

Honour and Prestige: The influence of social norms on child marriage and intimate partner violence in Karnataka, India

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A multi-layered intervention, aiming to increase the proportion of adolescent girls who:

- enter formal secondary education (around 12-13 yrs)
- complete 10th standard (around 16 yrs)
- delay marriage until after 10th standard
- delay their sexual debut until after 10th standard

Theory of Change

Project Samata proposes that

- reducing negative gender norms in adolescent girls and boys - -
- building girls' sense of agency, confidence, self-esteem, voice, leadership, decision-making;
- improving girls' academic performance in school;
- developing appreciation of the value of girls' education within their families;
- reducing families' economic dependence on girls' labour within the home and outside; and
- strengthening their schools' capacities to be responsive to girls' needs and supportive of their success

will in combination reduce the drop-out of girls from school and delay their marriage.



Project Period: 2014 to 2018

Implemented by KHPT in Bijapur and Bagalkot districts (rural areas with high proportion of SC/ST population)

- 3600 adolescent SC/ST girls,
- 1800 families in 119 villages, and
- 190 schools (69 HS & 121 HPS)



Project Period: 2015 to 2018

Implemented by KHPT in 47 villages in Bagalkot district (rural areas with high proportion of *devadasi* sex workers)

800 FSWs and their intimate partners

Aims to reduce partner violence and increase condom use in the intimate partnerships of female sex workers

Intervention Design

Female Sex Workers : Participatory reflection sessions; development of safety plans; leadership building; 24 hours violence support; counselling support; linkages to health care and commodities

Intimate Partners: Regular one to one sessions; group reflection workshops; training male champions; couple events; linkage to services

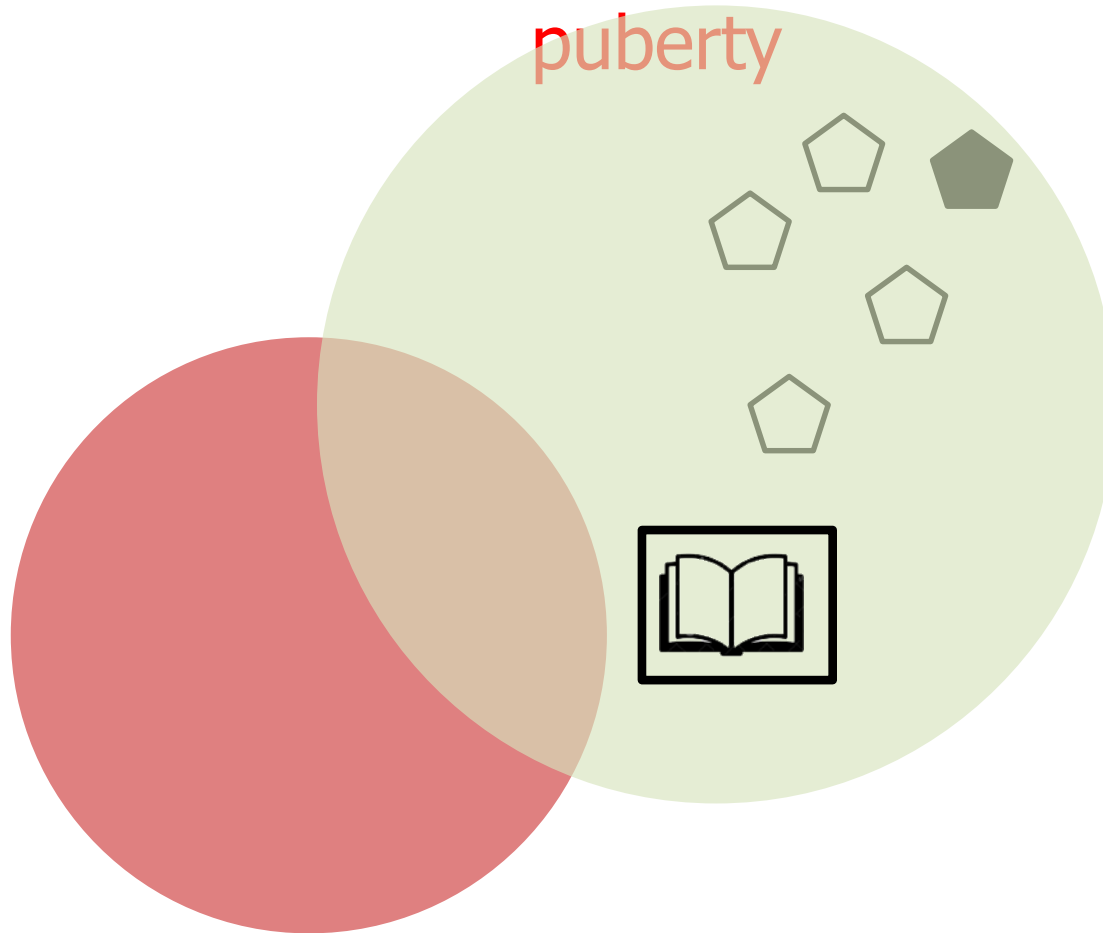
Community: Community dialogue, street plays, folk shows and stakeholder meetings, community advocates

