terrible linguistic skills are missing, and that makes me V.E.R.Y suspicious. Also, I don't like him making a laboured sales pitch for why a working woman is "useful".  
17 August 2012 at 11:23 AM · Like · 14



**Dhruv Arora** Sucharita, it is a surprisingly well written article with a decent stance. overall, if chetan bhagat has written this, i'm pleasantly surprised!  
17 August 2012 at 11:26 AM · Unlike · 3



**Sohini Bandyopadhyay** Well if this is really him.. I am not much bothered about the "useful" part.. Guess men need to see some "use" most of the time to realize what is more "important".. He being a man, probably was trying to make sense in a 'man's' language..! But I like the way he thinks and is trying to pump in some sense in today's double-standard typical Indian men..!  
17 August 2012 at 11:33 AM · Like · 5

**A discussion on gender roles in popular films**

## ENGAGING YOUNG PEOPLE IN DISCUSSIONS

The action on the Facebook page had dwindled at the start of the campaign because of a period of inactivity. The first step was to revive the action and renew user interest in the page. We used a combination of humorous, engaging and issue based posts to achieve this aim. Posts that used humour, and accompanied with mages were the most shared and calls for action also received a good response.

Apart from issue based posts and posting information, we also used a lot of topical issues and discussions that brought up gender issues. Films, news articles, current events and festivals were picked up to engage young people and add a gender understanding to ongoing debates.

Some of the key issues taken up consistently for discussion included bystander intervention in cases of sexual harassment, consent in interactions among young people, violence within intimate relationships and sexuality and identity.

Daily hashtags like #MondayMania or #TuesdayTrivia were used to engage people in fun and youth friendly ways. The idea was to develop the page as a space with which people are happy to connect and feel safe to share.

**Lets Talk** shared a link.  
21 August 2012

#TriviaTuesday: Did you know the Indian Women's Football team is ranked 52 and the Men's team is ranked at 165?



**52nd ranked Indian women's football team can teach men a lesson**  
[www.firstpost.com](http://www.firstpost.com)

While the men's team languishes in 165th, the Indian women's team, with a slow and steady approach is making its presence felt on the world stage.

Unlike · Comment · Share

24 5

2,462 people saw this post

Boost Post

Use of posters<sup>14</sup> and images was a key strategy and led to a lot of meaningful conversations and engagement with users. The posters connected with ongoing discussions and forced people to take notice of the ideas they expressed. This helped in maintaining regularity in the conversations and building the brand and ideology of the page.

The page used youth friendly language and idioms that young people could easily connect with. The subjects picked up for conversations were also close to young people's daily experiences.

Rakshabandhan is an Indian festival to celebrate the brother-sister relationship and bond and a brother's promise to protect his sister. We made a poster, wishing people on the festival, which also drew attention to how many brothers control and limit the autonomy of their sisters as "protectors" who are in charge. The poster received 50 likes and 44 shares, reaching over 5, people on facebook.



<sup>14</sup> Annexure 05 – examples of online conversations using posters.



## SPECIFIC CAMPAIGNS AND EVENTS

Must Bol ran specific time bound campaigns and specific to invite young people to share experiences and reflect on GBV. Many of these campaigns were in collaboration with other groups and organisations. Some of these were the online action as part of the Anti Street Sexual Harassment week (April 7-13) anchored by the Hollaback campaign<sup>15</sup>, the “Valentines day Tweet-a-Thon” on violence in relationships in collaboration with Gotstared.at<sup>16</sup> and The Alternative<sup>17</sup>. The online photo contest on the theme of ‘Freedom without Fear’ also generated a lot of action where people reflected on a theme that had become the anthem for the post 16 December citizen’s action. The contest received 109 entries and generated a lot of engagement through votes, discussions on the entries and on the theme. Three winners were announced, one by popular vote and two by a panel of judges from the campaign advisory group.



**Lets Talk** changed their cover photo.  
9 April

April 7th–13th is Anti-Harassment week, and Anyone, anywhere in the world can participate by 1) taking action in the streets on April 12 or 13 and 2) by taking online/other action throughout the week! More details at <http://www.meetusonthestreet.org/participate/>



“My name is not sweetie or hey baby but I think people call you ‘you’re under arrest’ for short.”  
-Poster text translation

Unlike · Comment · Share

37 1 16

Another collaborative campaign that we were part of was the UnManifesto campaign to make young people more aware and active in political processes. Anchored by the Youth Collective, the campaign aimed to reach out to young people to articulate promises they want to see in the election manifestos of their political representatives. Must Bol collaborated with this campaign to specifically influence the articulation of promises around freedom from gender based violence and issues of safety within the demands by young people. As part of the campaign, we organized a tweet-a-thon with other collaborators to bring attention to the issue of safety in public spaces and violence against women.

<sup>15</sup> List of partners - <http://www.meetusonthestreet.org/cosponsors/>

<sup>16</sup> [www.gotstared.at](http://www.gotstared.at)

<sup>17</sup> <http://thealternative.in/>



## CALLS FOR ACTION

Must Bol used social media platforms to connect young people's online engagement to on-ground action. Especially in the wake of the 16 December case, many young people expressed their frustration and anger on social media and sought opportunities to engage with the action more meaningfully. Along with adding a thoughtful perspective on the protests and public action, we also connected young people to opportunities where they could engage, learn and lead.

