



# CHANGING THE GAME

*Sports for Gender Equity and Ending Child Marriage*

5<sup>th</sup> & 6<sup>th</sup> November 2019, New Delhi, India

## Consultation Report





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## Executive Summary

### *Overview*

On November 5<sup>th</sup> – 6<sup>th</sup> 2019, Pro Sport Development and *Girls Not Brides* held a national consultation to understand how sport can be used as a medium to combat gender-based discrimination. The consultation, held in New Delhi, India saw a total of 68 representatives from a variety of civil society and non-governmental organisations from 16 states in India, along with representatives from Nepal and Bangladesh, gather to share experiences of using sport for development as an approach to support gender equity. This diverse group of people came together to understand the current situation of sport for development as it pertains to gender-based programmes in the country. Furthermore, this platform provided participants an opportunity to discuss the way forward in the sport for development sector.

This unique consultation brought together stories from the field, which highlighted the actual impact that sport has been able to make on real individuals. Youth leaders, facilitators and practitioners from different areas and organisations came together and shared their personal stories of change and their experiences of working with sport in school and community settings, both in rural and urban areas. These stories invigorated the participants and were an affirmation of the power of sport in achieving gender justice.

### *Day 1*

Day 1 started with an inaugural address by Shipra Jha from *Girls Not Brides*, which set the agenda for the next two days, followed by a keynote address by Sai Krishna Pulluru from the Anantapur Sports Academy, which highlighted the impact that sports can have on development programmes in general, but also on achieving gender justice in particular. Suheil Farrell Tandon from Pro Sport Development then held a panel discussion with youth leaders from across the country to understand the various ways in which sport is being used in the field, to achieve gender equity, and the personal development that the various youth leaders have seen in themselves after their introduction to sport.

The rest of the day saw different organisations and projects present the work that they are doing, and how they are using sport in their gender-based development projects. The organisations that presented their work included She Kicks Football Academy, the Kadam Badhate Chalo project (collaboration of Martha Farrell Foundation and Pro Sport Development), Magic Bus, Rural Changemakers, Centre for Equity and Inclusion (CEQUIN), and Women Win. Day 1 also saw Suheil Farrell Tandon have a conversation with Anju Turambekar, the Grassroots Coordinator of the All India Football Federation, around her own personal journey of becoming a leading football coach in the country and the future for sport for development in India. The day ended with participants watching a movie by the Mahila Jan Adhikar Samiti (MJAS), on how they have used football as a tool to tackle issues of gender equity and child marriage in Ajmer, Rajasthan.

*Day2*

Day 2 of the consultation saw international perspectives from the South Asian region, from Nepal and Bangladesh, on the way sport has been used in their countries to achieve outcomes in gender equity. These perspectives came from associates of *Girls Not Brides* – Yuwalaya showcased the situation in Nepal, and *Girls Not Brides Bangladesh* presented perspectives from Bangladesh. Short videos were shown throughout the day, showcasing the work being done by different organisations, including CREA, Slum Soccer, Sakaar, Dribble Academy and *Girls Not Brides Jharkhand*.

The second part of the day consisted of two workshops where participants broke into smaller groups to discuss what is working in sport for development programmes, the challenges they have encountered, and the way forward. Participants then shared their discussions from their small groups with the larger audience. These participatory discussions formed the basis of the learnings and recommendations that have been collated through this consultation.

*Learnings and Recommendations*

The participants agreed that sport is indeed an effective tool in achieving gender equity. Its flexible nature allows it to be easily adapted for different contexts. Sport for development programmes have also helped create a generation of role models within the communities, making change a tangible and achievable notion. Yet, participants also noted the challenges that hinder sport for development programmes from reaching their full potential – access to good and safe spaces remains a challenge and sport for development is yet to gain traction in mainstream development practices. Furthermore, while change at the individual or community level is being achieved, it is still difficult to challenge systemic notions of patriarchy.