Community based organisation: Capacity strengthening of CBO board, crisis management teams , district level advocacy, networking and alliance building

FINDINGS

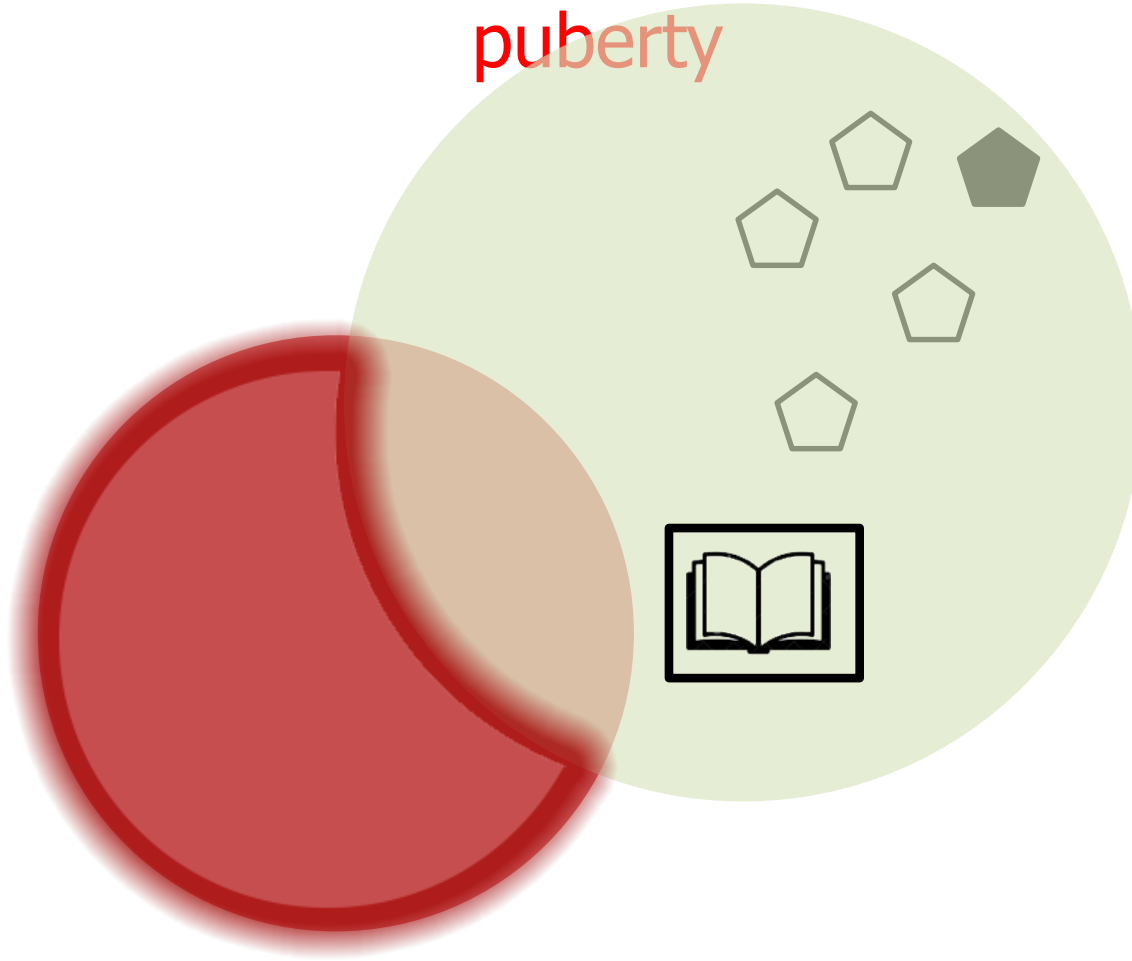


Family Honour and Child Marriage: mobility pre- puberty



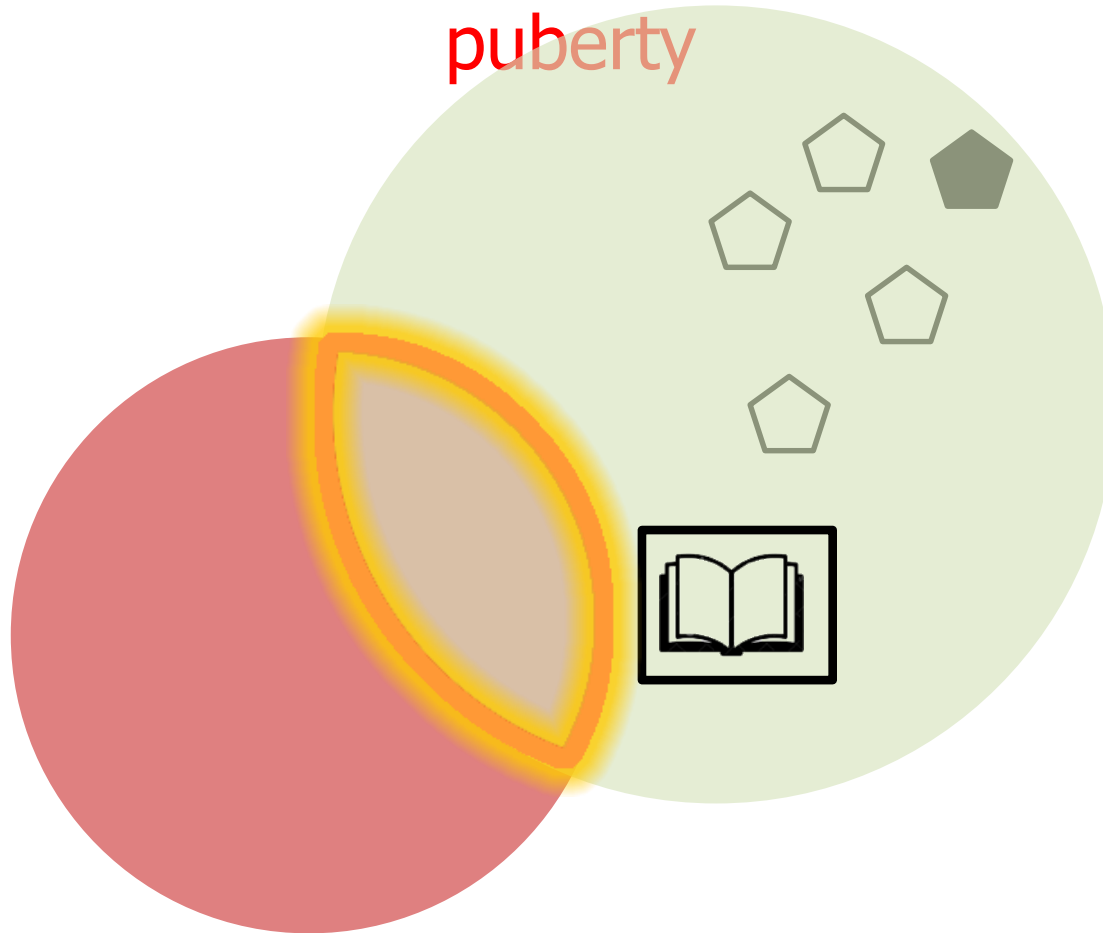


Family Honour and Child Marriage: mobility pre-puberty