We regularly publicized our events and on ground actions on Facebook, inviting people to join.

This helped us increase the reach of the direct action and bring more people into the campaign's purview. It also gave us the chance to create a buzz around the issues being discussed at the events and use the insights from the online conversations in the on-ground actions.

We also posted regularly about events and protest actions organized by other groups to inspire and support collective action. Various citizens and organizational groups came together in the public action post the 16 December incident and relied on each other for support. Many of our core group members were at the forefront of these actions and connected back to the campaign with their experience of participating. We posted articles, photographs and experiences from these events online to inspire other young people to join the action.


**Lets Talk**  
 8 March

Happy Women's Day everyone! Recent incidents have still been very disappointing (8 rapes in last 24 hours in Delhi/NCR already), clearly showing how big this fight for 'Justice for Women' is!

We have a number of events happening in Delhi on 8th of March.. please go ahead..join them... make your voice heard! The events are:

- 10:30 am to 01:00 pm, launch of CLOSETHEGAP campaign (to fight gender inequality). Constitution Club, Rafi Marg. Nandita Das and Kiran Bedi will be the speakers. (<https://www.facebook.com/events/154772824681425/>)
- 11:30 am, Protest march to demand implementation of Justice Verma Committee report, Mandi House to Jantar Mantar (<https://www.facebook.com/events/342267212546507/?ref=2>)
- 3:00 pm, St Stephens College  
Reetika Khare talks on 'Economic Development in India and Role of Women'


**Lets Talk** shared Lets Talk's photo.  
 23 January

Must Bol will be at Deen Dayal Upadhyay College talking about Sexual Harassment tomorrow from 2-4pm! If you are around the space, we would love to see you there!



www.mustbol.in

Unlike · Comment · Share
 26
25

1,098 people saw this post
 Boost Post

## DEEPER ENGAGEMENT WITH CORE GROUP

Social media also became a space for deeper engagement and connect among core group members. Soon after the first workshop, one of the core group members initiated a closed Facebook page for the campaign team and volunteers to connect and converse with each other.

### Abhinandan Jain

Welcome to the Online Workshop of MustBol Core Group Guys and Gals

😊 Please add other members here...

14 October 2012

Like Comment

Seen by 42

You, **Vaishali Singh** and **Ishteen Kaur** like this.



Write a comment...



**Abhinandan Jain** created the group.

14 October 2012

Like Comment

Seen by 42

You, **Anuj Dhaka** and **Vaishali Singh** like this.



Write a comment...



The core group page became a space for connecting with each other, sharing the highs and lows of the campaigning experience and many logistical discussions for planning work in the campaign.

### Soumya Tejas

watever happened in these two days was very difficult to contain in the span of just 2 days.. n i dont know how long it will take to come out of this feeling these 2 days are leaving me with...

21 October 2012

Like Comment

Seen by 42

You, **Anuj Dhaka**, **Abhinandan Jain** and 2 others like this.



**Abhinandan Jain** I agree Soumya...

I feel this journey has not begun from Weekends, this journey has begun from "WE'AK"-Ends which we together and as an individual overcome and learn from...

21 October 2012 at 08:42 PM · Unlike · 4



**Durgesh Ojha** only after these two days i came to know myself better. and helped me in growth. rest growth will happen after i will resolve my lemons

21 October 2012 at 09:23 PM via mobile · Unlike · 3



Write a comment...



It also became the space for planning and working together to take up campaign actions and celebrating leadership endeavors within the group.

**Abhinandan Jain**

Do you guys need any change in the Parcha..??

Or should i give it for printing..??

Also please comment who are coming for Tuesday Gurgaon Parcha thing..??

14 April · New Delhi



Like



Comment

Seen by 38

You like this.



**Manak Matiyani** yes, need to know about tuesday.. who all are in?

14 April at 07:08 PM · Like



**Shubham Choudhary** In

14 April at 09:52 PM via mobile · Like



**Ankita Yadava** i'm in

14 April at 10:49 PM · Like



**Soumya Tejas** im in

15 April at 10:32 AM · Like



**Mohit Singh Rana** cant cnfrm. 😞

15 April at 10:34 AM · Like



**Vaishali Singh** Aashima Sharma, Jessica Jojo, Karan Mohan Prachi Pratan???

**Jessica Jojo**

**Shubham Choudhary** and **Soumya Tejas**, just saw the AUD pictures. It looked amazing. Yay you!!

22 March



Like



Comment

Seen by 40

You, **Soumya Tejas**, **Aashima Sharma**, **Abhinandan Jain** and 4 others like this.



