



Endline Evaluation DMA Project

Chandauli, Uttar Pradesh

Gramya Sanstha
2026





Contents

Acknowledgement	2
Executive Summary	3
Background	7
Framework of the Endline	9
Key Findings	11
Findings from Kishori.....	11
Findings from Women.....	24
Findings from Family Members	34
Target vs Achievement in the Project	37
Conclusion	41



Acknowledgement

Following the completion of the Dalit, Muslim, Adivasi (DMA) Project implemented with adolescent girls and women members in Chandauli district, we are pleased to present this endline evaluation report. The findings of this evaluation will play a critical role in shaping the future direction of the organization's interventions and strengthening engagement with field stakeholders.

The successful completion of this endline assessment has been made possible through the collective efforts, commitment, and support of many individuals and institutions. We extend our sincere appreciation to **Ms. Neetu Singh** for her dedicated engagement with adolescent girls and women members, ensuring meaningful participation and facilitating open dialogue throughout the evaluation process.

We also acknowledge the valuable contribution of **Mr. Surendra** for effectively engaging with key stakeholders and strengthening coordination at multiple levels. Our heartfelt thanks go to **Mr. Ashutosh Srivastava** for his leadership in managing the programme and ensuring smooth implementation and oversight of project activities.

We are grateful to **Mr. Binod Sinha** for his diligent efforts in compiling, analyzing, and articulating the findings of this endline report with clarity and depth. The report prepared by him will significantly support the organization in taking informed and strategic steps forward.

We would like to extend our sincere thanks to the Panchayati Raj Institutions, Police Department, Health Department, and Education Department of Chandauli for their continuous support and collaboration. Their contribution in facilitating exposure visits and enabling learning opportunities for adolescent girls has been instrumental in broadening their perspectives and strengthening the impact of the programme. We also deeply appreciate the active engagement of the Police Department of Chandauli in supporting skill development initiatives for adolescent girls and women.

We express our heartfelt gratitude to **Gramin Vikas Sansthan (GVS)** and valuable support of Azim Premji Foundation for their collaboration and continued support throughout this journey, which has greatly strengthened the programme's outreach and effectiveness.

We would especially like to thank the adolescent girls, women members, and family members who generously shared their time, experiences, and insights. Their honest responses and active participation form the foundation of this evaluation and provide critical learning for future programming.

This endline assessment is a reflection of a shared commitment towards advancing gender equity and empowering communities through sustained and collaborative efforts.

Bindu Singh

Director, Gramya Sansthan



Executive Summary

The endline evaluation of the DMA Project, covering 952 respondents including 415 adolescent girls (Kishoris), 377 women, and 160 family members across Chakia and Naugarh blocks of Chandauli district, highlights significant progress in awareness, behavioural change, and agency among target groups, particularly from marginalized communities (74% SC among Kishoris and 82% among women).

Findings from the endline

A. Adolescent Girls (Kishoris)

The endline findings indicate substantial progress across multiple dimensions of awareness, behaviour, and agency among adolescent girls, while also highlighting key areas requiring continued focus.

- 1. Education and Background:** A majority of Kishoris are engaged in education, with 47% at secondary level and 41% at elementary level, indicating strong access to basic schooling. However, only 5% have reached higher education, reflecting limited transition beyond secondary level. Socio-economically, 88% of families depend on agricultural labour, pointing to high economic vulnerability.
- 2. Group Engagement and Leadership:** Programme outreach has been highly effective, with 93% of Kishoris participating in group platforms. Notably, 33% have taken leadership roles, demonstrating significant progress in building leadership and collective agency. Additionally, 97% expressed willingness to continue participation, reflecting strong acceptance and perceived value of the intervention.
- 3. Changes in Awareness and Confidence:** The most prominent change reported is awareness on gender (40%), followed by confidence of expression (33%) and awareness on menstrual hygiene (30%). Improvements in mobility are emerging, with 9% reporting increased freedom to move outside. However, changes in decision-making remain negligible (0–1%), indicating persistent structural barriers.
- 4. Gender Attitudes and Social Norms:** There is a strong rejection of regressive norms, with over 90% opposing violence, early marriage, and discriminatory practices. At the same time, gaps remain, as only around 52% fully agree on equal rights, and many still perceive limited roles for women in decision-making, reflecting partial internalization of gender equality.
- 5. Menstrual Hygiene Practices (MHM):** Positive behavioural shifts are evident, with 69% using sanitary pads and 75% able to communicate openly about menstruation with family or frontline workers. However, 20% still rely on cloth or mixed methods, largely due to affordability and access constraints, indicating the need for sustained efforts.
- 6. SRHR Awareness:** Awareness on sexual and reproductive health remains limited. Only 34% are aware of STDs and 26% of contraceptive methods, highlighting significant knowledge gaps. However, 86% understand that STDs affect both physical and mental health, indicating partial conceptual awareness.



7. **Health-Seeking Behaviour:** Health service utilization is relatively low, with only 31% visiting health facilities, despite 63% being aware of anaemia. This reflects a gap between awareness and actual service uptake.
8. **Aspirations and Skill Development:** A strong demand for skill development is evident, with 48% preferring tailoring and 19% showing interest in computer training. However, 90% have not received any formal training, indicating a major gap in livelihood opportunities.

These demonstrates strong gains in awareness, participation, and confidence, but persistent gaps in decision-making, SRHR knowledge, and service utilization, requiring targeted and sustained interventions.

B. Women Members

1. **Educational Profile and Social Inclusion:** The educational status of women remains relatively low, with 21% (88) illiterate and 20% (84) only literate, indicating limited formal schooling. While 18% (73) reached secondary level, only 4% (16) are graduates, reflecting sharp drop-offs in higher education. Socially, the programme has effectively reached marginalized groups, with 82% (311) women from SC communities and 16% (62) from OBC, ensuring strong inclusion of vulnerable populations.
2. **Economic Status and Livelihoods:** Women's livelihoods are highly concentrated in low-income sectors, with 92% (345) engaged in agricultural labour. Only 7% (27) are farmers and 1% (5) in private jobs, indicating limited livelihood diversification and high economic vulnerability. Skill training exposure is also low, with only 10% (36) having received any training, primarily in tailoring.
3. **Participation and Leadership:** Group engagement is strong, with 77% (289) women as members and a notable 23% (86) in leadership roles, indicating emerging grassroots leadership and increased participation in collective platforms. Further, 89% (370) expressed willingness to continue engagement, reflecting high programme relevance and acceptance.
4. **Changes in Agency and Behaviour:** Significant behavioural shifts are evident. 44% (165) women now actively oppose gender-based violence, including child marriage and discrimination. Additionally, 31% (116) reported improved confidence to express views in public and institutional spaces. Smaller but important changes include 10% (38) increased awareness on rights and 5% (18) improved mobility.
5. **Gender Attitudes and Household Dynamics:** While 94% (353) believe boys and girls are equally important and 97% (365) support men's participation in household work, traditional norms persist. 75% (283) report men as primary decision-makers, and only 6% (18) have autonomy over mobility. Economic inequality is widely recognized, with 95% (359) acknowledging unequal wages.



6. **Awareness on GBV and SRHR:** Awareness of GBV is relatively high (80% (302)), and 82% (310) know helpline numbers; however, only 30% (113) have used such services. Legal awareness remains critically low at 13% (48). In SRHR, 100% (377) are aware of STDs, but only 53% (199) know contraceptive methods. Menstrual hygiene practices remain mixed, with 60% (227) still using cloth, though 92% (345) report open communication.
7. **Health Behaviour:** Health-seeking behaviour is strong, with 89% (336) visiting health facilities. However, awareness of anaemia is low at 42% (160), indicating a gap between service utilization and health knowledge.

These findings demonstrate substantial progress in awareness, confidence, and collective action, but underline the need for deeper transformation in gender norms, economic empowerment, legal literacy, and health awareness to sustain long-term impact.

C. Family Members

1. **Growing Recognition of Gender Equality:** A positive shift in attitudes is evident, with 56% of family members acknowledging that women and girls enjoy equal rights as men and boys. Additionally, 86% believe that both boys and girls are equally important, and 69% feel that they have equal opportunities in society. There is also strong rejection of harmful practices, with 98% opposing violence against women and 89% rejecting early marriage and the notion that girls do not need education. Further, 78% affirm the importance of a girl's consent in marriage.
2. **Persistence of Traditional Gender Roles:** Despite improved awareness, traditional norms remain dominant. A significant 63% believe that women should primarily engage in household work, while 98% identify domestic work as the main role of women and girls. Additionally, 73% believe that gender determines roles and behavior, reinforcing deeply embedded social expectations.
3. **Male-Dominated Decision-Making:** Decision-making within households continues to be largely controlled by men, as reported by 68% of respondents. Only 26% indicate joint decision-making, while a very small proportion recognize women's independent role. Moreover, 73% believe that women should seek men's permission before undertaking important tasks, and 35% feel that women have no role in major family decisions.
4. **Restricted Autonomy and Mobility:** Women's autonomy remains limited, particularly in terms of mobility and personal decision-making. While 55% report being able to make independent decisions about travel, a substantial proportion still faces restrictions. This reflects partial progress but continued control over women's freedom.
5. **Awareness of Structural Inequalities:** A high level of awareness exists regarding economic disparities, with 89% of family members stating that women do not receive equal wages for equal work. This indicates recognition of systemic gender inequality in economic participation.



6. **Emerging Support for Shared Responsibilities:** Encouragingly, 84% of respondents believe that men's participation in household work is necessary for achieving gender equality. This reflects openness toward more equitable domestic roles, although traditional practices still prevail.
7. **Positive Trends in Girls' Education:** There is growing acceptance of girls' education, with 78% of family members reporting that girls are pursuing higher education beyond their communities. This indicates a shift in aspirations and support for educational advancement.
8. **Continued Patriarchal Influence in Key Decisions:** Patriarchal norms persist in critical areas, with 27% believing that decisions about having children should be made solely by men. Additionally, 26% justify restrictions on women even when they violate their rights, indicating normalization of control over women's agency.

The findings reflect a transitional scenario where awareness of gender equality is improving, but behavioural change remains limited. While progressive attitudes are emerging, deeply rooted norms around gender roles, decision-making, and autonomy continue to shape family dynamics, highlighting the need for sustained and targeted engagement with families.

The endline evaluation of the DMA Project demonstrates a clear trajectory of positive change across adolescent girls, women, and family members, particularly in terms of increased awareness, improved confidence, and gradual shifts in gender attitudes. High participation in group platforms, strong willingness for continued engagement, and growing rejection of harmful practices such as violence and early marriage indicate that the project has been effective in building foundational awareness and collective agency among marginalized communities. At the same time, the findings consistently highlight a critical gap between awareness and actual behavioural transformation.

Deeply entrenched patriarchal norms continue to influence decision-making, mobility, division of labour, and access to opportunities, especially within household settings. Limited progress in areas such as women's autonomy, SRHR knowledge, legal literacy, and livelihood diversification further underscores the need for sustained and targeted interventions. Moving forward, strengthening efforts on translating awareness into practice, enhancing economic empowerment, improving access to health and legal services, and engaging families and community structures will be essential to ensure long-term, sustainable impact and meaningful gender transformation.



Background

About Gramya Sansthan

Gramya Sansthan is a Varanasi-based, women-led grassroots organization dedicated to advancing gender justice, with a strong focus on reproductive and maternal health and adolescent Sexual and Reproductive Health Rights (SRHR). Established in 1992 by noted women's rights defender Bindu Singh, along with a group of committed practitioners working on gender and health issues, the organization was born out of a deep commitment to addressing systemic inequalities faced by women and girls.

Ms. Bindu Singh's early engagement with Mahila Samakhya in 1989 shaped her vision to work for the health, protection, and empowerment of adolescent girls and women. She has since played a pivotal role in influencing district-level mechanisms and currently serves on committees addressing sexual harassment, while also being recognized by the Government of Uttar Pradesh for her contribution to Mission Shakti.

Gramya Sansthan implements high-impact, community-based interventions across Varanasi and the aspirational district of Chandauli. It actively collaborates with key government bodies, including the District Health Society, PCPNDT Advisory Committee, and Beti Bachao Beti Padhao initiative, while maintaining convergence with departments such as health, education, police, and Women and Child Development.