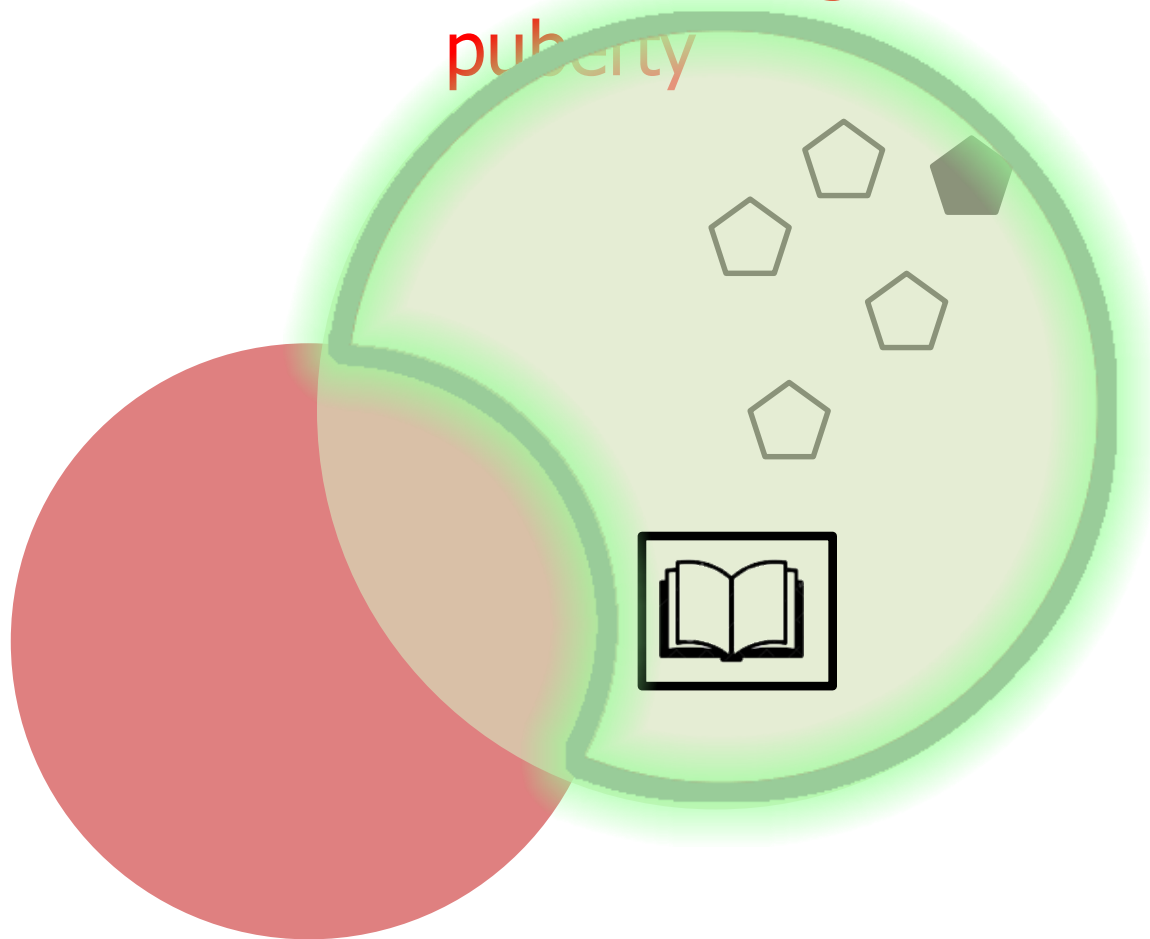


Family Honour and Child Marriage: mobility pre-puberty



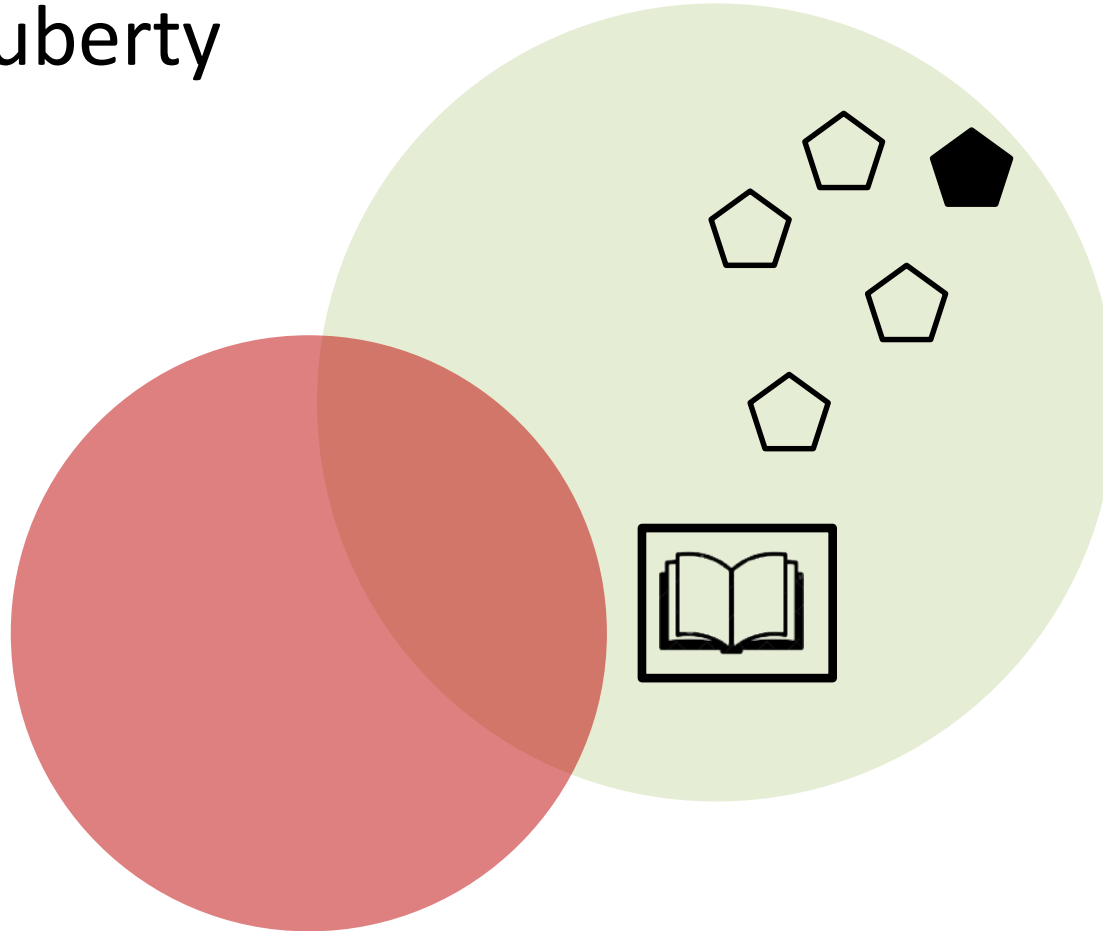


Family Honour and Child Marriage: mobility pre-puberty



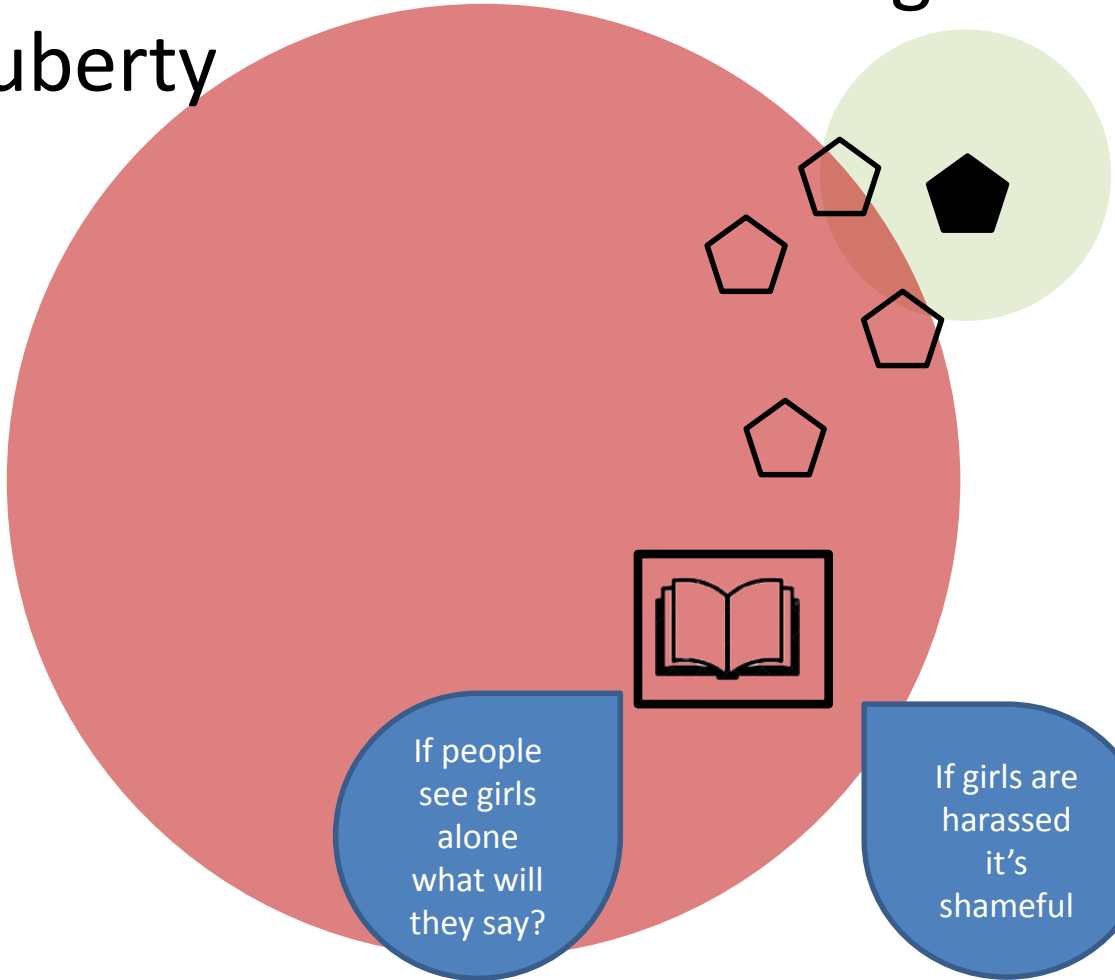


Family Honour and Child Marriage: mobility post-puberty





Family Honour and Child Marriage: mobility post-puberty



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Family Honour and Child Marriage

Social Norm 1

- Respectable girls don't take part in (either active or passive) romantic or sexual activities before marriage;
- People disapprove of girls who are seen in situations that might potentially suggest they are engaging in (either active or passive) romantic or sexual activities before marriage

Social Norm 2

- Parents don't let their girls out after 12
- People disapprove of parents who let their girls out after 12



Samvedana Plus discussions



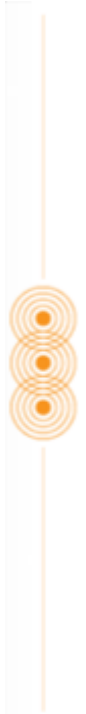
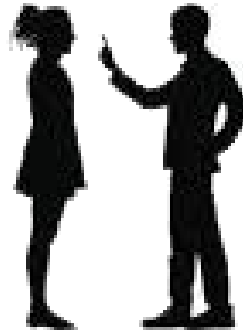