**Shubham Choudhary** Thankyou 😊

22 March at 10:28 PM via mobile · Like



**Soumya Tejas** thanx jojo 😊

22 March at 10:29 PM · Like



**Vaishali Singh** yes proud i felt!! they were amazing!

22 March at 10:29 PM · Like · 3



**Aashima Sharma** yayay for both of you 😊

23 March at 09:14 AM · Like · 2

This page also became a space for sharing of reflections and experiences of campaigning. This helped the team and core group to energize each other and move forward with the whole team to take the campaign ahead.



### Saumya Mani Tripathi

Saumyeta Sumangalam came with us to parcha march today and it is her first experience of must bol and a campaign of this sort and here's what she had to say at the end of the day !

"Sorry ! I acted completely stupid along the day. It is just I need to balance my self. I live in very protected surroundings and which are very favourable to me. as most of my time goes on facebook the virtual world where my friends have almost same mindset on society etc as I have. My family also dont have men like these . My friends too are limited and places like pravah and world comics india I dont have to notice all this.

What happened today with me was that my shield broke. I faced the real word after long time and all those who came in touch to me were pervert . And on top of this I was not prepared to talk to them and was not ready with details of must bol and jagoree which lowered my confidence .

The cherry on the cake..... I have never been eve teased or something like that . But when that boy stared me I lost my control. It was the first time i faced something which I have heard from long and on the top of it I faced something exactly when I was raising my voice against it.

This world frustrates me. Dont know what to do. whom to talk. what to talk. Thanks to all of you for taking me along."

i reckoned we must share this with the group as this is what gets us to try harder and push further!

12 April · New Delhi 🇮🇳

Search for people, places and things

Home Post

# THE CHANGE HAS BEGUN

MustBol Core Group Members Events Photos Files

Write Post Add Photo / Video Ask Question Add File

Write something...

**Manak Matiyani**  
 Hey guys... we have a bunch of guests from the YP foundation, Tarshi, CREA, JAGori, MANzil, PRavah and other organisations.. Most importantly the core group members from last year... looking forward the the meeting.. lets put up a great show.  
**Shubham Choudhary, Soumya Tejas, Aashima Sharma, Jessica Jojo, Mohit Singh Pundir, Anuj Dhaka, Rini Singh , Durgesh Ojha**  
 about a month ago · New Delhi 🇮🇳

**About** 44 members

Closed Group  
 Discussion space for the core group of the Must Bol Campaign

Message · Invite by Email

+ Add People to Group

RECENT GROUP ACTIVITY See All

- protests against sexual assault(citize... 2
- Must Bol 2

Screen Shot of the Core Group Page on Facebook



### 3.6. SUPPORTING GBV FOCUSED LOCAL ACTIONS AND CHANGE INITIATIVES OF YOUTH LED GROUPS

Over the past three (3) years, Must Bol has engaged with a range of youth led initiatives across the country offering capacity building in undertaking youth centric GBV work, sharing materials and resources from the Campaign, co-designing local campaigns and collaboratively supporting change initiatives focused on young people. This has included our work with 11 partners during the 16 days of action against VAW in 2011 as part of the first phase of the campaign.

#### 5<sup>TH</sup> SPACE COLLABORATIONS TO SUPPORT GBV WORK BY PARTNER GROUPS

Alongside the current phase of the campaign, we extended longer-term support to six (6) groups between September to December 2012 to understand and apply the 5<sup>th</sup> space approach to GBV work among young people. We sought support from UNFPA Delhi for the same. Together the five (5) groups reached out to over 2,000 young people in diverse community settings including rural, urban slum, school and college going, raising key issues of GBV like sexual harassment on the streets and in schools, opportunities for education for girls and notions of masculinities. The Must Bol team engaged with their interventions and supported to strengthen strategic actions. A documentation of the whole process using pictures and comics was also prepared as a reference resource for youth groups.

#### SUPPORTING SOCIAL CHANGE LEADERSHIP AGAINST GBV

As part of the support to youth led local actions, Must Bol supported one team to be part of CYC's Changelooms Learning and Leadership Journey<sup>18</sup> (CL-LLJ).

**Katkatha**, a Delhi based youth group led by Gitanjali and Ritu, two spirited change leaders became a Must Bol supported participant of the CL-LLJ 2012-2013. Katkatha works with sex workers and their children in GB Road, Delhi's Red Light area. They are a new initiative primarily offering educational support and school linkage to the children, literacy and vocational training opportunity for Sex workers and a space for fun, sharing, friendship and development. Katkatha witnessed high enrichment through the CL-LLJ partnership. They used the thematic inputs to vision and re-strategise their organization, strengthen their team and volunteering engagement, they used mentorship inputs to strengthen their curricula and activities among the women. Through the year, they were able to connect with 31 brothels. The

'The story of on our amazing student Supriya (name changed), has been the most inspiring one for us. Her constant motivation to learn to read and write makes us struggle to make Kat- Katha the best place where she can fulfill her dream. Hence we all at Kat- Katha wake up every morning with a motivation of seeing Supriya and her friends. It is their constant endeavor that the girl who started with the sentence " I will never be able to read and write " is now reading a book on Mother Teresa. Seeing her reading so devotedly gives us strength to go on and work harder for fulfilling the unfulfilled wish of many Supriya's living in dingy, dark brothels of GB road.'