Recognized for its contributions, including commendation by the Governor for its work on tuberculosis, Gramya continues to empower adolescent girls and women by building awareness, leadership, and access to essential health and protection services.

About the Project

The DMA Project in Chandauli, implemented by Gramya Sansthan, is a comprehensive initiative aimed at advancing gender equity by strengthening the capacities of adolescent girls and women from marginalized communities to address Gender-Based Violence (GBV) and access essential Sexual and Reproductive Health and Rights (SRHR) services. The project adopts a community driven approach, collectivizing beneficiaries into structured groups and community-based organizations (CBOs) to foster leadership, awareness, and collective action.

The project targets 1,200 adolescent girls (10 to 19 years) and 500 women (30 to 45 years) across 20 Gram Panchayats in Chakia and Naugarh blocks, selected based on vulnerability indicators such as the presence of Adivasi (ST), Dalit (SC), and minority communities. Through focused interventions, the project promotes knowledge building on SRHR, menstrual hygiene management (MHM), and gender equality, while enabling girls and women to make informed decisions regarding education, health, livelihoods, and life choices such as marriage and family planning.



Key strategies include group strengthening, leadership development, life skills and vocational training, and community mobilization against violence. The project also emphasizes convergence with government systems through linkages with helplines, exposure visits, and strengthening platforms such as Rashtriya Kishor Swasthaya Karyakram (RKSK).

By facilitating regular meetings, awareness campaigns, and institutional engagement, the project aims to create an enabling environment where women and girls can exercise their rights, challenge harmful social norms, and actively participate in decision-making processes. Ultimately, the DMA Project envisions sustainable behavioural change, reduced early marriage, improved health practices, and increased agency among women and girls, contributing to long-term social transformation at the community level.

By fostering grassroots leadership and enabling collective action, the DMA Project is not only addressing immediate knowledge and capacity gaps but also contributing to long-term, sustainable social transformation. It presents a scalable model for community-led empowerment, with the potential to create lasting impact on gender justice and inclusive development.

Framework of the Endline

The endline evaluation of the DMA project was conducted to assess the overall effectiveness, outcomes, and changes resulting from project interventions over the implementation period. It aimed to measure progress against baseline findings, particularly in areas related to empowerment, awareness, and behavioural change among Kishoris (adolescent girls), women members, and their families. By capturing end-of-project data across key indicators, the evaluation provides evidence on the extent to which the project has achieved its intended objectives, identify key successes and gaps, and generates actionable insights to inform future programming, scale-up strategies, and sustainability planning.

Sampling and Sample Size

The endline evaluation of the DMA project covered a total sample of 952 respondents, ensuring representation across key stakeholder groups.

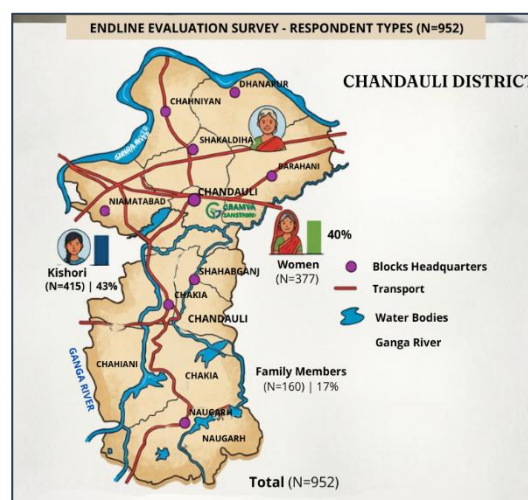
The sample comprised:

- 415 Kishori (adolescent girls).
- 377 women members.
- 160 family members, including parents, husbands of women members, sons, and brothers of Kishoris.

To capture geographic diversity and programme reach, the sample was distributed across two intervention blocks in Chandauli district:

- **Chakia Block:** 500 respondents from 8 villages
- **Naugarh Block:** 452 respondents from 9 villages

Type of respondent		Number
1	Kishori	415
2	Women	377
3	Family members	160
Total		952



The study adopted a *purposive random sampling approach*. Villages were selected purposively based on their inclusion in the Dalit Muslim Adivasi (DMA) project intervention areas. Within these selected villages, respondents from different target groups (Kishoris, women members, and family members) were identified and selected using random sampling techniques to minimize selection bias while ensuring adequate representation of all relevant categories.

This approach enabled the evaluation to balance programmatic relevance (through purposive selection of intervention sites) with statistical fairness (through random selection of respondents within those sites), thereby strengthening the reliability of findings while maintaining contextual alignment with project implementation.



Limitations of the study

While the endline evaluation provides important insights into the outcomes of the DMA project, certain limitations should be considered when interpreting the findings:

- **Sampling Constraints:** The use of purposive sampling at the village level limits the generalizability of findings beyond the selected intervention areas. The results are therefore most applicable to the DMA project locations rather than the entire district or wider population.
- **Potential Selection Bias:** Although random sampling was used within villages, the initial purposive selection of intervention sites may introduce some degree of selection bias, as these villages may have specific characteristics linked to programme implementation.
- **Self-Reported Data:** A significant portion of the data is based on respondents' self-reported perceptions and experiences, which may be influenced by recall bias or social desirability bias, particularly on sensitive issues related to gender norms and empowerment.
- **Limited Representation of Family Members:** While family members were included to capture broader social perspectives, their proportion (169 out of 952) is relatively smaller compared to primary beneficiaries, which may limit deeper analysis of intra-household dynamics.



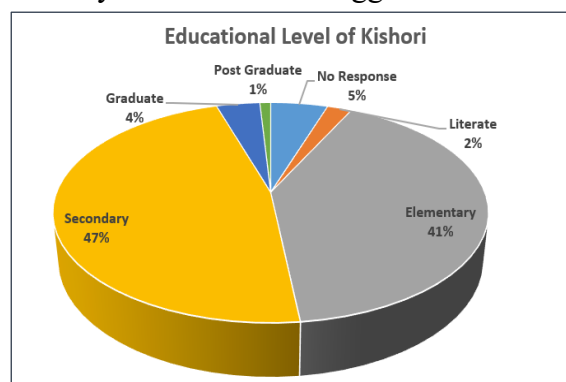
Key Findings

Findings from Kishori

Educational Level of Kishori

The educational profile of Kishoris covered under the study indicates a moderate level of schooling, with a strong concentration at the elementary and secondary levels. A significant proportion, 47% (195 respondents), have attained education up to the secondary level, followed by 41% (170 respondents) who have completed elementary education. This suggests that while a majority of adolescent girls are able to access basic and middle-level education, progression beyond secondary schooling remains limited.

Only a small percentage have pursued higher education, with 4% (16 respondents) being graduates and 1% (4 respondents) having completed post-graduation. Additionally, 2% (9 respondents) are literate without formal schooling, and 5% (21 respondents) did not provide a response.

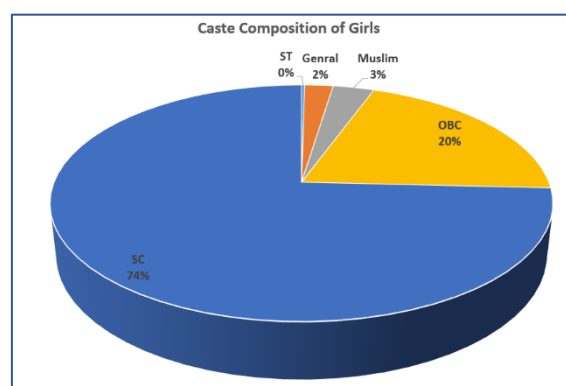


Overall, the findings highlight that while access to foundational education is relatively widespread, there is a sharp decline in continuation to higher education levels. This pattern underscores the need for targeted interventions to support retention, reduce dropouts, and promote higher education opportunities among adolescent girls, particularly in marginalized communities.

Caste composition

The caste-wise composition of adolescent girls in the intervention reflects a strong focus on reaching the most marginalized and socially excluded communities. A substantial majority of the respondents belong to the Scheduled Caste (SC) category, accounting for 74% (308 girls) of the total sample. This indicates that the project is effectively targeting historically disadvantaged groups that often face multiple layers of social and economic vulnerability.

Girls from Other Backward Classes (OBC) constitute 20% (84 girls), representing the second-largest group. Meanwhile, participation from minority communities is reflected in 3% (13 girls) identifying as Muslim. Representation from the General category remains minimal at 2% (9 girls), while only 0% (1 girl) belongs to the Scheduled Tribe (ST) category.



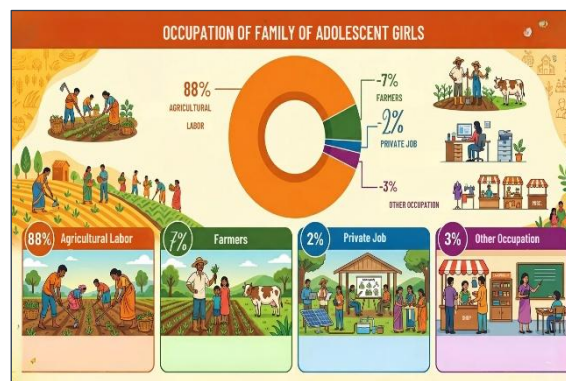
The caste distribution highlights that the intervention is largely concentrated among SC and OBC populations, ensuring inclusion of those most at risk of gender-based discrimination, limited access to services, and socio-economic exclusion. This targeted outreach strengthens the project's equity lens and its potential to generate meaningful impact among the most vulnerable adolescent girls.



Occupation of the Family

There is a highly skewed livelihood pattern in the family, with an overwhelming dependence on low-income, informal agricultural work. A substantial 88% (365 households) reported agricultural labor as their primary source of income, indicating that the majority of families rely on daily wage-based, seasonal employment. This form of livelihood is typically characterized by income instability, vulnerability to climatic conditions, and limited financial security.

Only 7% (27 households) identified themselves as farmers, suggesting that a relatively small proportion of families have access to land ownership or cultivation-based income, which may offer comparatively better economic stability than wage labour. Meanwhile, a very marginal share of respondents reported engagement in private jobs (2%, 7 households), reflecting limited access to formal or semi-formal employment opportunities in the region.



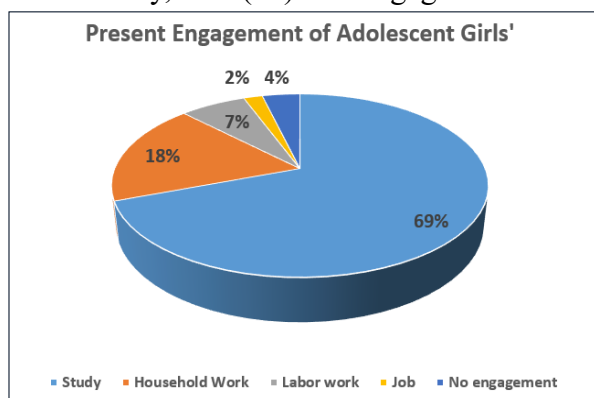
Additionally, 4% (16 households) fall under other sources of income, which may include small businesses, informal trades, or migration-based earnings, though these remain minimal in scale.

Overall, the findings highlight a strong dependence on agrarian wage labor, pointing to economic vulnerability and limited livelihood diversification among the target population. This underscores the need for targeted interventions in skill development, income diversification, and access to sustainable livelihood opportunities to enhance economic resilience and reduce dependency on seasonal agricultural work.

Present Engagement of Kishoris

A majority of Kishoris are actively pursuing education, with 69% (288) engaged in studies. This reflects a positive trend toward school participation and educational retention. However, a notable proportion, 18% (75), are involved in household work, suggesting the continued burden of domestic responsibilities on adolescent girls, which may affect their educational continuity.

Additionally, 7% (28) are engaged in labor work, highlighting economic pressures within



families that necessitate early income contribution. A small segment, 2% (8), is engaged in jobs, demonstrating emerging livelihood participation. Among these, one is working as a Panchayat Sewak, while others are involved in tailoring and providing private tuition, indicating diversification into skill-based and service-oriented roles.