Participants collated a list of recommendations for the way forward for using sport to end gender-based discrimination. They noted that the safety of those participating in the sport for development programmes needs to be ensured, and programmes need to comply with sexual harassment and child protection policies. Moreover, they also found that there is a need to develop stronger linkages – with other organisations and institutions, at the local, state and national levels.

The two-day consultation resulted in a spirited and energetic discussion, with participants sharing the work being done in the field of sport for development in order to achieve gender justice. Participants felt affirmed that the work they are doing is valuable and resulting in tangible change, and were invigorated to build on the foundations they have created and carry forward their work.

## Introduction

Pro Sport Development (PSD) and *Girls Not Brides* believe that sports-based approaches can be a sustainable and effective method of changing attitudes towards child marriage, while also being a mechanism to provide opportunities and better futures for young girls. To explore this further, on the **5<sup>th</sup> and 6<sup>th</sup> of November 2019**, PSD and *Girls Not Brides* partnered to organise a two-day national consultation to learn and understand sports-based strategies that can be used to fight against early, child and forced marriages. The consultation, which was held at the **Lemontree Premier Hotel at Aerocity in New Delhi, India**, saw a total of **68 individuals (66% female; 34% male)** representing **40 organisations from across 16 states in India** come together to deliberate about the key role that sports can play in challenging gender stereotypes and promoting the mobility and agency of women and girls. The participants and speakers, along with the agenda for the consultation, were carefully curated to ensure that there was representation from a diverse set of organisations spanning different geographies and cultural contexts within India, in order to maximise the impact, conversations and learnings generated during the consultation.<sup>1</sup>

The consultation provided an opportunity for participating individuals and organisations to share learnings, tools and resources as well as collectively understand the difficulties faced in utilising sports-based approaches to challenge gender norms. Furthermore, it enabled connections to be made among individuals and organisations that are currently using sports as well as those looking to use sports in the future to empower girls and end child marriage. It is hoped that this consultation will lead to the greater use of sports within interventions for girls and women in the sector, guided by the recommendations developed on what actions need to be taken moving forward in order to strengthen the use of sport as a tool for sustainable change.

### *Consultation Objectives*

The consultation provided an environment for participants to discuss the current status of sport for development in India, especially in relation to gender, and envision the future of this field in the country. The following questions initiated the discussions of this consultation:

- What is sport for development and how is it being used to change social norms? How does sport for development challenge gender stereotypes and build the agency of girls and young women to prevent child, early and forced marriages?
- How can sport for development be utilised by organisations within their programming for girls and young women to achieve various development and gender-based outcomes?
- If we are already implementing such sport for development programmes and witnessing social norm change, then how can we effectively scale-up and make them sustainable?

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<sup>1</sup> Appendix 1 details a full list of participants that attended the consultation.

In order to answer these questions, a unique and innovative mix of methods were utilised within the consultation. These included panel discussions, one-on-one conversations, TED-style talks, presentations, as well as workshop-style group discussions in which all the participants part of the consultation were involved. A deliberate effort was made to ensure that youth voices, voices from rural India and voices from different geographies and cultures of India were given a platform to be heard during the consultation.<sup>2</sup>



***About Pro Sport Development***

Pro Sport Development (PSD) is an award-winning social enterprise dedicated to utilising sport for the holistic development of children and youth. Based out of New Delhi, India PSD’s work has directly impacted 9,276 children and youth and 743 facilitators from across 14 states in India. Since its inception in 2013, PSD has gained extensive experience in designing, implementing and evaluating different sports-based programmes, through direct implementation, training of

facilitators and capacity building of institutions. One of PSD’s key values is to use sport to provide equal opportunities to all, as well as break gender stereotypes and socially constructed barriers.



The Global Partnership to End Child Marriage

***About Girls Not Brides***

*Girls Not Brides: The Global Partnership to End Child Marriage* is a dynamic global partnership of more than 1,200 civil society organisations from over 100 countries committed to ending child marriage and enabling girls to fulfil their potential. Members are supported by a global secretariat, with staff based in

the UK and individual team members based in Africa, Asia and Latin America. Stronger together, *Girls Not Brides* members bring child marriage to global attention, build an understanding of what it will take to end child marriage, and call for laws, policies and programmes that will make a difference in the lives of millions of girls.