--Katkatha's final Report July 2013.

<sup>18</sup> Changelooms is CYC's flagship programme offered jointly with Pravah as a yearlong journey for youth leaders of social change initiatives from across the country. The Journey supports change leaders through intensive learning inputs, platform for exchange with other youth leaders, intimate mentorship and an annual financial grant.

key engagement with the sex worker women is through brothel visits and spending time with them. However about 25 women have become regular visitors to their vocational training 'sewing' classes and about 15 come to the literacy classes. Katkatha identified about 100 children in the community and most of them are out of school. They run a drop in center with customized educational inputs for all children, about 15 children have become regular.

Katkatha also reached out to volunteers through colleges and other spaces and invited them to engage with the initiative. Over eight (8) volunteers have regularized their time and contribute regularly to teaching learning, administration and mobilization activities.

The biggest success was the involvement of sex workers from a brothel, which has a very high load of customers and also a young crowd of sex workers.

For the Must Bol campaign, this was a special GBV intervention venue and many of the Must Bol core group members have engaged with the Katkatha group. Two of them have regularized their time by contributing to their research agenda and teaching learning respectively.

#### SHORT TERM PARTNERSHIPS WITH CONNECTED YOUTH GROUPS:

In the later part of the project cycle, we invited four (4) youth led groups, three (3) of whom had been part of the CL-LLJ 2012-2013 and another close partner organization to continue and strengthen their engagement on GBV issues through partnership with Must Bol. All four of them have been part of earlier Must Bol campaign engagements.

All of them shared excitement to use the opportunity in undertaking a process of building GBV understanding through skill building workshops among young people that help them create audio visual materials and use them for campaigning among other young people. We supported them with short-term grants for material development and campaign activities on GBV. Through 4-month partnerships the following developments emerged:

1. **Safe Safar, Lucknow:** Based in Lucknow, UP, Safe Safar is a youth led campaign for Safety in Public transport. They have developed a unique model by working with women commuters (primarily college going students) and auto drivers( shared autos are the primary mode of transport and characterized with a lot of harassment ) and youth volunteers in the city. Through the Must Bol partnership safe Safar held a 8-day 2-phased film making training including volunteers from the city creating four (4) short films on safety and masculinities issues. 16 youth participated in the workshop. They used the films in volunteer orientations reaching over 45 youth and plan to take it to larger audiences. The films have been included in the Must Bol anthology.
2. **Prantakatha, Kolkata:** Prantakatha is a youth group evolving itself as a 5th space for young people to connect with their own selves and examine social reality around them. They work with a network of 25 organisations working on trafficking in West Bengal. They organized a 6-day filmmaking workshop to showcase the work of the youth, including 25 youth, many of them from vulnerable backgrounds. The workshop became a safe space for sharing their own stories of experiencing and witnessing GBV, and rendering them to film. They organized a large-scale outreach event in collaboration with the American Centre, Kolkata reaching 130 youth.

3. **Alfa Education Society, Udaipur Rural:** Alfa education society is a youth development intervention with the young people of Karawada village and five (5) tribal villages in the border block between Rajasthan and Gujarat, the region is communally sensitive and they are facilitating active citizenship for greater equity and peace. Alfa has been a Must Bol partner through all the previous cycles. One of the challenges they have been facing in their work is the participation of girls given a rural and Muslim conservative background; as a strategy they organised a girls only workshop on gender and skill building in Photography. Twelve (12) girls participated in this 4-day exercise and emerged with sharp expressions of the gender divide in their photographs. It brought out the girls' questions and commentary on their daily experience. The photographs were then exhibited along with film screening discussions on GBV issues among young people, reaching another 200 youth.
4. **Pravah Jaipur Initiative, Jaipur:** PJI is an extended initiative of Pravah offering a 5<sup>th</sup> space to young people with special interventions for youth in the 'self to society' framework. PJI organized a workshop on story boarding with volunteers with film skills. A Must Bol Team member facilitated this. The workshop brought out significant gender experiences. This was made into three (3) short films, which have been used in subsequent sessions in schools and at the PJI center among young people.



**Some of the Images Captured by Girls in the Workshop Organized by Alfa Education Society**

## 4. Impact

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

We reached out to a large number of people online and on ground and demonstrated the need for youth specific and youth led interventions against GBV. We collaborated with a range of organisations, individuals, institutions and youth groups to bring together many efforts into a unified voice against violence. In the process, we also impacted the culture of these groups, enhancing an awareness of gender realities and sensitivity to violence and marginalization on the basis of gender in their contexts and work.

Our direct work with young people was based on the notion of personal stories coming together to reflect a social reality.

Drawing from this, our theory of change highlighted personal reflection and action as the key to building collective energy and asked audiences to look inwards and change themselves to impact the world around them.

### 4.1. KEY OUTCOMES

The impact of the Must Bol campaign can be assessed in two ways. One is the direct work of the campaign in training youth and creating resources, outreach and developing methodologies to work on GBV issues with young people. The other significant impact is to highlight the need for young people's GBV concerns to be addressed and impacting a shift in the spaces that young people inhabit to become more aware and responsive to these needs.