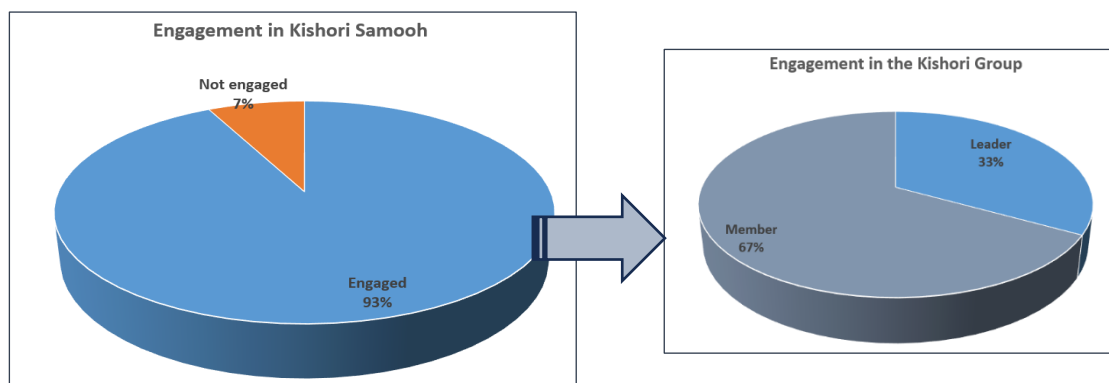
Further, 4% (16) reported no current engagement. Overall, while education remains the primary activity, the presence of

labor and domestic responsibilities underscores the need for continued support to ensure sustained educational and developmental opportunities for Kishoris.



Engagement with Kishori Samooh and Role in the Group

There is very high level of participation of Kishoris in group-based platforms, with 93% (384 out of 415) actively engaged in Kishori Samoohs. This reflects the strong outreach and acceptance of the programme, as well as the relevance of these collectives in addressing the needs and concerns of adolescent girls. Only 7% (31) reported not being engaged, suggesting limited exclusion and a largely inclusive approach in mobilization.



In terms of roles within the group, the structure demonstrates both participation and leadership development. Among the engaged Kishoris, 67% (257) are functioning as members, while a significant 33% (127) have taken on leadership roles. This proportion of leaders is notable and indicates deliberate efforts toward nurturing leadership capacities among adolescent girls.

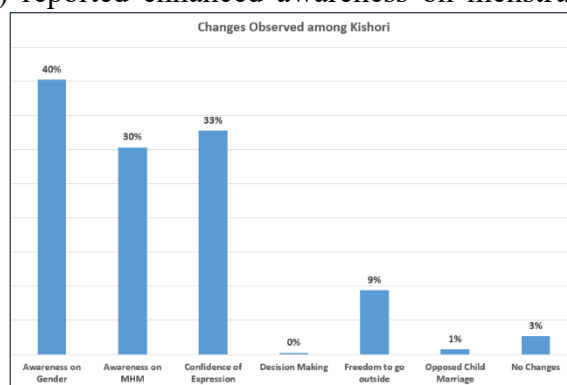
Kishori Samoohs are not only effective in ensuring wide participation but are also instrumental in promoting leadership, confidence, and agency among girls, key elements for fostering empowerment and collective action at the community level.

Changes Observed Among Kishoris

The endline findings indicate significant positive changes among Kishoris, particularly in terms of awareness, confidence, and personal agency as a result of their association with the groups. The most prominent change observed is awareness on gender issues, reported by 40% (167 respondents), reflecting improved understanding of gender equality, rights, and social norms. Four girls have opposed child marriage and many girls reported started opposing gender-based violence and discrimination at home and outside as well.

Closely linked to this, 30% (126 respondents) reported enhanced awareness on menstrual hygiene management (MHM), indicating increased knowledge and adoption of safe menstrual practices. As a result of awareness, many girls started using sanitary pads.

A substantial proportion, 33% (136 respondents), highlighted improved confidence of expression, suggesting that girls are now more capable in voicing their opinions, discussing sensitive issues in home, and school, and participating in decision-making spaces.





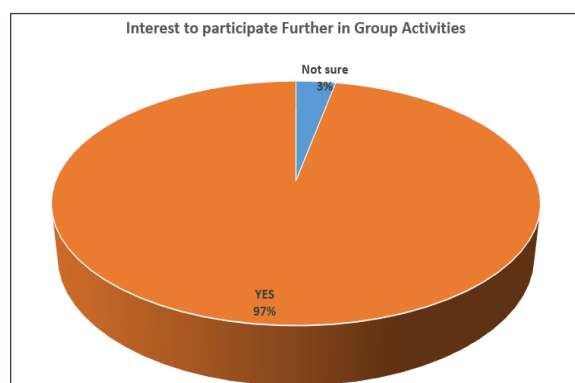
Further, 9% (39 Kishori) reported increased freedom to go outside, demonstrating a positive shift in mobility and reduction in restrictive social norms. Although smaller in proportion, 1% (3 respondents) reported actively opposing child marriage, and a marginal 0% (1 respondent) indicated improved decision-making ability, pointing toward emerging but critical behavioural changes.

However, 3% (11 respondents) reported no changes, indicating the need for more targeted and intensive engagement with certain groups.

The endline results demonstrate that the intervention has been effective in fostering awareness, confidence, and gradual behavioural transformation, with strong potential for deeper impact over time.

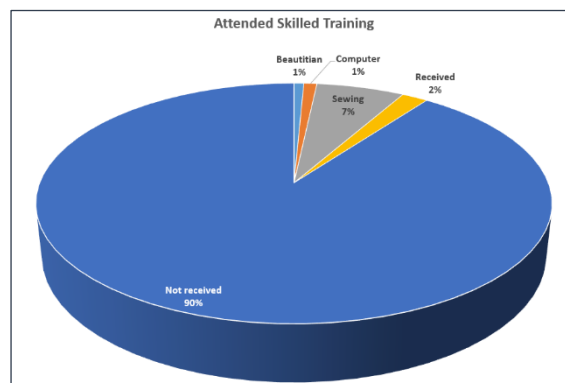
Willingness for Continued Participation

Overwhelmingly, there is a positive inclination toward continued engagement, with 97% (402 respondents) expressing willingness to participate in group activities. Only 3% (13 respondents) were unsure. This reflects strong acceptance, relevance, and perceived value of the group interventions among Kishoris.



Skill Training Status and Opportunities Among Kishoris

The endline findings reveal that a large majority of Kishoris, 90% (373 respondents), have not yet received any formal skill training, indicating a significant gap in access to livelihood-oriented opportunities. Although, this was not a project commitment, selected 500 girls (from project and non-project area) were provided skilled training thorough linkage with line department. Among those who have received training, 7% (27 respondents) were trained in sewing, while only 1% each reported training in beautician skills (3 respondents) and computer skills (4 respondents). Additionally, 2% (8 respondents) mentioned receiving some form of training without specifying the type.



Despite the low overall coverage, important progress has been initiated under the project. During the International Day of the Girl Child, a collaborative event with the Police Department highlighted prior efforts with the District Administration to organize skill training. The Superintendent of Police, Mr. Amit Kumar, committed support and subsequently facilitated the launch of a skill training programme at the police station during the 16 Days of Activism campaign.

Around 500 girls (including both project and non-project participants) received training in beautician and tailoring skills. The programme has progressed across multiple batches, and in response to girls' demand, computer training was also initiated with support from the Police Department through provision of equipment.

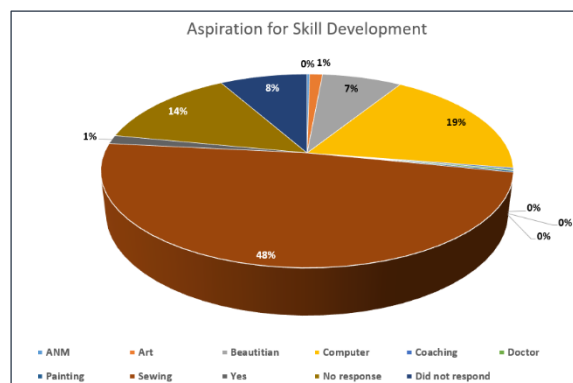
These efforts indicate strong potential for scaling up skill development initiatives to enhance economic empowerment among girls.





Aspirations for Skill Development and Employability Support

The endline findings highlight a clear demand among Kishoris for skill-based training to enhance their employability and economic independence. A significant proportion, 48% (201 respondents), expressed interest in sewing/ tailoring, making it the most preferred skill, likely due to its accessibility and immediate income-generating potential. This is followed by 19% (77 respondents) who showed strong interest in computer training, indicating a growing aspiration toward digital literacy and modern employment opportunities.

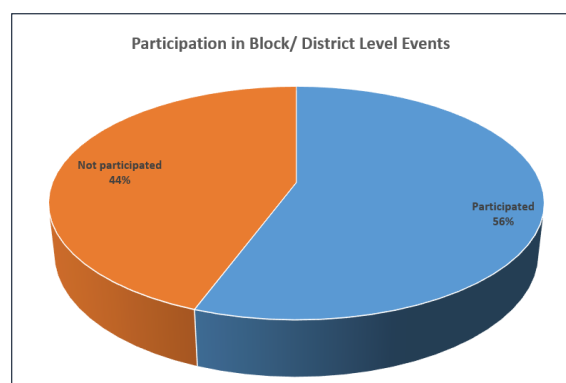


Additionally, 7% (31 respondents) preferred beautytitan training, while smaller proportions expressed interest in areas such as art (1%, 5 respondents) and niche aspirations like ANM, doctor, coaching, and painting (each less than 1%). However, 14% (57 respondents) reported no interest, and 8% (34 respondents) did not respond, suggesting the need for further counselling and exposure to diverse livelihood options.

There is a strong inclination toward practical, skill-based and income-oriented training, particularly in tailoring and digital skills. These findings underscore the need for targeted, demand-driven skill development programmes, along with career guidance and exposure, to better prepare adolescent girls for sustainable livelihood opportunities.

Participation in Block and District Level Events

The endline findings indicate a moderate level of exposure of Kishoris to broader institutional platforms, with 56% (231 adolescents) reporting participation in block or district-level events including participation in International Day of Girl Child, Women's Day, 16 Days of Activism, meeting with District Magistrate and so on. This suggests that more than half of the girls have had opportunities to engage beyond their immediate community, contributing to increased visibility, confidence, and awareness.



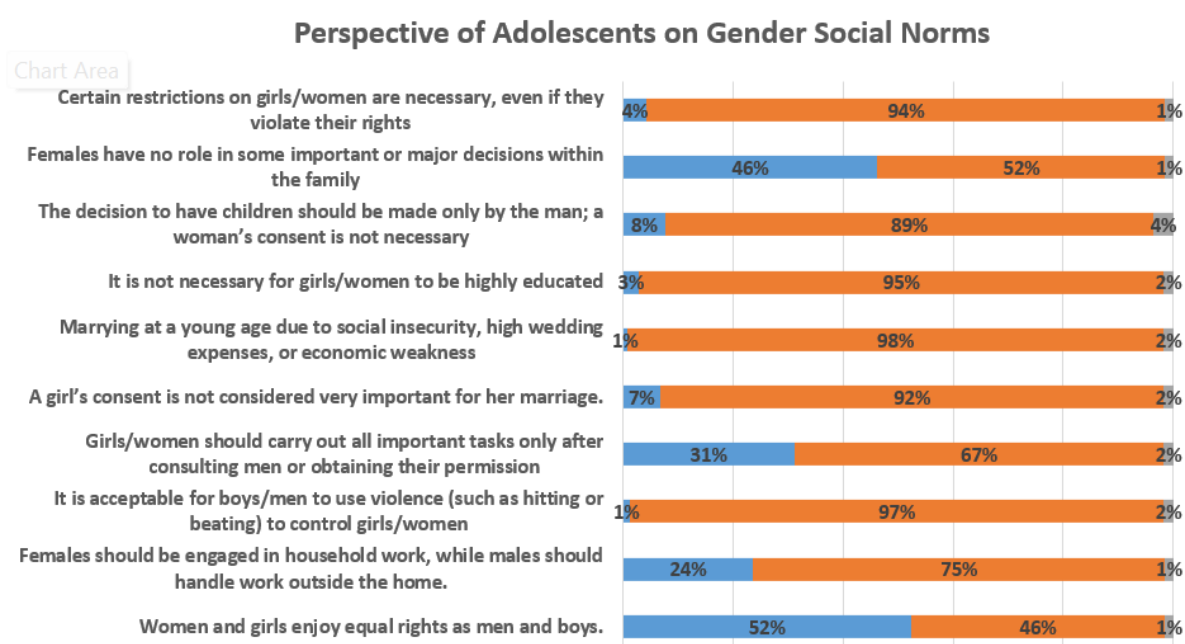
However, a substantial proportion, 44% (184 adolescents), reported not participating in such events. This indicates existing gaps in outreach, access, or enabling conditions such as mobility, family support, or information dissemination.