<sup>2</sup> Appendix 2 details the agenda of the consultation.

## Inauguration

**Shipra Jha**, the Head of Asia Engagement for *Girls Not Brides*, welcomed all the participants to the consultation. Setting the context of the consultation, she presented an overview of the envisioned outcomes of the consultation and briefly described *Girls Not Brides*'s and Pro Sport Development's work. She shared with the participants that she hoped this consultation would bring about strategies and action plans from the experiences and learnings of different organisations and individuals to inform the future use of sport in the sector to tackle the social norms that perpetuate child marriage.



She set the agenda for the next two days by asking participants to use this platform to learn, share and connect:

- **Learn:** How are different organisations using sport for social change, especially with adolescents, to prevent child, early and forced marriages? What is the impact of such programmes on various stakeholders?
- **Share:** Share your own experiences and knowledge of the best practices that have been employed in sport for development, especially when working with girls, and in ending gender-based discrimination and violence. Furthermore, discuss what has worked in the past and the challenges that have been faced.
- **Connect:** Use this platform to connect with organisations working in the social sector in India who have been using sport for social change, especially those that have worked with girls to end gender-based discrimination. Take this opportunity to

understand about the innovative programmes and interventions which have been successfully implemented in this area.

### Keynote Address

**Sai Krishna Pulluru**, the Director of Anantapur Sports Academy, an initiative of Rural Development Trust in Andhra Pradesh in South India, took forward the consultation by delivering the Keynote Address. He started by illustrating the evolution of the sport for development (S4D) field over the past two decades, since its inception in the early 2000s. He recognised that the S4D sector started organically and in an unstructured manner. However, its growth and development in the last decade has seen the sector become more organised, though it is still evolving. Thereafter, he presented a differentiation between sport development and S4D approaches, especially with regards to working with children and youth. He highlighted that while sport development works towards building sporting capacities in individuals and trains them for competitive sports, S4D focuses on intentionally utilising sports and play in order to bring about socio-economic developmental change. However, Mr. Pulluru acknowledged that sport development and S4D also complement each other and that there are several areas of convergence as well.



With the advent of the United Nations (UN) Sustainable Development Goals (SDGs), Mr. Pulluru remarked that development practitioners in the S4D sector have been actively working towards aligning interventions to these SDGs and associated targets. He mentioned that the following SDGs had been identified by various transnational organisations as those wherein S4D could play a key role in enabling outcomes: SDG 3 (Good Health and Well-Being), SDG 4

(Quality Education), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), SDG 16 (Peace, Justice and Strong Institutions) and SDG 17 (Partnership for the Goals). He remarked that due to the limited gains made by S4D practitioners in enabling the Millennium Development Goals, the approach to aligning S4D interventions to the SDGs has been well strategised.

Mr. Pulluru pointed out that though the UN considers sport as a human right for all, girls are still excluded and are provided limited opportunities to pursue sport, as a recreational activity or in a professional pursuit. Regardless of these challenges, sport is still being used with girls and women as a tool for bringing social change at various levels. Sharing some experiences and learnings from his professional career, Mr. Pulluru showcased the power of sport to enable girls and women, and provide better future opportunities. He noted that sport is a unique approach to development, especially in projects related to gender, because sport requires active participation, thus ensuring that girls and women are provided opportunities for exposure and learning. Moreover, since most sports take place outdoors, it has the ability to raise the visibility of gender norm change and normalize women's active participation in sport. He ended his keynote address by emphasising the need for greater development of the S4D field at the grassroots level, synergies to be developed between global and grassroots level practitioners, and better mechanisms for research, monitoring and evaluation of S4D programming.