**A THEORY AND PRACTICE FRAMEWORK FOR FACILITATING YOUTH LEADERSHIP AGAINST GBV:** The curriculum brings together theoretical approaches along with training guides and methodologies used to work with young people to develop their skills, perspective and leadership abilities. Available as a read resource, the curriculum allows other groups and organisations to benefit from the experience of the Must Bol campaign.

**A CADRE OF YOUNG PEOPLE WHO ARE AWARE AND EQUIPPED WITH THE KNOWLEDGE TO LEAD ACTION AGAINST VIOLENCE:** The campaign took up intensive training work as well as on ground actions with 26 young people who have stayed with the campaign through the year. Overall, 35 people were connected with the campaign as core group members at different points. A training phase consisting of intensive learning on GBV as well as campaigning, self and leadership was followed by an experiential engagement with public action and change processes to develop their all round leadership abilities. This group also included young people leading social change interventions in different parts of the country as well as marginalized youth working with active youth groups created and anchored by other organisations.

This group of young leaders had an articulated interest in working with other young people to highlight and take action against GBV. The campaign processes enabled them to develop



skills and perspective for the same. The campaign has impacted the future choices of many of these leaders.

**IDENTIFICATION OF KEY YOUTH RELEVANT GBV ISSUES AND STRATEGIC PLANS AND RESOURCES FOR ACTION ON EACH:** The campaign identified pertinent issues of GBV most relevant to young people's lives in a consultative process with a core group of young people. Sexual harassment in Public places, especially on campus; issues of control and consent in relationships among young people; the lack of spaces to talk about issues of sexuality and violence; and violence caused by stereotypes of gendered behavior emerged as key thematic areas in the campaign. The campaign also developed strategic plans for on ground and online work on these issues including resources like films and posters, workshop designs and interactive formats for engagement.

**AUDIO-VISUAL RESOURCES TO ENGAGE YOUNG PEOPLE ON ISSUES OF GBV:** Led by the core group and other youth, 22 short films and 40 posters highlighting different key thematic areas were created in the campaign. These were used both online as well as on ground to generate discussions and connect with young people to talk about GBV issues. These resources are available in the form of a tool kit for use by other facilitators or groups working with young people on issues of GBV with youth.

**OUTREACH THROUGH ON GROUND ACTION AGAINST GBV LED BY YOUNG PEOPLE:** Must Bol actively



worked with young people on ground and online throughout the year. A total of 34 on ground actions were taken up reaching out to over 3800 young people directly through a mix of intensive as well as large public actions. On ground action included workshops, film screenings, discussions, public awareness campaigns and exhibitions and the online action primarily used Facebook, using regular posts, audio-visual resources and specific campaigns and contests to engage users.

**SPECIFIC YOUTH CENTRIC DESIGNS FOR ENGAGEMENT ON GBV CREATED:**

The designs for engaging people in the campaign action as well as learning processes were specifically tailored for young people. The language, resources and formats for intensive workshops, large public events and discussions were developed keeping in mind the objective of addressing youth centric issues with a young audience. Must Bol received a lot of appreciation for addressing this specific area within gender work. Many of these designs are part of the curriculum and are available for others to access and use. The campaign also brought a sharp focus on young people within gender work and

**OUTREACH AND ENGAGEMENT WITH YOUTH ON SOCIAL MEDIA:** Social media campaigning achieved an average reach of 35,000 impressions per month through strategic online campaigning. Using a mix of strategic like regular posts, quizzes and opinion polls, films and posters and contests. The campaign reached out to a regular face base of over 32,000 users. Some of the posts including certain films and posters received over 200 shares and reached

over 20,000 people. The regular use of social media demonstrated the potential of the medium for GBV work. The campaign also brought together the social media and on-ground work, particularly in the responses to the 16 December incident in Delhi. We were also successful in bringing people from the social media conversations into on ground action. Many of the core group members were attracted to the campaign by seeing the social media work and connecting with us online. Others wrote to us on facebook to reach out and invite the campaign into on ground action spaces on campus.

**CREATING PARTNERSHIPS TO STRENGTHEN THE ACTION:** Must Bol took up strategic partnerships to strengthen the commitment to work against GBV across the board. We collaborated with



different departments over 10 educational institutes in three universities based in Delhi. We also engaged with 40 youth leaders working on diverse social change initiatives to develop deeper understanding of GBV issues, working with 5 such groups through focused partnerships. We There was specific and time bound engagement with young leaders and groups leading change interventions on issues of GBV to create audio visual resources and build abilities to facilitate a dialogue and action on GBV with young people. This engagement reached out to diverse communities from marginalized communities including rural use, young people in red light areas in cities, as well as urban college going young people working on issues of sexuality and identity. Collaboration with other campaign's against GBV like One Billion Rising, the Anti Street Sexual Harassment week and Jagori's Safe Cities campaign helped us build a unified response against violence and build a focus on youth work and voices within gender work.