Overall, while the participation rate reflects positive progress in linking Kishoris to higher-level platforms, there remains significant scope to enhance inclusivity and ensure that a larger proportion of girls benefit from exposure, learning, and engagement opportunities at block and district levels.



Shift in Gender Perspectives Among Adolescents

The endline findings reflect a significant positive shift in gender attitudes among adolescents following sustained engagement under the project. A strong rejection of regressive norms is evident across multiple negative gender social norms. An overwhelming majority disagreed with negative gender social norms such as restrictions on girls being necessary (94% wrong), acceptance of violence against women (97% wrong), early marriage due to socio-economic reasons (98% wrong), and the notion that girls do not need higher education (95% wrong). Similarly, 92% rejected the idea that a girl's consent in marriage is unimportant, indicating improved understanding of rights and autonomy.



Encouragingly, 89% opposed the belief that decisions about childbirth should be made solely by men, reflecting growing awareness around women's reproductive rights. Additionally, 75% disagreed with traditional gender roles that confine women to household work, and 67% rejected the idea that women should always seek men's permission for decision-making.

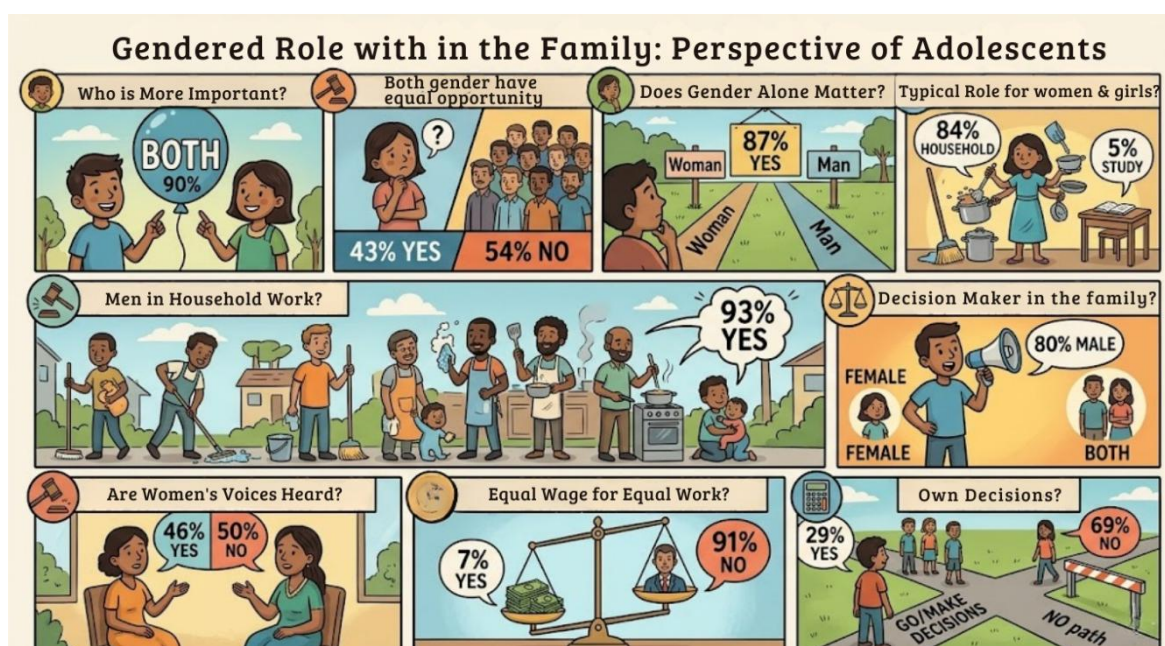
However, some mixed perceptions remain. Notably, 52% of adolescents correctly affirmed that women and girls deserve equal rights, though a considerable 46% still disagreed, indicating persistent gaps in fully internalizing gender equality. Similarly, 46% agreed that women have no role in major family decisions, highlighting areas requiring continued focus.

The findings demonstrate substantial progress in challenging deep-rooted gender norms, while also underscoring the need for sustained efforts to achieve complete attitudinal transformation.

Gendered Roles within the Family: Perspectives of Adolescents

The endline findings reveal that adolescents hold a complex and transitional understanding of gender roles within the family, where progressive attitudes coexist with deeply rooted traditional practices.

A large majority of adolescents (89.6%) believe that both boys and girls are equally important, indicating a strong normative acceptance of gender equality. However, this perception does not fully translate into lived realities. More than half of the respondents (53.7%) acknowledge that equal opportunities for girls and boys are still lacking in society, suggesting a clear awareness of structural gender disparities.



Traditional gender norms remain highly influential in shaping family roles. An overwhelming 86.7% of adolescents agree that gender determines roles and behavior, and 83.6% identify household work as the primary responsibility of girls and women. In contrast, very few respondents associate girls with roles related to education (4.6%), reflecting the continued normalization of domestic responsibilities for females within the household.

Decision-making dynamics within families further reinforce gender inequality. Nearly 79.8% of adolescents report that men are the primary decision-makers, while only 17.1% indicate joint decision-making, and a negligible 0.5% report women making decisions independently. Correspondingly, only 45.8% feel that women or adolescent girls are heard in family decisions, whereas 50.1% report that their voices are not considered, highlighting limited agency and participation.

Mobility and autonomy also remain constrained. Only 28.9% of adolescents report being able to make independent decisions about going out, while a significant 68.9% lack such freedom, underscoring restrictions placed on girls' movement and independence.



At the same time, there are encouraging signs of shifting attitudes. A substantial 92.8% of respondents believe that men's participation in household work is necessary for achieving gender equality, indicating openness toward more equitable gender roles. Additionally, 79.8% report that girls are increasingly pursuing higher education outside their communities after secondary schooling, reflecting gradual progress in educational access and aspirations.

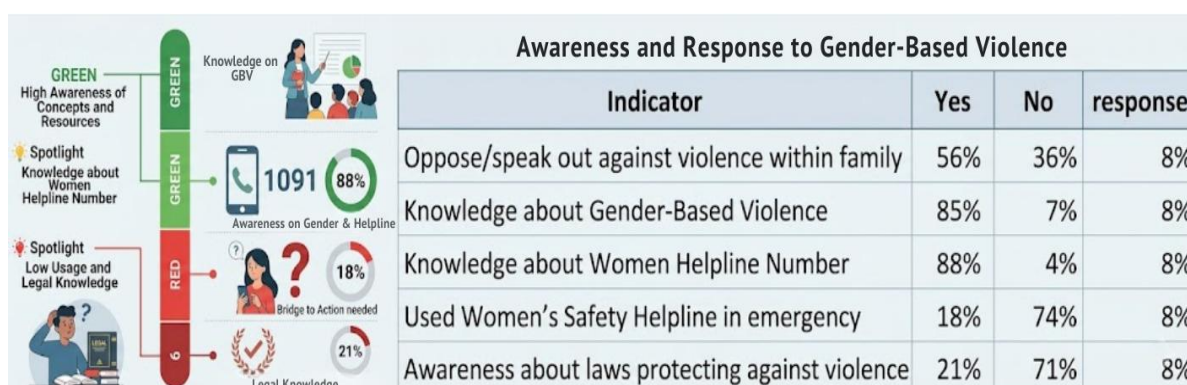
However, economic inequality remains widely recognized, with 90.6% of adolescents stating that women do not receive equal wages for equal work, pointing to persistent gender-based disparities in the labor market.

Adolescents' perspectives highlight a clear gap between evolving attitudes and entrenched practices. While there is growing recognition of gender equality and support for change, family structures continue to be characterized by male-dominated decision-making, restricted female mobility, and a strong association of women with domestic roles. These findings underscore the need for sustained efforts to translate awareness into practice, particularly by promoting shared household responsibilities, enhancing girls' agency, and strengthening their participation in family decision-making.

Awareness and Response to Gender-Based Violence

The endline assessment indicates notable improvements in awareness and response to gender-based violence (GBV) among adolescent girls and women, though gaps remain in translating awareness into action and service utilization.

A majority, 56%, reported that women and adolescent girls oppose or speak out against violence within the family, while 36% still do not, and 8% either respond occasionally or did not respond. This reflects that, although there has been increased confidence to oppose gender-based violence in the family and outside, still there is a need of engaging intensively with targeted girls in the intervention area to build their confidence.



Awareness levels are significantly high, with 85% girls are having knowledge about gender-based violence and 88% are aware of women helpline numbers. However, this awareness does not fully translate into usage, as only 18% reported using the women's safety helpline in emergencies, while a large 74% have never used it. This can be conditional as well where on the event of violence girls have used it as per the need.



Further, awareness about legal protections against violence remains relatively low, with only 21% are aware, compared to 71% who lack such knowledge. Along with the perspective on gender, gender-based violence, and women help line numbers, there is a strong need to engage with adolescent girls on legal aspects, laws, and protection authorities for different form of gender-based violence in structured manner.

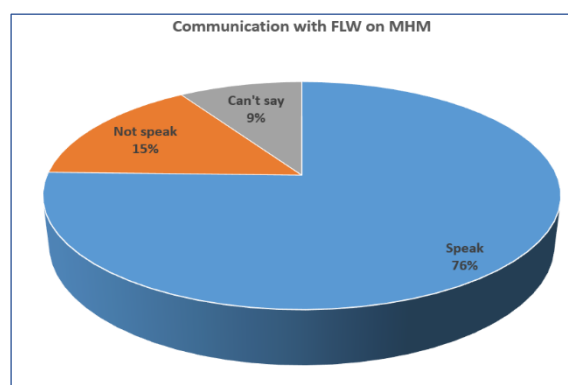
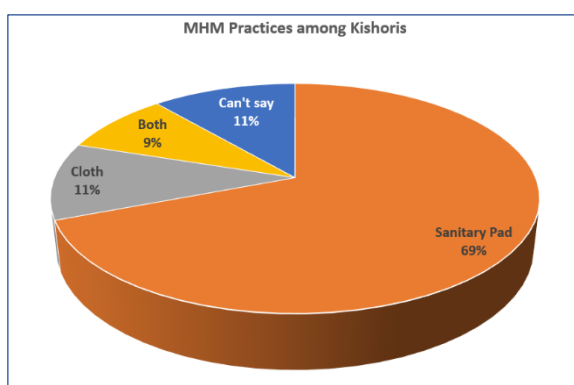
While awareness on gender-based violence and support systems is strong, the findings highlight a critical gap in legal literacy, indicating the need for focused efforts on strengthening capacity on legal aspects, confidence, accessibility, and trust in institutional mechanisms.

Knowledge and Behavior of Adolescent on SRHR

Menstrual Hygiene Practices

The endline findings reflect notable progress in menstrual hygiene practices and communication among Kishoris, indicating positive behavioural shifts over the project period. A majority of Kishoris (69%), reported using sanitary pads during menstruation, suggesting increased adoption of safe and hygienic practices. However, 11% still rely on cloth, and 9% use both cloth and sanitary pads, indicating partial transition and the need for continued awareness and accessibility.

Additionally, 11% 47 did not provide a clear response. The continued use of cloth is influenced by factors such as the cost of sanitary pads and irregular availability or distribution of free pads through public health systems. In terms of communication, a significant 75% reported that they are able to speak freely with family members and frontline health workers such as ASHA, ANM, and doctors during menstruation-related issues. This reflects reduced stigma and improved openness around menstruation. However, 15% still feel unable to communicate freely, and 9% Kishoris remain uncertain.