Samvedana Plus discussions



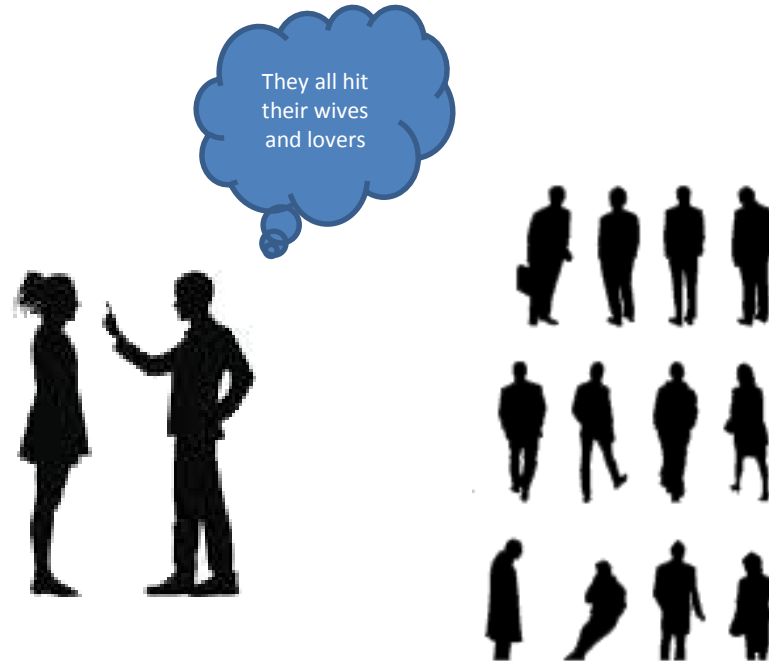


Prestige and IPV



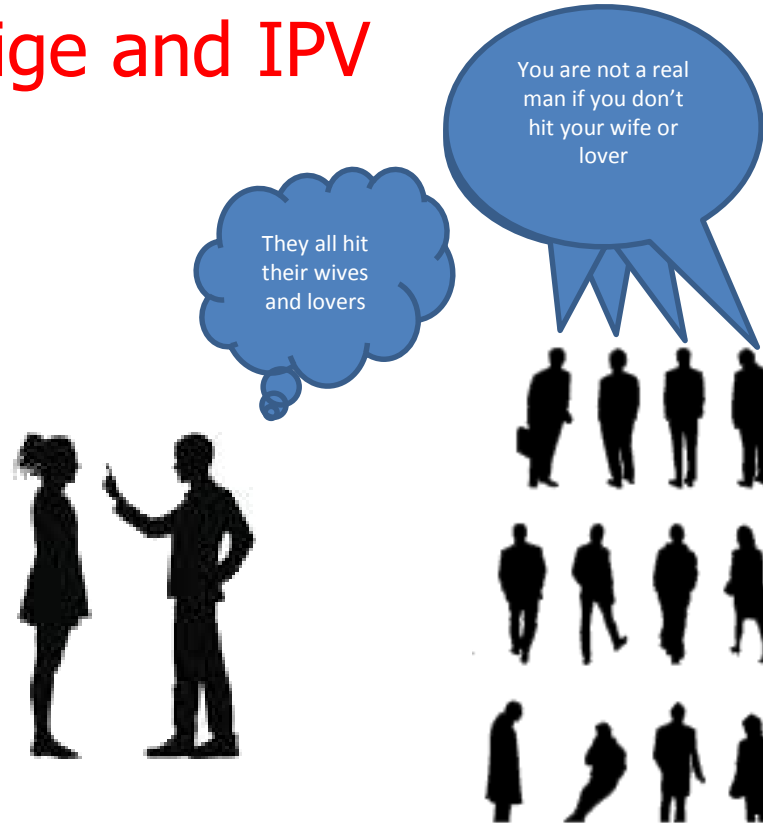


Prestige and IPV





Prestige and IPV



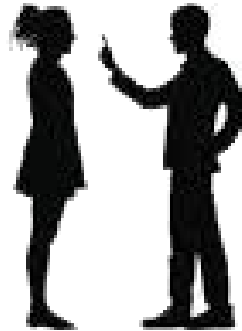


Prestige and IPV

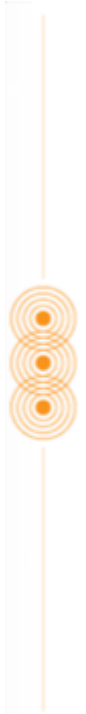


They all pretend their relationships are perfect

They all hit their wives and lovers



You are not a real man if you don't hit your wife or lover





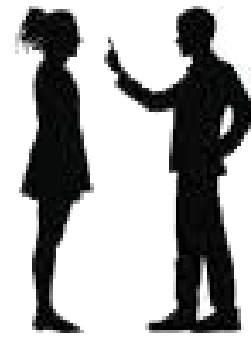
Prestige and IPV

It's your fault if you can't manage your relationship well enough and he hits you

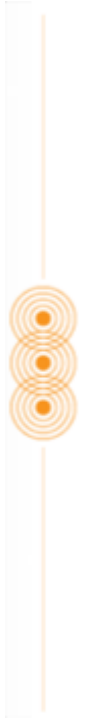


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Prestige and IPV

Social Norm 1

- Women don't complain about violence – they deal with it
- FSWs disapprove of a woman who talk about violence and say it's her fault if she's beaten, call her weak or incapable of managing a relationship.