**REFLECTIVE YOUTH ENGAGEMENT IN PUBLIC ACTION:** While working strategically on these issues, the campaign also geared itself to respond to emerging situations, particularly the 16 December incident of gang rape and torture of a young girl in a public bus and the protests and citizen led action that followed. Sexual harassment and an examination of the sexist culture that leads to harassment, victim blaming and cyclic violence was a major area of work within the campaign. Must Bol was also an active public voice, aligning itself with other feminist and progressive voices on issues of death penalty, punitive action and the need to examine deeper causes of violence. The engagement with young people and their participation in public conversations and platforms including the media helped in bringing structural and deep set issues into focus instead of measures for stop gap and immediate pacification of public sentiment.

### RECOGNITION OF THE NEED FOR SAFE SPACES FOR DISCUSSIONS WITH YOUNG PEOPLE ON CAMPUS:

Must Bol has been one of the most active campaigns working with youth on campus in Delhi over the past two years. We have worked in close partnership with teachers and students to build recognition of the need to address GBV issues within the education system. We are now able to see the impact of our work in terms of the growing demand for campaigns like Must Bol in campus events. Teachers and students reached out to the campaign not only to take up stand-alone events but also to participate in the orientation and other regular campus processes. Compared to two years ago when we had to struggle to get even short sessions to speak with young people on campus, this seems like a long journey traversed.

**FOCUS ON WORKING WITH YOUNG MEN IN THE DIALOGUE AGAINST GBV:** The decision to work with an equal ratio of men and women in the campaign was crucial and significant in our work. We also consciously decided to work to build an understanding of masculinities and its link with violence and gender instead of approaching men as instruments of bringing in gender equality. This perspective was many times in opposition to large public campaigns that many times re-affirmed gender roles and behaviors by calling to men to be protectors and guardians of women's honour. Must Bol consciously moved away from this point of view, calling on men to introspect and also understand their own socialization and position within patriarchy. The campaign worked with a large number of men to understand as well as work with men and boys. We also advocated for this point of view with partners and through public events and discussions on masculinities, calling for a paradigm shift in looking at men's experiences and violence against women as a consequence of the social sanction to dominant masculinities.

**was a place inside my heart**  
**shame**  
conversations about sex, sexuality and the body.

**UNPACKING MASCULINITIES**  
An exhibition based on Rahul Roy's *A Little Book on Men*

**WHEN?**  
11th Sept 2013, 09:30 AM to 06:30 PM

**WHERE?**  
School of Planning and Architecture, Delhi

www.mustbol.in  
www.facebook.com/DelhiYouth

Poster for Daylong Event On Masculinities at School for Planning and Architecture



## 4.2. EXCERPT FROM THE MUST BOL IMPACT ASSESSMENT<sup>19</sup>

Evaluators: Renuka Motihar and Kamini Prakash

- Must Bol has created a safe and much needed space for young people to discuss sensitive issues around gender, sexuality, relationships and gender – based violence.
- It was able to respond to an event (such as the 16<sup>th</sup> December gang rape) and convert it into a learning opportunity so that participants could reflect on their own attitudes and behaviours and also start understanding violence through a structural approach instead of seeing it in isolation.
- It has successfully brought together the youth and GBV agendas and given voice to young people's experiences of GBV.
- It has developed an effective peer-to-peer model to reach out to young people. Core group members speak the same language and can relate to their peers.
- While most GBV programmes work with women, Must Bol is unique in that it has focused on masculinity and its linkages with violence. It has reached out not only to young women, but also men and facilitated dialogue between them on GBV, including how GBV impacts both women and men.
- The Must Bol brand has been effective and consistent. It is recognized today as a youth – led campaign for young people and a valuable resource on youth perspectives on GBV issues. The on ground action programmes created a demand for more Must Bol activities in colleges and other spaces.

## 4.3. REFLECTIONS BY YOUNG PEOPLE CONNECTED WITH THE CAMPAIGN

"My father always used to tell me to be more lady like. Now I can tell him that I am fine with myself and my body."

"It was the first time I put myself in another person's shoes and saw it from their perspective. It made me look inside myself and question my conditioning and prejudices."

"In school I was bullied and always felt isolated. Today, I have access to a large network of people in whom I can confide"

"I never used to intervene when my friends harassed women. But recently, when my friend was staring at a girl, I told him to stop and explained why. Today he tells his friends why sexual harassment is not cool."

"I never had a clue about girls and their feelings. They were always an enigma. Now I understand them better and they even come home."

"I never could say no to my partner – even in physical matters. Now I can."

<sup>19</sup> Annexure 06 – Impact Assessment Report

#### 4.4. CAMPAIGN DELIVERABLES

While we took up concrete work on all areas outlined in our partnership with Partners for Prevention, there were also some shifts and changes as the campaign continuously responded to emerging situations and realities. The achievements of the campaign vis-à-vis the targets we had set for ourselves at the beginning are outlined in the table below.