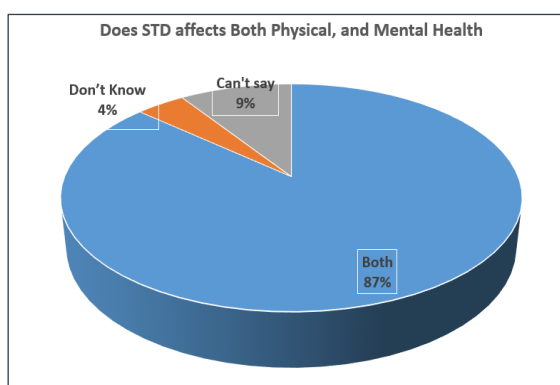
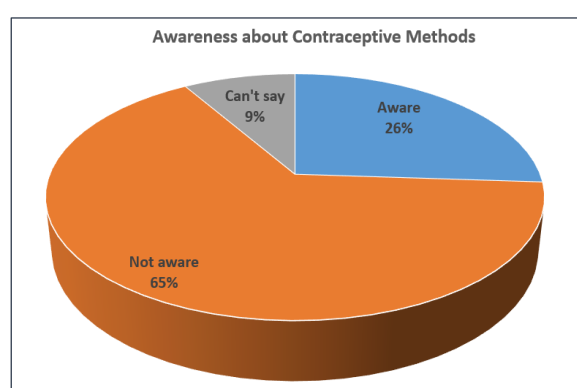
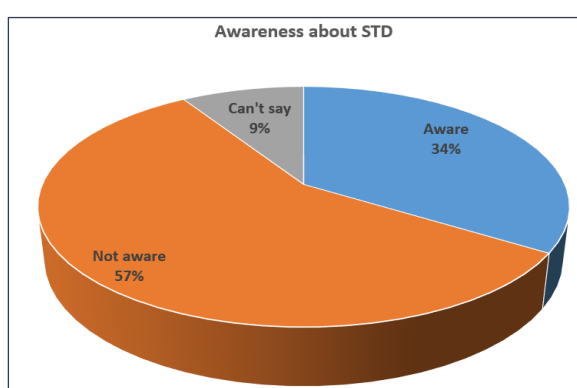
This demonstrate encouraging improvements in both menstrual hygiene practices and openness in communication, while highlighting the need for sustained efforts to address remaining gaps in behaviour change and social norms.



Awareness about STD and Contraceptive methods

The endline findings states that, awareness among Kishoris regarding critical aspects of sexual and reproductive health, particularly sexually transmitted diseases (STDs) and contraceptive methods. 34% reported being aware of STDs, while a majority, 57%, lacked awareness, and 9% (37 respondents) were unsure. This indicates a significant knowledge gap in understanding risks, prevention, and health-seeking behaviour related to STDs.

Similarly, awareness of contraceptive methods remains low. 26% reported having knowledge about contraceptives, whereas a substantial 65% were not aware, and 9% could not provide a clear response. A significant majority, 86%, correctly acknowledged that STDs affect both physical and mental health, reflecting a comprehensive understanding of the broader implications of these conditions. Only a small proportion, 4%, reported that they do not know, while 9% were uncertain.

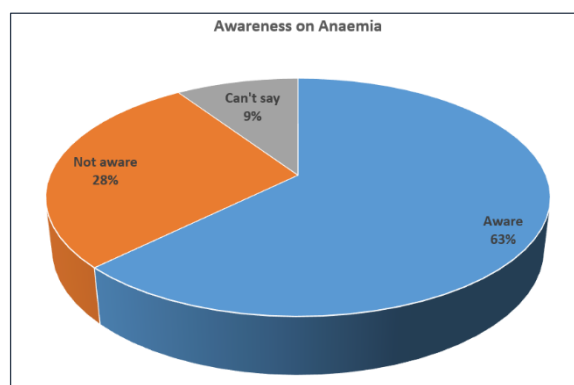
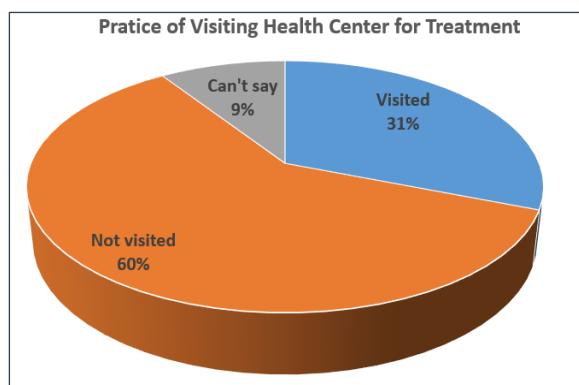


These findings highlight that despite progress in other thematic areas, SRHR awareness, particularly on STDs and contraception remains inadequate. This gap underscores the need for more focused, age-appropriate, and culturally sensitive interventions to improve knowledge, address taboos, and promote informed decision-making among adolescents. Strengthening engagement with health systems and frontline workers will be critical to enhancing awareness and access to accurate information in these areas.



Health-Seeking Behaviour and Awareness on Anemia

The endline findings indicate gaps in health-seeking behaviour among Kishoris, despite relatively better awareness on certain health issues. Only 31% of respondents reported visiting a nearby health facility (CHC/PHC) for treatment of health-related problems, while a majority, 60%, have not accessed such services. Additionally, 9% were uncertain, suggesting limited engagement with formal healthcare systems.



In contrast, awareness of anemia is comparatively higher, with 63% of respondents reporting that they are aware of the condition. However, 28% still lack awareness, and 9% remain unsure.

These findings highlight a disconnect between health awareness and service utilization, indicating that while knowledge on issues like anemia is improving, barriers such as accessibility, social norms, or lack of confidence may be limiting actual use of health services. Strengthening linkages with health systems and promoting health-seeking behaviour remain critical areas for intervention.

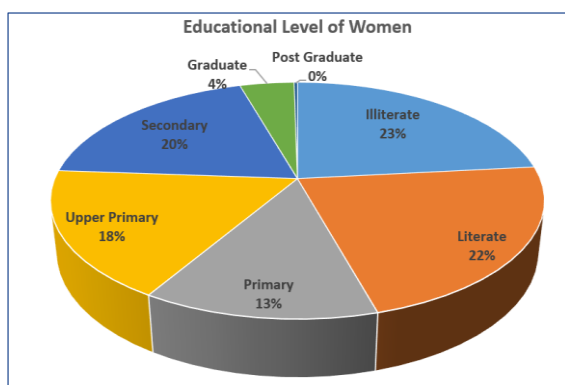




Findings from Women

Educational Level of Women

The educational profile of women members reflects a diverse yet uneven distribution, with a significant concentration at lower and middle levels of education. Out of the total respondents, 21% (88) are illiterate, indicating that a considerable proportion of women still lack access to formal education. Additionally, 20% (84) are categorized as literate, suggesting basic reading and writing skills without formal schooling.



A notable 12% of women have attained primary (49) and 16% have attained upper primary education (66), indicating some level of schooling but also pointing towards early dropout trends. The proportion of women reaching secondary level stands at 18% (73), reflecting moderate continuation in education.

However, participation in higher education remains limited, with only 4% (16) being

graduates and a negligible 0.2% (1) having completed postgraduate education.

The presence of high illiteracy and low higher education levels underscores the need for continued efforts in adult literacy, educational retention, and access to advanced learning and skill-building opportunities for women.

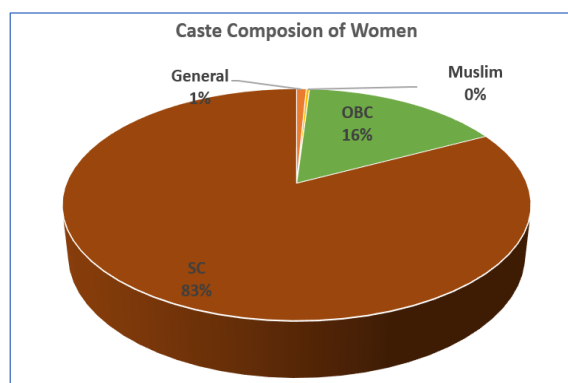
Caste composition

The caste-wise distribution of women members reflects a strong concentration of participants from socially marginalized communities, indicating effective targeting of vulnerable groups under the project.

A dominant majority of respondents belong to the Scheduled Caste (SC) category, constituting 82% (311 out of 377). This highlights that the project has substantially reached historically disadvantaged communities that often face multiple layers of social and economic exclusion.

The Other Backward Classes (OBC) represent 16% (62 women), forming the second largest group within the sample. Their inclusion further reinforces the project's focus on underserved populations.

Representation from the General category is minimal at 1% (3 women), while less than 1% (1 respondent) identified as Muslim.



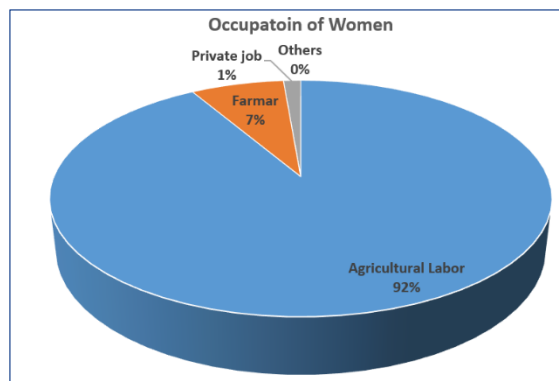
Overall, the findings demonstrate that the intervention is highly inclusive of marginalized caste groups, particularly SC communities. This alignment with vulnerability criteria strengthens the project's relevance in addressing gender inequality, social exclusion, and limited access to opportunities among the most disadvantaged sections of society.



Occupation of women

There is a highly skewed pattern of income sources among women, with a dominant reliance on low-paying and informal agricultural work. An overwhelming majority, 92% (345 women), are engaged as agricultural laborers, indicating high dependence on daily wage-based, seasonal, and often insecure livelihoods. This reflects limited access to diversified and stable income opportunities.

A smaller proportion, 7% (27 women), identified themselves as farmers, suggesting ownership or involvement in cultivation, though this segment remains relatively limited. Only 1% (5 women) are engaged in private jobs, highlighting minimal participation in formal or semi-formal employment sectors. No respondents reported income from other sources.



There is high economic vulnerability and lack of livelihood diversification among women, with most confined to low-income agricultural labor. This highlights the critical need for skill development, livelihood promotion, and access to non-farm employment opportunities.

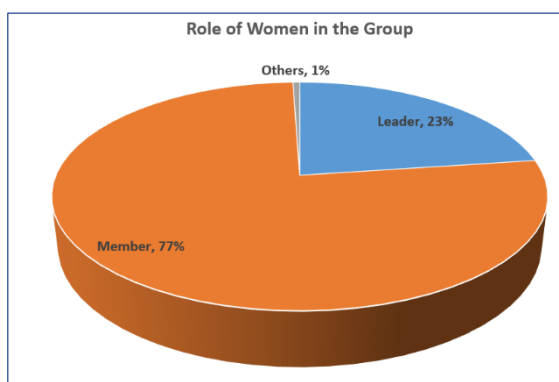
Role of women in the group

A majority of women among the covered group, 77% (289), are functioning as members, suggesting strong outreach and inclusion within group platforms.

Importantly, a significant proportion, 23% (86 women), have taken on leadership roles, indicating progress in building confidence, decision-making capacity, and ownership among women. This reflects the effectiveness of the project's efforts in promoting leadership and strengthening agency at the community level.

A very small fraction, 1% (2 women), fall under other roles, indicating minimal variation beyond defined group structures.

While most women are engaged as members, there is a notable emergence of grassroots women leaders, highlighting positive movement towards empowerment, collective action, and participatory governance within the groups.



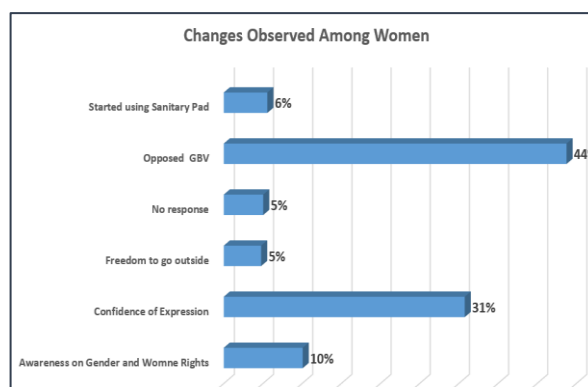


Changes Observed Among Women

The endline findings demonstrate significant positive changes in women's attitudes, confidence, and agency as a result of their association with the group. The most prominent shift is seen in women's stance against gender-based violence (GBV), with 44% (165 women) reporting that they now actively oppose practices such as child marriage, gender discrimination, and various forms of violence. This indicates a strong transformation in awareness as well as action-oriented behaviour.