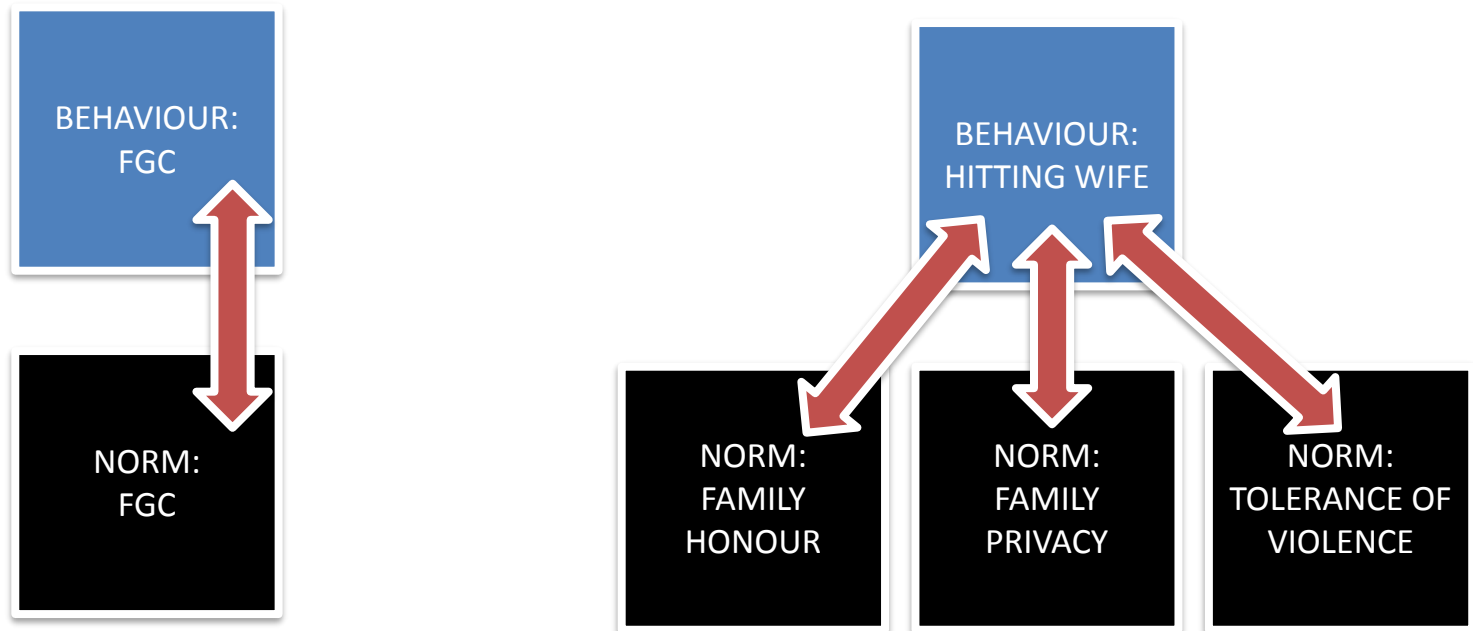
Social Norm 2

- All men hit their wives or lovers
- Men disapprove of a man who's not brave enough to beath his wife or lover when she deserves it.