Project Deliverable	Campaign Outcomes in Current Cycle
40 new short films on GBV	<p>A total of 22 films were made in the duration of the campaign. We had hoped to complete 40 films but could not achieve that target owing to various reasons.</p> <p>The need for on ground action and engagement post the 16 December incident in Delhi was given primacy by the Must Bol hub, advisory and core group. As detailed earlier in the report, the campaign took up a lot of on ground action in the period of unrest and widespread protest following the incident. The filmmaking trainings and creation process was delayed and started at a much later point in the campaign than planned.</p> <p>To keep up the media production and resource creation agenda in the campaign, we created over 40 posters, 25 of which are being curated on the website as available media resources. This was in part, also owing to a shift in the nature of social media conversations where posters became more effective tools of conversation and spreading a message. There has been a big demand for the Must Bol posters from partners as well as various youth spaces where the campaign took up actions.</p> <p>Some films also had to be rejected, as the quality and perspective were not up to the mark. This was a challenge in working with volunteer filmmakers who are making their first forays into filmmaking. With a lack of time, this also took a toll on the number that was achieved.</p>
35 Actions – 25 on ground and 10 online to engage young people on GBV issues.	<p>Must Bol could take up 34 on ground actions in diverse venues in Delhi and in select partner locations. These reached out to over 3500 people and were documented as part of ongoing reporting. They were also linked with our social media work and publicized and highlighted online.</p> <p>We also took up 10 concrete social media actions that have been listed as part of the report.<sup>20</sup> The campaign maintained an outreach of between 30-60,000 users per month through the project duration.</p>
25-30 young people equipped with skills	The campaign worked with a core group of 28 young leaders consistently through the project cycle. Additionally, it reached out

<sup>20</sup> Annexure 07 – List of Online Actions

and perspective on GBV issues.	to location partners who received continuous support and received learning inputs as well as resource support from the campaign.
Strategic plan for achieving virality with at least one short film in the campaign and a demonstration of the same.	<p>We could not take this up as a separate agenda in the current project cycle. The campaign worked with the learning and strategies on virality detailed in the social media manual created in the first cycle of the campaign. Both the Impact Assessment report and the Project End Report capture some of the successful social media initiatives that achieved virality in the duration of this project.</p> <p>We are also attaching a small note written by a core group member, describing three instances of virality.<sup>21</sup></p>
Curriculum for facilitating youth leadership against GBV finalized and published on the web.	The curriculum has been finalized and annexed with the report for finalization. It will be uploaded on the web after completion of the reporting process.
Documentation of experiential learning on social media campaigning for GBV prevention.	Reported periodically as part of regular project documentation and reporting along with learning and challenges with regard to social media work in the campaign.
Project End Report	Completed and submitted
Anthology of media resources addressing GBV issues faced by young people.	<p>We have produced an anthology of 40 films addressing diverse youth relevant GBV issues made by young people in the three years of campaigning covering two cycles of the Must Bol campaign. 19 films from the current cycle are part of this selection, which is geared for training purposes and includes some of the best films produced in the campaign.</p> <p>Additionally, a set of 25 posters on similar themes has been finalized and made available on the campaign website for use by interested stakeholders.</p> <p>The anthology also includes a small “How to Use Guide”<sup>22</sup> which compiles together descriptions and suggestions for usage of each film and a note on Must Bol’s strategy of using short films for campaigning.</p>

<sup>21</sup> Annexure 08 – Campaigner’s Note Capturing Instances of Virality

<sup>22</sup> Annexure 09 – How To Use Guide with Anthology



## 5. Challenges

### 5.1. FACILITATING YOUTH LEADERSHIP

- Convening young people from diverse backgrounds and education institutes together was a significant challenge. Arriving at consensus for dates and timings was sometimes impossible and many aspects of the trainings had to be shortened or repeated for different people.
- While the campaign provided multiple avenues for engagement, there was a limited amount and diversity of engagements that could be supported. Sometimes it was not possible to create avenues to follow all the diverse interests and some people felt that they could not contribute optimally.
- The campaign was largely dependent on core group members taking leadership, which was difficult to sustain throughout the life of the campaign. We had to keep in mind their multiple engagements and the primacy of other concerns in their lives and accept that the team would have to offer backup and leadership to many processes.
- The lack of time also meant compromising on certain processes that in hindsight seem crucial. We missed out on creating sufficient informal interaction and fun spaces for the core group members to connect as friends across their own prejudices and borders. While this could be achieved towards the end of the campaign, seeing the positive results reaffirmed the need for doing this from early on in the campaign.
- The transitions of the core group members to other life stages, including into the professional sphere or to different education endeavors created a difficult situation for sustaining the entire group throughout the life of the campaign.
- A key learning as to include more students from the junior classes as their continuity on campus became an asset for the smooth continuation of the campaign.