## Presentation Highlights

### *Panel Discussion*

**Suheil Farrell Tandon**, the Director-Founder of Pro Sport Development, convened an insightful discussion with grassroots youth leaders and development practitioners from different parts of the country, to get their thoughts on how sports is being used in gender-based programming to bring about social change. The following panellists joined him:

- Pratima Kumari (Gaurav Gramin Mahila Vikas Manch – Bihar)
- Moumita Das (Thoughtshop Foundation – West Bengal)
- Mamta Jangid (Mahila Jan Adhikar Samiti – Rajasthan)
- Mohit Chhabra (Martha Farrell Foundation – Haryana)
- Sai Krishna Pulluru (Anantapur Sports Academy – Andhra Pradesh)



Each of the panellists illustrated how they have been using the medium of sports in their own programming to change gender norms, along with identifying the challenges they have faced and the learnings they have gained from these experiences.

**Pratima Kumari**, a Dalit woman who is a survivor of violence herself, has been motivated by her own difficult history of child marriage to bring about social change so that other girls do not have to face the same hardships as her. She explained how Gaurav Gramin Mahila Vikas has been using the sport of football to initiate conversations on sexual and reproductive health with adolescent girls in various districts of Bihar. She found that through football, girls involved in

the programme have been able to build decision-making, leadership and negotiation skills. She did note that this journey has not been easy – the programme faced challenges from institutions like the *panchayat* whose leaders would walk out of meetings, community members who thought that the programme was trying to make girls emulate boys' behaviours, and even brothers who prohibited their sisters from joining the programme out of fear that it would bring shame to the family. However, she found that building a personal rapport with the mothers by sharing her own stories helped establish a connection and build community support for the programme.



**Mamta Jangid** illustrated how sports has brought about a personal change in her own behaviour. A youth leader from Mahila Jan Adhikar Samiti's programmes in Ajmer district in Rajasthan, she is a football player and a football coach. She remarked that since she started playing football, she has become more confident when interacting with others, taking life decisions independently and negotiating with those in authority. She said that within the group of 167 girls that now participate in football regularly as part of Mahila Jan Adhikar Samiti's programmes, all have observed similar changes within themselves since being a part of the football programme. The change has not only been limited to the individual level – at a community level, they have found strength in numbers, as their increased collective confidence has helped them negotiate with the local governance committees and other authorities. Moreover, as girls involved in this football collective are from various caste backgrounds, the programme has also managed to challenge divisive caste norms in their communities.

**Mohit Chhabra**, a youth facilitator with Martha Farrell Foundation's *Kadam Badhate Chalo* programme, outlined the role that boys and men play in the participation of girls in sports. Noting the power of sports as an effective equalizer, he stated that the sports field can be a space where there is no discrimination, and individuals of different genders can come and play together. He emphasised the role that boys can play to support the right for girls to play in the community – indeed, it is often the negative comments made by boys regarding girls' place being only in the household that discourages girls from participating in games and sports. He stated that boys can be supportive in numerous ways – whether it is being willing to play with girls, ensuring that a comfortable environment has been created for girls to play with them, or barring anyone from making negative comments about girls' participation in games. Thus, he recognised the attitudinal change that has to be brought about in the boys of a community for gender norms to be successfully challenged and changed.



**Moumita Das**, a youth leader from Thoughtshop Foundation, comes from a remote district in the state of West Bengal. She mentioned that their choice to use football as a medium to engage girls within their community was deliberate – they wanted to give the girls an opportunity to come out in the open and play sport, so that other members of the community could recognise this change. She stated that discussions on gender empowerment that remain within the closed confines of a room will always ring hollow. Rather, she emphasised that girls have to be encouraged to come out in the open and reclaim spaces in public in order to be viewed as equal members of society.

**Sai Krishna Pulluru** reiterated that sport by its nature is a powerful tool to be utilised within development programmes. He noted that sport creates a unique and innovative platform to talk, communicate, and respect opinions coming from diverse backgrounds. He emphasised that sport plays a key role in bridging differences between people and communities, as it gives people a platform to not only put forward their perspective, but also learn other perspectives.