A substantial proportion, 31% (116 women), reported enhanced confidence of expression, reflecting their ability to articulate thoughts, share opinions, and put forward their views not only within the household but also in public spaces and in interactions with government officials. This highlights improved self-efficacy and participation in decision-making processes.

Additionally, 10% (38 women) reported increased awareness on gender and women's rights, contributing to more informed perspectives and choices. Improvements in mobility are also evident, with 5% (18 women) stating they now have greater freedom to move outside independently.



Behavioural change in health practices is reflected among 6% (21 women) who have started using sanitary pads, indicating improved menstrual hygiene practices.

However, 5% (19 women) did not report any specific change, suggesting the need for continued engagement with a small segment.

Overall, the findings indicate that group-based interventions have contributed to enhanced agency, voice, and resistance against social norms, marking meaningful progress towards women's empowerment.

Willingness for Continued Participation

A significant majority, 89% (370 women), expressed their willingness to remain engaged in group activities, indicating high levels of satisfaction, relevance, and perceived benefits from the intervention.

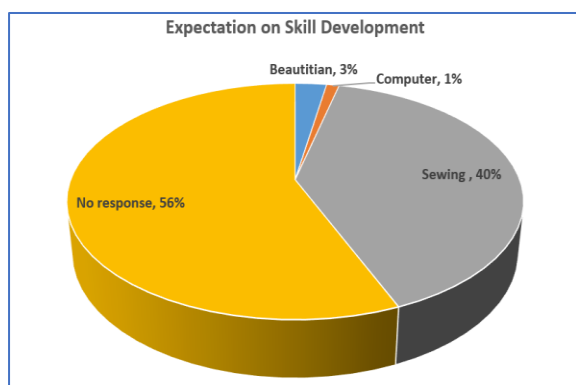
Only a small proportion, 2% (7 women), reported being uncertain about their continued participation. This minimal level of hesitation suggests that the groups have largely succeeded in creating a supportive and empowering environment for women.

The groups have become valuable platforms for learning, support, and collective action, fostering sustained engagement and long-term community ownership.



Skill Training Status and Expectation Among Women

Among the interviewed women members, 10% (36 women) reported having attended skill development training facilitated by the organization. Notably, Gramya supported these initiatives in collaboration with the Police Department, enabling access to training opportunities for both women and girls. Of those trained, the vast majority, 97% (35 women), participated in tailoring training, while only 3% (1 woman) attended beauty parlour training, indicating a strong preference and accessibility for tailoring-based livelihoods.



Findings highlight a clear demand for skill development opportunities among women, though a significant proportion remains unarticulated. Among the respondents, 40% (151 women) expressed a preference for sewing, making it the most sought-after skill. This reflects women's inclination towards practical, home-based, and income-generating activities

that are socially acceptable and locally feasible.

A smaller proportion, 3% (10 women), showed interest in beautician training, while only 1% (4 women) expressed preference for computer skills, indicating relatively low exposure or confidence toward digital and service-sector opportunities.

Notably, a large segment, 56% (212 women), did not provide any response. This may indicate limited awareness about available skill options, lack of exposure, or hesitation in expressing aspirations.

The findings suggest that while there is a strong demand for traditional livelihood skills like tailoring, there is also a critical need for career counselling, exposure to diverse skill options, and confidence-building interventions to help women better articulate and expand their livelihood aspirations.

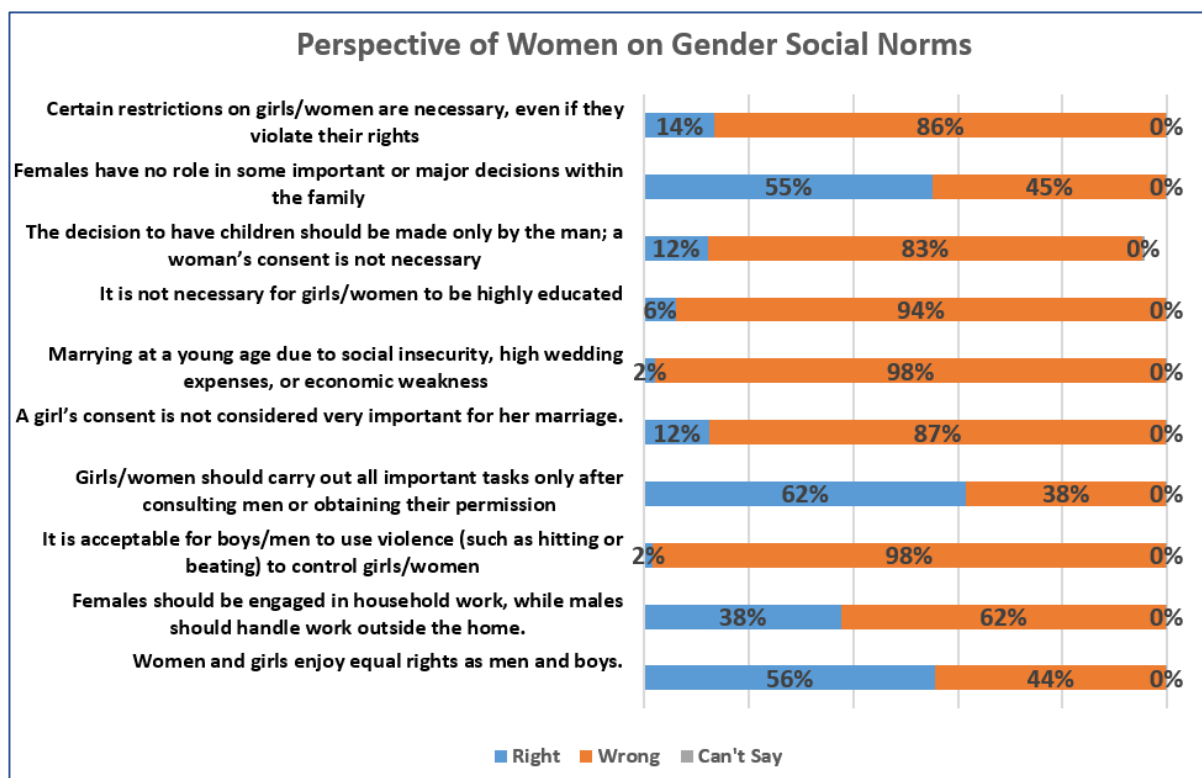
Shift in Gender Perspectives Among Women

The endline findings indicate a substantial shift in gender perspectives among women, reflecting increased awareness and rejection of deeply rooted discriminatory norms. A strong proportion of women now challenge harmful practices, particularly related to violence and early marriage. An overwhelming 98% (370 women) rejected the acceptability of violence against women, and a similar 98% (368 women) opposed early marriage driven by socio-economic factors. Additionally, 94% (353 women) disagreed with the notion that girls do not need higher education, highlighting growing recognition of the importance of education.

Encouragingly, 87% (329 women) affirmed the importance of a girl's consent in marriage, while 86% (325 women) opposed restrictions that violate women's rights. A majority, 62% (234 women), also rejected traditional gender roles that confine women to household work.



However, certain patriarchal norms persist. Notably, 62% (232 women) still believe that women should take permission from men for important decisions, and 55% (208 women) feel that women have limited roles in major family decisions. Additionally, only 56% (210 women) recognized that women and men enjoy equal rights, indicating gaps in fully internalizing gender equality.



This demonstrate significant progress in rejecting overt discrimination and violence, while highlighting the need for continued efforts to transform deep-seated norms related to decision-making power and equality within households.

Gendered Roles within the Family: Perspectives of Women

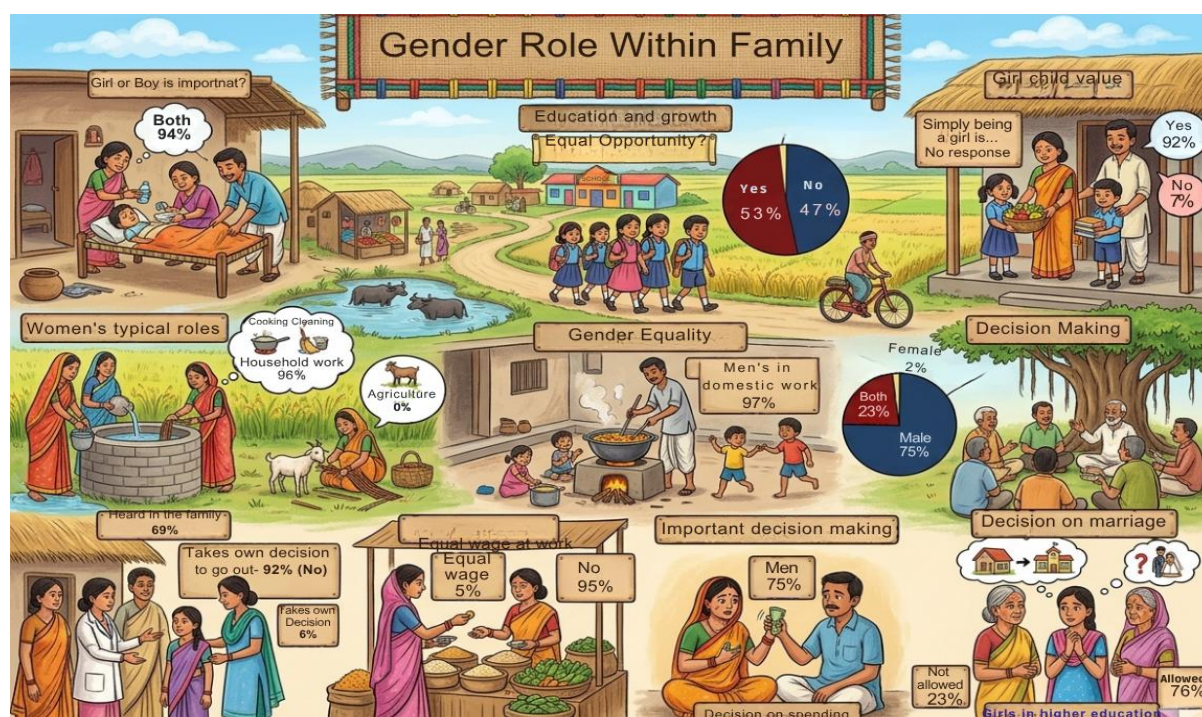
The endline findings reflect a complex mix of progressive attitudes and persistent traditional norms regarding gender roles within the family. Encouragingly, a vast majority, 94% (353 women), believe that both boys and girls are equally important, indicating a strong shift towards valuing gender equality at a conceptual level.

However, when it comes to opportunities, only 47% (176 women) believe that men and women have equal opportunities, while 53% (198 women) disagree, highlighting perceived structural inequalities. Further, 92% (346 women) acknowledged that gender influences roles and behaviour, suggesting deep-rooted social conditioning.

Traditional gender roles remain highly prevalent, with 96% (361 women) identifying women's primary role as household work. At the same time, a positive shift is seen in attitudes toward shared responsibilities, as 97% (365 women) believe that men's participation in household work is necessary for achieving gender equality.



Decision-making power remains male-dominated, with 75% (283 women) reporting that men take key family decisions, while only 23% (85 women) reported joint decision-making and a mere 2% (7 women) indicating women-led decisions. Despite this, 69% (260 women) stated that women's voices are heard in the family, though 30% (114 women) still feel excluded.



Economic inequality is strongly recognized, with 95% (359 women) stating that women do not receive equal wages for equal work. Mobility remains restricted, as only 6% (18 women) reported being able to make independent decisions about travel, while 92% (256 women) cannot.

On a positive note, 76% (288 women) reported that girls are now pursuing education outside their homes after secondary schooling.

While attitudinal shifts towards equality are evident, actual practices around decision-making, mobility, and roles within the household remain largely traditional, indicating the need for continued efforts to translate awareness into practice.