### 5.2. SUSTAINED AND CONTINUOUS CAMPAIGN ACTIONS

- The uncertainty in the campus schedules and the changes in the education system posed a big challenge. The new system came with a full calendar and we realized that the campaign cycle did not align with the campus schedules. This meant re-aligning some of the campaign's work as well as periods when action was severely limited. Our spread to universities other than the Delhi University was effective in giving us a larger number of sites that were responsive during different periods, making continuous action possible.
- We also realized that Facebook as a platform had become geared for marketing and product-oriented work and not for social action. The changes included the limited reach of the posts on our page even within our fan base and we had to boost reach through payments for promoting posts. This was not kept in mind while budgeting the campaign.
- Team transitions also hindered smooth continuity of the work on all agendas. The campaign team required a specific and technical skill set, which made new recruitments time consuming and difficult. We were able to tide over this issue through partnerships with other groups for online as well as on ground actions.
- Formal partnerships with education institutions have been a continuing challenge in the campaign. While the university system had room for bringing the issues into the

curriculum and student activity plans, the scope was fairly limited and dependent on the initiatives taken by individual teachers. We invested time and effort in building long term relationships with teachers in different institutes but formal partnerships required a lot of paperwork and systems management which neither the campaign, nor the teachers were able to follow up. The alternative was to make ourselves available as per the needs of the institutions and build a relationship that enables us to influence long-term change in the culture of certain campuses where we worked actively over a long duration.

### 5.3. DEVELOPING A FEMINIST AND POLITICAL UNDERSTANDING OF VIOLENCE

- While the responses to the 16 December case activated a lot of action and created a ready climate for affecting change, the campaign had to contend with many voices that reaffirmed patriarchal notions while talking against violence. Two large-scale media campaigns targeting men actively positioned men as protectors of women's honour. They also subscribed to and used notions of dominant masculinities to call men to action. On the other hand, Must Bol spoke about re-examining the patriarchal system and its inherent sexism. Our call was for a reinterpretation of masculinity. This was not always easy, especially in the face of large-scale campaigns backed by popular celebrities that put forth different points of view.<sup>23</sup>
- Maintaining a focus on introspection and individual action in a climate that continuously looked outwards and pinned responsibility on the government, the system or the law enforcement agencies was not easy. The resistance to claiming responsibility was clear during the leaflet campaign that asked people to recognize and challenge their own everyday sexism. While there was in depth work on building the significance of this perspective with the core group, it was not always easy to facilitate this in public conversations, which were sometimes short and quick.



A Core Group Member at a Public Protest

<sup>23</sup> An article responding to one such campaign - <http://www.sunday-guardian.com/artbeat/the-new-man-veils-his-patriarchy-and-then-markets-it-as-awareness#.UmTpYj3X2hc.facebook>

## 6. Forward Directions: Sustainability and Future Progression

Towards its closure, the campaign took up processes to ensure sustainability within the other ongoing work at the Youth Collective. There was specific team development and visioning work with members of the Must Bol team and advisory in collaboration with Pravah, a close partner organization of CYC. Working with other youth facilitators, they took the Must Bol campaign agendas and resources to explore partnerships across organisations and programs and also brought significant learning for continuation back to the campaign.

While many members of the core group transitioned to other educational or work related endeavors, many remained in Delhi and active with the campaign. The campaign took up various reflection and group processes to ensure a completion of their leadership experience and made the resources available to the core group members to take Must Bol to any space where they participate. A series of core group meeting culminated in an event hosted by the Must Bol core group members to present the campaign to other young people working on issues of GBV in Delhi based organisations. Many of our partner organisations and volunteers from other programs attended the event, which also included a conversation with activists and development professionals Suneeta Dhar and Gautam Bhan. The event offered an effective and positive closure to the core group journey with many expressing their willingness to take on the campaigning agenda to other spaces where they participate. It was also heartening to see the core group members connecting directly with other young people desirous of inviting the campaign into their campus spaces and the plans to use the campaign resources and experience to carry this work forward.

The Must Bol campaign has also influenced the larger work of the collective on creating active citizenship. The UnManifesto campaign is taking on the work of reaching out to young people on issues of gender specifically to ensure the primacy of this agenda in the youth led manifesto of demands. Within this campaign, Must Bol reached out to a network of organisations and groups working on gender issues to take this agenda to a large and diverse youth audience and place it squarely in the forefront of development challenges that political processes must address.

As we move towards the closure, the compilation of our yearlong experience is offering a rich learning and wealth of experience from our successes as well as failures. In that, Must Bol has definitely been able to register an impactful presence and bring together many organisations and diverse work happening with young people. The resources and the campaign experience captured in this and many other reports are available for reference to any other individuals, groups of organisations who are interested in working in this field. Closure discussions in the team and advisory space were right in reflection and indicated a need to revision the campaign to work in a more specific manner with some forethought into the emerging needs within this sphere of work. Financial support and building effective work for future are challenges that any initiative must face at such a stage but we hope that the campaign experience gives us at CYC and others to make their work with young people and their work on addressing GBV more effective, engaging and impactful with this knowledge.



## 7. List of Annexures

1. Annexure 01 – Leadership Curriculum
2. Annexure 02 – List of core group members
3. Annexure 03 – List of on-ground actions with details
4. Annexure 04 – List of films and descriptions
5. Annexure 05 – Examples of online conversations using posters.
6. Annexure 06 – Impact Assessment Report
7. Annexure 07 – Summary of Online Actions
8. Annexure 08 – How To Use Guide for Anthology of Media Resources