*Conversation with Anju Turambekar*

**Anju Turambekar**, who represented the All India Football Federation (AIFF) as their Grassroots Coordinator, has the distinction of being the youngest female Asian Football Confederation (AFC) qualified A licence coach. During her one-on-one conversation with **Suheil Farrell Tandon**, Director-Founder of Pro Sport Development, Ms. Turambekar described her journey from a small village in Maharashtra to becoming a world class football coach and the challenges she faced during this journey. She highlighted specifically the gendered challenges that she faced, both as a footballer as well as a football coach. Many of these challenges resonated with those illustrated by other participants and youth leaders during the consultation, and she believed it was her headstrong personality that allowed her to carve her own path. As a coach, she noted that female coaches and administrators do not get the same opportunities and exposure as their male counterparts, and it is indeed very difficult to change these systemic attitudes and barriers.



Further in the conversation, Ms. Turambekar, from the lens of a grassroots development coach, stated that collaborations need to be formed between the sport development and S4D realms, given their obvious synergies. She claimed that the grassroots is where much of the work in using sports to break gender norms is happening, since the grassroots is open to everyone, unlike elite sports. To take forward the work at the grassroots, she believes that better coaches and trained facilitators are needed to not just develop football, but also ensure girls are gaining from the benefits of participating in football.

Ms. Turambekar ended her discussion by emphasising that empowerment can only be brought about by educating and supporting girls so that they can take things forward on their own – merely teaching them a few sports is not enough. She stated that continuous support is imperative – this involves encouraging children to play sports from a young age, and continuing that support if they show an interest, since pursuing a professional career in sport can be a lengthy and uncertain process. Further, she stressed the need to build linkages between different types and levels of organisations to ensure that S4D initiatives are able to be more effective and reach a wider audience.

### *Organisation Presentations*

She Kicks Football Academy

Presenter: Dr. Shivani Chauhan (Director & Co-Founder)



She Kicks Football Academy, established in 2017 in Delhi, is an academy exclusively catering to girls who are interested in participating in football to develop their skills in the game. The organisation was started by Dr. Chauhan and her daughter, Aditi Chauhan, who is the current

goalkeeper for Team India and has the honour of being the first Indian women’s national team football player to play in the Premier League in England.

In her presentation, Dr. Chauhan noted that football helps the girls in the academy, who come from all walks of life, to kick away their apprehensions, prejudices and any gender stereotypes they may hold. Even parents have noted the changed behaviour in their girls, and Dr. Chauhan reported that many parents are now bringing their children to the academy precisely in order to bring about these behavioural changes in them. Dr. Chauhan emphasised the supportive role that parents play in order for girls to realise their dreams. She illustrated this from her own example of raising and supporting a daughter that broke gender stereotypes on the way to global footballing success. Further, she reported that many mothers accompany their daughters to the football camps to ensure that their children are able to participate. Hence, Dr. Chauhan highlighted the supportive role that parents and role models play in helping children challenge gender norms.

#### Kadam Badhate Chalo

Presenters: Deboshree Mohanta (Martha Farrell Foundation) and Akash Thapa (Pro Sport Development)



A unique partnership between adolescent girls and boys, the *Kadam Badhate Chalo* (KBC) programme is a youth-led initiative by the Martha Farrell Foundation (MFF), in partnership with Pro Sport Development (PSD). The programme empowers and builds capacity of youth leaders, both girls and boys, to enable them to ensure accountability and end violence against women and girls (VAWG) in their own communities. It is designed with the assertion that the root of ending

VAWG lies in changing gender relations between men and women, boys and girls, and this cannot be done without the active and equal participation of the youth. KBC has worked in 27 locations across 14 states in India. To date, KBC has reached over 3 million people in the country, collectivizing 32,000 youth to address VAWG in their communities and training over 3,000 youth leaders (50% of which are girls).