Awareness and Response of Women on Gender-Based Violence

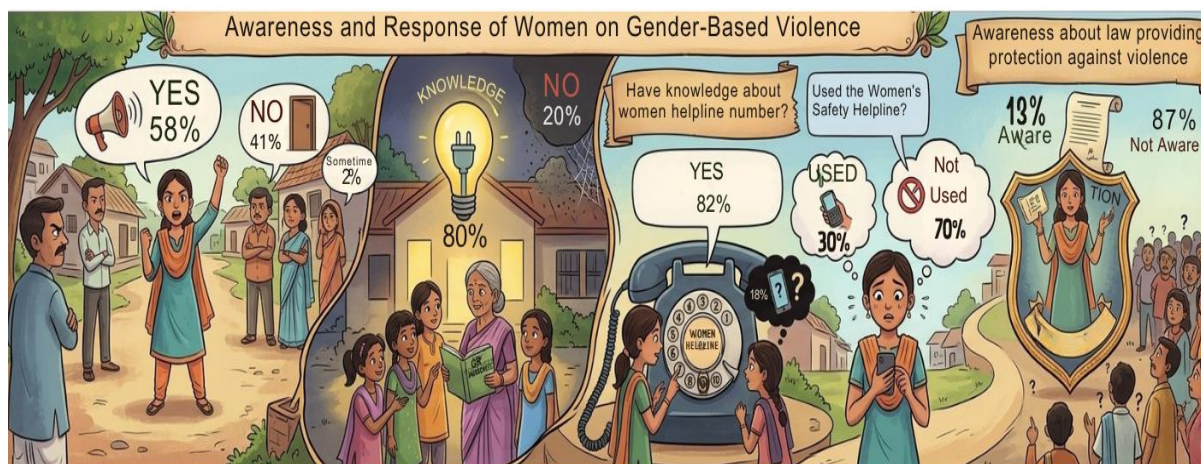
The endline findings indicate moderate to high levels of awareness on gender-based violence (GBV) among women, though gaps persist in response mechanisms and legal literacy.

A majority of women, 58% (218), reported that women/adolescent girls oppose or speak out against violence within the family, while 41% (153) do not, and 2% (6) do so occasionally. This suggests growing agency, though a substantial proportion still remains hesitant to challenge violence.

Awareness levels on GBV are relatively strong, with 80% (302 women) having knowledge about gender-based violence. Similarly, 82% (310 women) are aware of women helpline numbers, indicating effective dissemination of information regarding support services.



However, this awareness does not proportionately translate into action. Only 30% (113 women) reported having used the women's safety helpline, while a significant 70% (264 women) have never accessed these services, pointing to barriers such as lack of trust, fear, or limited accessibility.



A critical gap is observed in legal awareness, with only 13% (48 women) aware of laws that provide protection against violence, while an overwhelming 87% (329 women) lack such knowledge.

Overall, the findings highlight that while awareness on GBV and support systems is relatively high, there is a clear need to strengthen legal literacy, confidence, and service utilization to enable women to effectively respond to violence and seek institutional support.

Knowledge and Behavior of Women on SRHR

Menstrual Hygiene Practices among Women

The findings reflect mixed progress in menstrual hygiene practices among women, with continued reliance on traditional methods alongside improved communication and openness.

A majority of women, 60% (227), reported using cloth during menstruation, indicating that traditional practices still dominate. In comparison, 35% (132 women) use sanitary pads, while 5% (18 women) use both cloth and sanitary pads, suggesting a gradual transition toward safer hygiene practices. However, the high proportion of usage of clothe during menstrual period is also because women from marginalized sections are not able to afford sanitary pad. The continued dependence on cloth may be influenced by factors such as cost, accessibility, and entrenched cultural practices.

Despite these gaps in product usage, communication around menstruation has significantly improved. A substantial 92% (345 women) reported that they are able to speak freely with family members and frontline health workers such as ASHA/ANM regarding menstrual issues, while only 8% (32 women) still face barriers in open communication.



This indicates that while openness and dialogue around menstruation have improved considerably, the adoption of safe menstrual hygiene products remains limited, highlighting the need for continued efforts to improve affordability, access, and behavioural change.



Awareness about STD and Contraceptive methods

The endline findings indicate a high level of awareness among women on certain aspects of sexual and reproductive health, particularly related to sexually transmitted diseases (STDs), while moderate gaps remain in knowledge of contraceptive methods and service clarity.

An overwhelming 100% (377 women) reported being aware of sexually transmitted diseases (STDs), reflecting strong outreach and awareness-building efforts under the programme. Further, 95% (359 women) correctly acknowledged that STDs affect both physical and mental health, indicating a comprehensive understanding of their impact.

In terms of knowledge on contraceptive methods, 53% (199 women) reported awareness, while a considerable 47% (178 women) remain unaware, highlighting a significant gap in informed family planning practices.

Regarding availability of health services, a large majority, 87% (328 women), stated that their nearest health center provides services related to family planning, safe abortion, and STD treatment, while 12% (46 women) reported otherwise and 1% (3 women) were uncertain. In a parallel response set, 73% (277 women) confirmed availability of such services, whereas 27% (100 women) did not, indicating some inconsistency in perception or awareness of services.

The findings suggest strong awareness on STDs and their impact, but moderate understanding of contraceptive methods and variability in awareness of service availability, underscoring the need for continued efforts in strengthening comprehensive SRHR education and clarity on accessible health services.

Health-Seeking Behaviour and Awareness on Anemia

There is a strong inclination towards health-seeking behaviour among women, alongside notable gaps in awareness related to anaemia. A significant majority, 89% (336 women), reported visiting a nearby health center or CHC/PHC for treatment of health-related issues, while only 11% (41 women) had not accessed such services. This reflects improved trust in public health systems and increased utilization of available healthcare facilities.

However, awareness of anaemia remains comparatively low. Only 42% (160 women) reported being aware of anaemia (lack of blood), whereas a larger proportion, 58% (217 women), lacked awareness about this critical health condition. This gap is particularly concerning given the high prevalence of anaemia among women in rural and marginalized communities, which can significantly impact their overall health, productivity, and maternal outcomes.



While access to and utilization of healthcare services have improved, there is a pressing need to strengthen awareness and education on anaemia, including its causes, symptoms, prevention, and treatment. Integrating focused awareness sessions within existing health interventions could further enhance informed health-seeking practices and improve women's health outcomes.



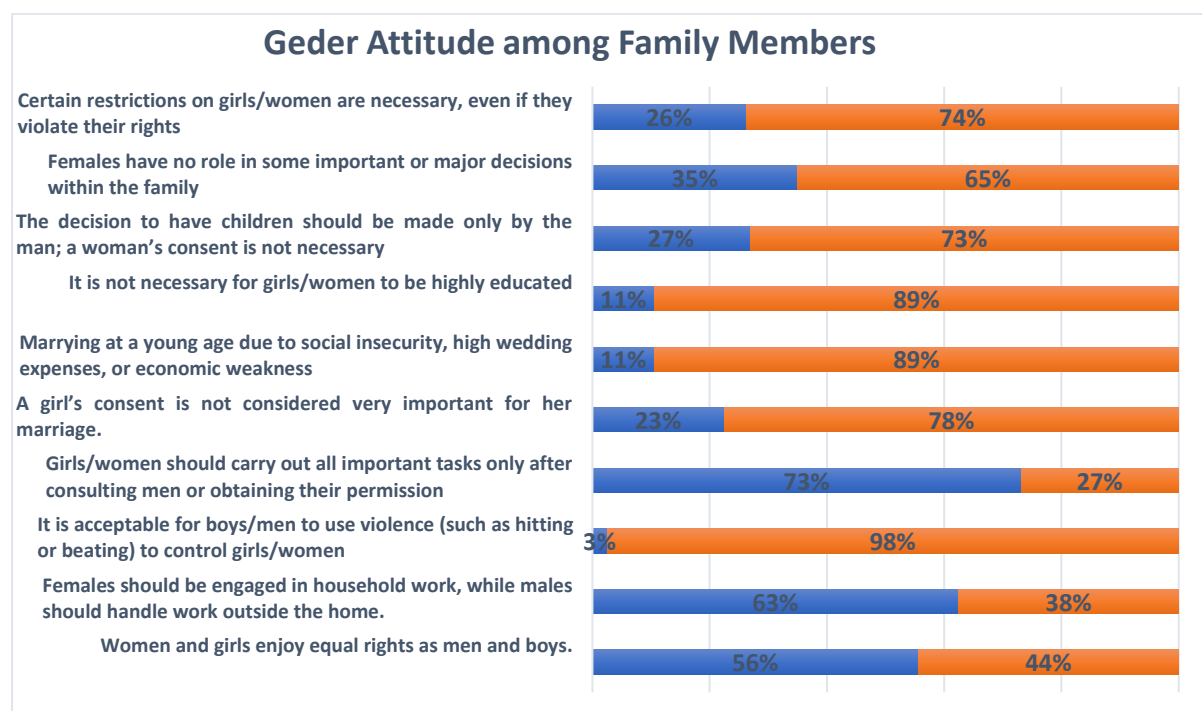


Findings from Family Members

Gender Attitudes among Family Members

The endline findings from interviews with family members reflect a mixed but gradually shifting perspective on gender norms, where progressive attitudes coexist with deeply entrenched patriarchal beliefs.

On the positive side, more than half of the family members (56%) acknowledge that women and girls enjoy equal rights as men and boys, indicating a growing recognition of gender equality at a conceptual level. There is also a strong rejection of overtly harmful practices, with an overwhelming 98% disagreeing with the acceptability of violence against women, and 89% opposing early marriage driven by socio-economic factors. Similarly, 89% reject the notion that girls do not need to be educated, and 78% affirm the importance of a girl's consent in marriage. These findings suggest increasing awareness around fundamental rights and protection issues.



However, traditional gender norms continue to persist strongly within households. A significant 63% believe that women should primarily engage in household work while men handle responsibilities outside the home, reinforcing rigid gender roles. Further, 73% feel that women should seek men's permission before undertaking important tasks, reflecting limited autonomy for women in decision-making. Additionally, 35% believe that women have no role in major family decisions, highlighting continued exclusion from leadership within the household.

Decision-making around reproductive rights also reflects patriarchal influence, with 27% believing that decisions about having children should be made solely by men. Moreover, 26% justify restrictions on women even when they violate their rights, indicating normalization of control over women's agency.



The findings suggest that while awareness of rights and rejection of extreme forms of discrimination have improved, deep-rooted norms around gender roles, decision-making, and autonomy remain resistant to change, underscoring the need for sustained engagement with families.

Gendered Roles within the Family: Perspectives of Family Members

The endline findings from family members reveal a transitional shift in gender perceptions, where increasing acceptance of equality coexists with persistent traditional norms governing roles and decision-making within the household.



Encouragingly, a strong majority (86%) believe that both boys and girls are equally important, reflecting a positive shift in fundamental value systems. Similarly, 69% feel that girls and boys have equal opportunities in society, indicating growing optimism toward gender parity. At the same time, 84% acknowledge that men's participation in household work is necessary for achieving gender equality, suggesting openness toward more balanced domestic roles.

However, traditional gender expectations remain deeply embedded. An overwhelming 98% identify household work as the primary role of women and girls, reinforcing conventional divisions of labor. Further, 73% believe that gender inherently determines roles and behavior, highlighting the persistence of socially constructed norms.

Decision-making within families continues to be largely male-dominated, with 68% reporting that men take major decisions, while only 26% indicate joint decision-making and a minimal proportion recognizing women's independent role. Although 73% state that women's voices are heard in the family, a significant segment still experiences exclusion or limited participation.

Economic inequality is strongly recognized, with 89% stating that women do not receive equal wages for equal work, pointing to widespread awareness of structural disparities. In terms of



mobility, just over half (55%) report having the ability to make independent decisions about travel, indicating partial improvement in autonomy.

At the same time, positive trends are visible in education, with 78% acknowledging that girls are pursuing higher education beyond their communities.

The findings highlight emerging supportive attitudes toward gender equality, but also underline the continued dominance of traditional roles, restricted decision-making power, and gendered expectations within families, necessitating sustained efforts for deeper behavioural change.



Target vs Achievement in the Project

Strengthening Knowledge on Menstrual Hygiene Management (MHM) and Sexual and Reproductive Health and Rights (SRHR)

The project made significant progress in enhancing knowledge and awareness on Menstrual Hygiene Management (MHM), Sexual and Reproductive Health and Rights (SRHR), and Gender-Based Violence (GBV) among adolescent girls and women through a structured and systematic capacity-building approach.