THREE IMPORTANT LEARNINGS

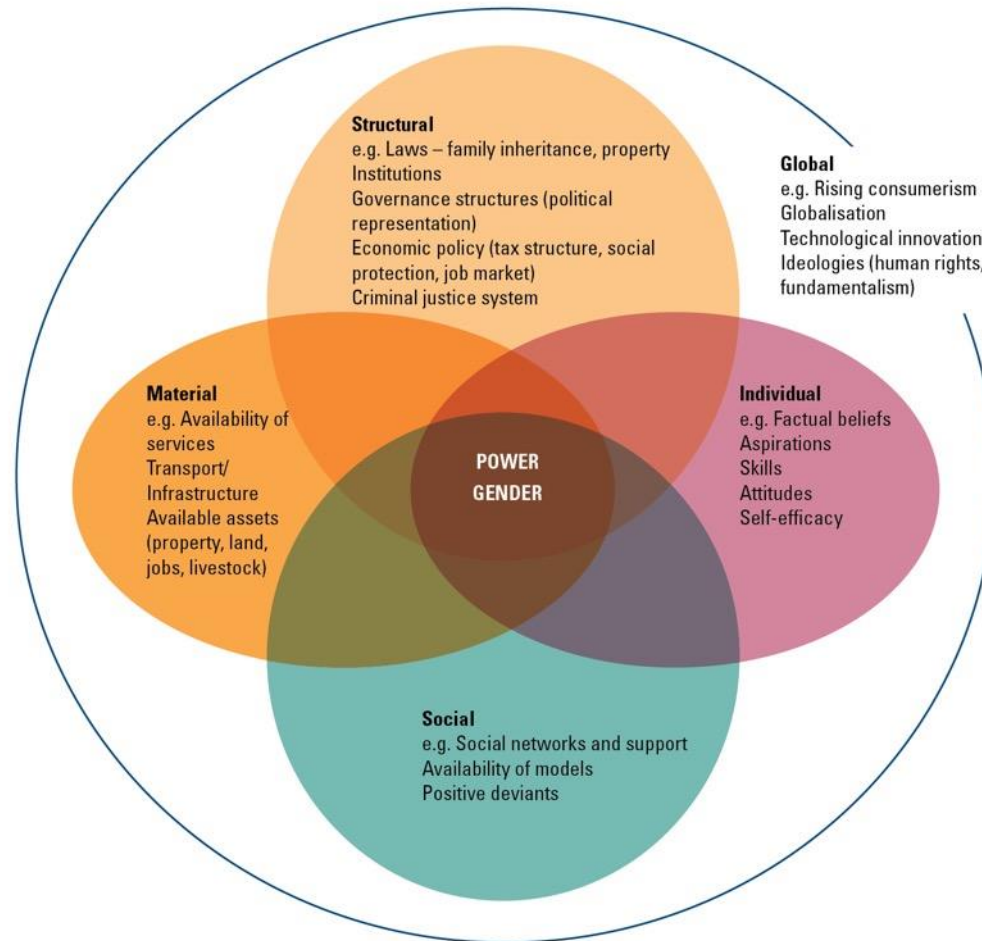


FIRST: NORMS ACT IN INTERACTION



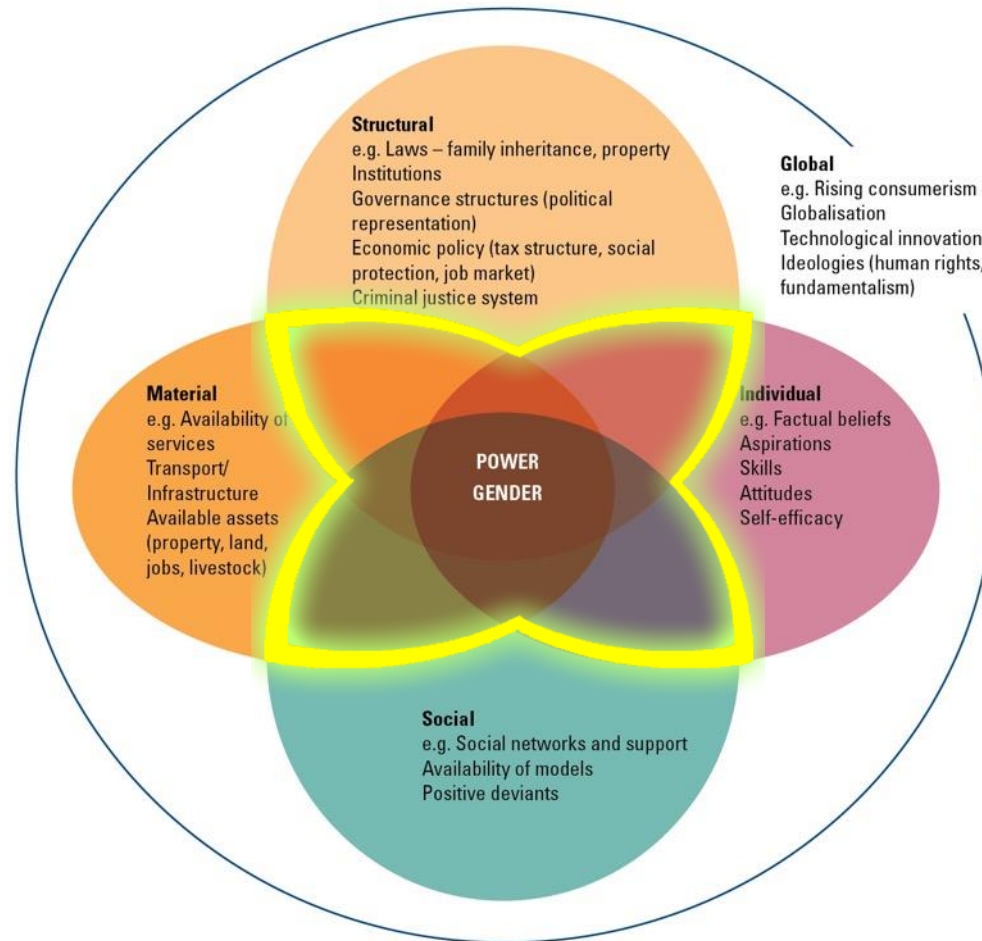


SECOND: NORMS SHAPE AND ARE SHAPED BY NON-NORMATIVE FACTORS





SECOND: NORMS SHAPE AND ARE SHAPED BY NON-NORMATIVE FACTORS





THIRD: NOT ALL NORMS WORK IN THE SAME WAY

- Relatively Strong Normative effect in Samata (but not exclusive driver)
- Relatively Strong Normative effect in Samvedana+ FSW (not exclusive driver)
- Relatively Weak Normative effect in Samvedana+ Ips (definitely not exclusive driver)

HYPOTHESIS OF NORMATIVE SPECTRUM

A practice or behaviour that is

Independent		Interdependent
Less detectable		More detectable
Under Weaker Sanctions		More Likely or Stronger Sanctions
Under Indirect Influence		Under Direct Influence

Weaker Normative Influence

← Is more likely under →

Stronger Normative Influence

PROGRAMMATIC IMPLICATIONS



Changes in programmes based on the findings

Added new sessions in the training to challenge descriptive norms and develop skills to create new norms

- For Sam plus added session on social norms and violence clarifying misperceptions of IPs who tend to overestimate the prevalence of violence among their friends or other men and building skills to support positive behaviours
- For Samata, included discussion on safety and honour with parents clarifying misconception of parents that neighbours, relatives and community are concerned about their daughters loss of honour and build skills to challenge such concerns

Identify what the “descriptive norm” for specific context and develop messages towards changing it

- IPV in the context of infidelity or when one is drunk
- Fear of loss of honour when girls talk to boys or get harassed by boys

Identification of the reference group and engaging with them

- Formation of homogeneous groups specially related to age among IPs



Changes in programmes based on the findings

Support positive role models and encourage creation of new positive norms: identify and support champions

- Instances of sex workers getting out of violent relationship or intimate partners refusing to use violence
- Instances of young boys stopping teasing or families who are challenging norms around honour
- Engaging role models or positive deviants in leadership positions

Increase publicity around the positive change

- Public events or news coverage of the positive changes happening in the villages across groups to create new norms

Continuous capacity strengthening (using real case studies) of norm change catalysts like the outreach workers, CAB leaders, Committee members



Thank you