Akash Thapa highlighted that the choice of sport is important when designing any S4D programme – by choosing unconventional games in the KBC project, it is a new experience for all participants, and no individual (especially boys) have any prior knowledge and advantage of knowing the rules of the game. This way, girls and boys start the programme at an equal footing. As Deboshree Mohanta reinforced, girls and boys receive the same training and teachings, and facilitators only intervene if they feel that the boys are taking girls' space – hence, participants are challenged to break the gender norms in the very games that they are playing. Mr. Thapa concluded the discussion by highlighting that the games introduced in KBC require girls and boys to communicate with each other. This helps develop their ability to listen and respect others, and forces participants to recognise the role each person plays in the team. Hence, these games allow participants to bridge communication gaps, and breaks down the default assumptions that individuals hold about gender.

Magic Bus

Presenters: Sandhya Srinivasan (Director) and Hemalata (Youth Leader)



Sandhya Srinivasan, the Director of the East Region at Magic Bus, started the presentation by outlining the organisation's main goal. She informed the audience that Magic Bus is an organisation that uses the medium of sports to equip children and youth between the ages of 12 and 18 years with the skills and knowledge they need to move out of poverty. She explained that Magic Bus believes that working with children for a 7-year period between that age group assists them in gaining dignified employment and a meaningful livelihood, as they transition from childhood to adulthood. By enabling children to complete their secondary education, delaying their age of marriage, and teaching them relevant skills to find jobs, Magic Bus aims at moving the young generation out of the vicious cycle of poverty. Ms. Srinivasan stressed that the organisation believes that in order to successfully strengthen the community, it is important to engage with different stakeholders, including parents, schools, teachers as well as adolescent boys and girls.

Hemalata, a youth leader at Magic Bus based out of Delhi, illustrated the success of the programme by relating her own life journey. She was first involved with Magic Bus as a participant, but after observing and recognising the issues in her own community, she decided to become a youth leader in order to bring about change within her community. She found that her ability to draw on her own personal experiences, which were often similar to those of the youth she was working with, helped her develop a rapport with them. She emphasized that she does not like to present herself as a teacher to the youth – rather, she breaks down any power imbalances and talks to the youth as their peer, so that they feel comfortable sharing any problems they may have. She has engaged with the youth of her community on the issues of personality development, personal hygiene, sexual abuse, violence and drug abuse. She stated that she is now a role model in the community, and her increased social capital has made her family proud of her achievements.

#### Rural Changemakers

Presenters: Ulrike Reinhard (Founder) and Asha Gond (Youth Leader)

Rural Changemakers was founded by Ulrike Reinhard as a social experiment. The organisation aims at uplifting the communities they engage with using the sport of skateboarding. The reason why Ms. Reinhard chose skateboarding is because it has long been associated with counterculture and revolutionary elements of society, and hence she thought it was the appropriate medium to use in order to bring about social change within rigid settings. The organisation is currently operating in the Janwaar region of Madhya Pradesh and focuses first and foremost on the participation of girls. Realising the transformative power of sport and education, the organisation emphasises on education and schooling, and participants are allowed to skateboard only if they also commit to attending school regularly.



Asha Gond, a youth leader from Rural Changemakers, has the distinction of representing India in the World Skateboarding Championship in China. During the presentation, she told the participants that she feels that sport is a unique medium that brings about respect for all genders. When people are playing sport, the focus is only on winning and not on the team members' genders. Through her skateboarding journey, she has found that she has been able to break gender barriers and has become more comfortable in interacting with boys as well as learn life skills such as confidence, perseverance and leadership. She has been able to negotiate delaying her marriage, and has also set up her own NGO, The Barefoot Skateboarders Organisation in Janwaar, aimed at serving and supporting the children of her village.

#### Centre for Equity and Inclusion (CEQUIN)

Presenters: Lora Prabhu (Director and Co-Founder) and Afreen (Youth Leader)

Established in 2009 by Sara Abdullah Pilot and Lora Prabhu, CEQUIN is an NGO that promotes the equal rights of women and girls to lead a violence-free life, develop their capabilities, have ownership and control of resources as well as participate and be included in decision making. Ms. Prabhu explained that the organisation works in communities and schools in Delhi and Haryana, engaging girls using football. Following an inclusive football programme, CEQUIN has enabled girls to stay in school, choose their own careers and livelihoods, enhance their confidence and decision-making skills, increase their outdoor activity and mobility, build stronger social networks, and delay their marriage. Realising the need of a supportive community

in creating an enabling environment for their participants, CEQUIN has also engaged with adolescent boys, parents and siblings in order to create an environment that challenges current social norms that keep girls from realising their full potential.