A cascade training model was adopted to ensure effective dissemination and sustainability of knowledge. Core group leaders were intensively trained and subsequently facilitated learning sessions within their respective groups. Regular thematic sessions were integrated into monthly meetings of adolescent girls' groups, ensuring continuous engagement and reinforcement of key concepts. These sessions covered critical issues including gender equality, SRHR, menstrual hygiene, nutrition, health and hygiene practices, leadership development, and awareness of government schemes relevant to adolescent girls.

Over the project period, around **210 group leaders** (against target of 200 leaders) were trained on these thematic areas, creating a strong cadre of informed peer educators and community change agents. These leaders played a pivotal role in transferring knowledge, facilitating discussions, and encouraging behaviour change at the grassroots level.

The project facilitated exposure visits to key service delivery institutions. Visits to police stations enabled girls to understand legal processes, including how to file a First Information Report (FIR), thereby strengthening their confidence in accessing justice systems. Exposure to Community Health Centres (CHCs) enhanced their understanding of available health services, including SRHR-related care and the importance of Village Health, Sanitation, and Nutrition Days (VHSNDs). Participation in VHSNDs was actively promoted at the village level, improving awareness and access to services such as Iron and Folic Acid (IFA) supplementation and other essential health interventions.

School-level sessions on Sexual and Reproductive Health and Rights (SRHR) and Menstrual Hygiene Management (MHM) among both girls and boys were conducted in identified government schools. Against the planned 12 sessions (4 sessions per quarter across 3 quarters), a total of 16 sessions were conducted, exceeding the initial target. These sessions were organized in four government schools, including two schools each in Naugarh and Chakia blocks.

The sessions focused on building age-appropriate awareness, addressing myths and misconceptions, and promoting healthy practices and gender-sensitive attitudes among adolescents. This initiative contributed to improved knowledge, openness in discussion, and increased sensitivity among both boys and girls on critical health and gender issues.

Awareness sessions on key government schemes such as *Mukhyamantri Kanya Sumangala Yojana*, *Sponsorship schemes*, *Bal Seva Yojana*, and *pension schemes* were conducted to enhance access to social protection. 50 girls were linked to *Mukhyamantri Kanya Sumangala Yojana*. These efforts enabled adolescent girls and women to better understand eligibility, benefits, and application processes, thereby strengthening their linkage with entitlements and improving financial and social security.



The integrated approach of structured training, peer-led dissemination, and institutional exposure significantly strengthened knowledge, improved confidence, and enhanced the ability of adolescent girls and women to respond to GBV and make informed decisions regarding their health and rights.

Formation of Community-Based Response Groups on Violence Against Women and Girls

The DMA Project placed a strong emphasis on building the capacities of adolescent girls and women from marginalized communities to effectively respond to Gender-Based Violence (GBV) and to address unmet needs related to Sexual and Reproductive Health and Rights (SRHR). The intervention aimed not only at enhancing awareness but also at enabling collective action, leadership, and access to services among the target groups.

As part of its community-based approach, the project facilitated the formation and strengthening of structured group platforms across 20 villages. A total of 40 adolescent girls' groups were formed, with an intended outreach of **1,200 girls** (30 members per group). At the endline, **1,133 adolescent girls were actively associated with these groups**, reflecting a high level of retention and engagement. These groups served as safe spaces for learning, discussion, and peer support, where girls-built knowledge on GBV, SRHR, menstrual hygiene, and life skills, while also developing confidence and leadership abilities.

Similarly, 40 women's groups were established, each comprising approximately 15 members, with a total of **682 women actively engaged at the endline**. These groups functioned as platforms for collective reflection, awareness building, and action on issues such as violence, health rights, and social norms. Through regular meetings and capacity-building sessions, women were supported to enhance their voice, challenge discriminatory practices, and access relevant services.

Community Help Desk: As part of the project's effort to strengthen access to information and support services at the community level, Help Desk services were initiated on a pilot basis in selected intervention areas. A total of 10 Help Desk Centres were established and are currently functional across 10 identified villages in Naugarh and Chakia blocks. These Help Desks serve as accessible, community-based platforms where adolescent girls and women can seek guidance, share concerns, and access information related to Gender-Based Violence (GBV), Sexual and Reproductive Health and Rights (SRHR), government schemes, and essential services.

The Help Desks play a critical role in bridging the gap between communities and institutions by facilitating referrals, promoting awareness, and providing timely support. Their presence within villages has contributed to increased confidence among beneficiaries to seek help and has strengthened local response mechanisms for addressing gender and health-related issues.

The formation of these groups has been instrumental in creating community-level structures that promote awareness, agency, and collective response mechanisms, contributing to sustained engagement and empowerment among both adolescent girls and women.



Promoting Self-Reliance among Marginalized Adolescent Girls' Groups

Under the DMA project, focused efforts were made to promote economic self-reliance among adolescent girls and women through structured skill development initiatives in Naugarh block, with active support from the Police Department, Chandauli. Recognizing the limited access to vocational training in remote and underserved areas, the programme introduced beautician and sewing courses to equip participants with practical, locally relevant, and income-generating skills.

The training programme was designed as a short-term course of two to three months, combining both theoretical inputs and hands-on practical exposure. To ensure effective learning, essential materials for practice—such as facial kits, massage creams, and other beautician supplies—were provided during the training. In addition, post-training support was extended to selected participants to enable them to initiate small-scale livelihood activities. Notably, 25 girls who successfully completed the beautician course were provided with facial kits along with certificates, enabling them to start earning independently.

The initiative has demonstrated strong outreach and participation. Across three batches conducted till January 2025, a total of **220 trainees were covered, including 133 in beautician training and 87 in sewing training**. Training certificates were awarded to all participants, with additional material support provided in select batches.

This intervention has not only enhanced technical skills but has also strengthened confidence, financial independence, and entrepreneurial motivation among marginalized girls. It represents a critical step toward reducing economic vulnerability and enabling girls to transition from dependency to self-reliance.

Advancing Leadership on Gender-Based Violence (GBV) and SRHR

The project made significant strides in nurturing grassroots leadership among adolescent girls on issues related to Gender-Based Violence (GBV) and Sexual and Reproductive Health and Rights (SRHR). A total of 200 adolescent girl leaders were systematically trained through six structured batches over the project period. These trainings focused on building conceptual clarity on gender, GBV, SRHR, and leadership skills, enabling girls to emerge as informed peer leaders and change agents within their communities.

A cascade approach was effectively implemented, wherein trained leaders facilitated regular monthly meetings within their respective groups. This ensured wider dissemination of knowledge and sustained peer-to-peer learning across all adolescent groups. Through this process, leadership was decentralized, and girls were empowered not only to build their own capacities but also to influence and support their peers in addressing issues related to violence, health, and rights.

In addition to capacity-building efforts, the project also promoted leadership through exposure to public platforms and community engagement. On 28th September, a “*Naugarh Khel Mahotsav*” was organized by Police Department, Chandauli. Generous support by the Superintendent of Police, providing a unique platform for adolescent girls to participate in sports and public events. Activities such as football, volleyball, badminton, and tug-of-war (rassa-kassi) were conducted in collaboration with the organization. This event not only encouraged physical participation and confidence-building but also contributed to breaking gender stereotypes and enhancing visibility of girls in public spaces.



The combined approach of structured leadership training, peer-led group facilitation, and participation in public platforms has significantly strengthened leadership capacities among adolescent girls, enabling them to actively engage in addressing GBV and advocating for their rights.

The DMA Project demonstrates a comprehensive and integrated approach toward empowering adolescent girls and women through knowledge building, collective action, and leadership development. The convergence of capacity building, community platforms, institutional linkages, and livelihood promotion has led to improved awareness, confidence, and agency. While significant progress is evident in challenging gender norms and enhancing access to services, sustained efforts are required to deepen behavioural change, strengthen economic independence, and ensure long-term impact and sustainability at the community level.



Conclusion

The endline evaluation of the DMA Project demonstrates meaningful progress in advancing gender awareness, agency, and health-related behaviours among adolescent girls and women, particularly within marginalized communities. The findings reflect that the project has been effective in building awareness on gender equality, menstrual hygiene, and gender-based violence (GBV), while also strengthening confidence, leadership, and collective participation through group-based platforms.

Notable improvements are visible in attitudinal shifts, with strong rejection of violence, early marriage, and discriminatory norms among both Kishoris and women. Increased confidence of expression and willingness to challenge GBV indicate growing agency, supported by high participation in groups and leadership roles. Enhanced openness in discussing menstruation and improved awareness of sexually transmitted diseases further highlight positive behavioural changes.

However, critical gaps persist. Deep-rooted gender norms continue to influence decision-making, mobility, and division of roles within households, with men largely retaining control over key decisions. While awareness on GBV and SRHR has improved, gaps in legal literacy, contraceptive knowledge, and actual utilization of support services remain evident. Similarly, despite high engagement with health facilities among women, awareness of anaemia is still limited.

Economic vulnerability is a significant underlying concern, with most women dependent on agricultural labour and limited access to diversified livelihood opportunities. Although there is strong demand for skill development, particularly in tailoring, exposure to diverse and non-traditional livelihood options remains low.

The project has laid a strong foundation for behavioural and social change by fostering awareness, confidence, and community engagement. Sustained efforts are now required to deepen impact by addressing structural barriers, enhancing legal and health literacy, promoting equitable decision-making, and expanding livelihood opportunities. Strengthening convergence with government systems and scaling skill development initiatives will be critical for ensuring long-term, sustainable empowerment of women and adolescent girls.

Suggestions for Future intervention

1. **Deepen Gender Norm Transformation at Household Level:** While awareness has improved, entrenched patriarchal norms persist in decision-making and mobility. Future interventions should engage men, boys, and family members through structured dialogues, couple sessions, and community campaigns to promote shared decision-making, redistribution of household roles, and acceptance of women's autonomy.
2. **Strengthen Legal Literacy on GBV:** Despite high awareness of GBV, knowledge of legal protections remains low. There is a need to integrate structured modules on laws, rights, and redressal mechanisms, including practical exposure to helplines, police systems, and protection officers to build confidence in accessing institutional support.



3. **Enhance SRHR Education and Service Linkages:** Targeted, age-appropriate SRHR sessions should be strengthened, particularly on contraceptive methods and family planning. Improving clarity on available health services and facilitating regular interface with frontline workers (ASHA/ANM) can bridge the gap between awareness and utilization.
4. **Promote Behaviour Change in Menstrual Hygiene:** While communication has improved, safe product usage (sanitary pad, menstrual cup, and tampons) remains limited. Ensuring affordable access to sanitary pads through government schemes, social marketing, or community-based distribution models should be prioritized alongside continued awareness efforts.
5. **Expand Skill Development and Livelihood Diversification:** There is a strong demand for skill training among adolescent girls and women members, particularly in tailoring. However, future programmes should diversify options to include digital literacy, entrepreneurship, and non-traditional trades. Career counselling and exposure visits can help broaden aspirations and improve employability.
6. **Focus on Economic Empowerment:** Given the high dependence on agricultural labour, interventions should promote income diversification through linkage with government schemes, self-employment opportunities, and strengthening of women-led enterprises.
7. **Improve Health Awareness on Anaemia and Preventive Care:** Focused campaigns on anaemia, nutrition, and preventive health should be integrated with existing health interventions, ensuring regular screening, counselling, and follow-up through convergence with health systems.
8. **Increase Participation in Institutional Platforms:** Efforts should be made to enhance participation of girls and women in block and district-level platforms, ensuring wider exposure, leadership development, and engagement with governance systems.
9. **Target the Most Excluded Segments:** Special strategies are needed to engage the small proportion of respondents who reported no change or low participation, through intensified handholding, peer mentoring, and customized interventions.
10. **Strengthen Monitoring for Behavioural Outcomes:** Future programmes should incorporate robust tracking of behavioural indicators (not just awareness), enabling better assessment of long-term change in practices, agency, and access to services.

These recommendations are suggestive which can help consolidate existing gains while addressing critical gaps, ensuring sustained and scalable impact in advancing gender equality and empowerment.