Afreen, a youth leader at CEQUIN from Delhi, started her football journey in 2011 when the organisation started a football programme for the girls in her community. She reflected that her

parents were initially hesitant to let her play, but she successfully negotiated with them to join CEQUIN's programme. As part of the team, she was able to participate in football matches and gain exposure through the sport. She was also able to get a scholarship to pursue her higher education in Ahmedabad and is the first in her family to receive a professional qualification. CEQUIN's support was integral in her ability to relocate to Ahmedabad – she noted that the trust between CEQUIN and her parents is what opened the door for her. She is now back in Delhi and continues to mobilise girls in her community to be a part of the football team. Though some members of her community are not happy with her chosen path, she does not pay heed to these elements and is happy with what she has achieved, as a working woman who is financially independent, and who makes her own life decisions..

### *International & Regional Perspectives*

Women Win (via Skype)

Presenter: Meg Smith (Deputy ED & Global Implementation Director)



Women Win, a global leader in girls' and women's empowerment through sport, is a granting organisation which works as technical advisors and supports projects all over the world. Meg Smith, Global Implementation Director for Women Win, explained through her Skype presentation that Women Win uses sports and play as tools for achieving gender equality and bringing about sustainable social change. Since 2007, the organisation had reached out to almost 3.5 million girls worldwide. Ms. Smith informed the audience that Women Win believes that gender inequity and gender norms tend to create barriers for girls' participation in sports and in society as well. Through sport and play, girls challenge socio-cultural norms and gender stereotypes, not only at a personal level but also at a community level, in a way that other methods do not. Indeed, Women Win has categorised the change they have observed into four levels – individual, collective, community and systemic.

As Ms. Smith noted, some of the norm changes that the organisation has witnessed from their work across the globe through S4D include:

- Girls were more likely to aspire to complete their education and find work before getting married, and families were increasingly supportive.
- Girls expressed greater confidence to engage in male-dominated careers.
- In India, girls faced fewer restrictions and taboos while menstruating.

As an established S4D organisation, Women Win was also able to impart some learnings and recommendations to the individuals and organisations participating in the consultation. Ms. Smith noted that:

- Any development programme’s sports agenda must be aligned with a rights and gender equity agenda.
- Organisations must be aware of and avoid ‘elite capture’. Indeed, the challenge is to reach those that would otherwise be ignored by other developmental programmes and initiatives.
- Organisations must create synergies to allow for greater partnerships and collaborations.

Yuwalaya – Perspectives of *Girls Not Brides*, Nepal

Presenter: Santosh Maharjan



Established in 2013, Yuwalaya is a youth-led NGO that works for and with youth and adolescents in Nepal. The organisation aims at enhancing the capacities of adolescents and youth to unlock their full potential to attain a dignified, respected and quality life. While Mr. Maharjan noted that S4D initiatives have not been explored extensively in Nepal yet, some programmes have used popular sports such as badminton, volleyball and football to discuss issues like child abuse and protection, and to teach life skills.

Nepal has one of the highest rates of child marriages in Asia, and some of the common causes include poverty, the practice of dowry, lack of educational opportunities and a lack of awareness. Mr. Maharjan highlighted that though using sport may be challenging in Nepal at present, research has proved that the medium of sports has worked to bring social as well as gender norm change, and thus more efforts must be made to utilise this development method. Further, he

emphasised that there is a need to utilise indigenous sports too, to ensure that indigenous knowledge is not erased and local relevance is maintained.

*Girls Not Brides*, Bangladesh

Presenter: Fowzia Afroz



*Girls Not Brides* Bangladesh was founded in 2013 with the goal of ending child marriage in Bangladesh by empowering girls to enjoy their rights, flourish and achieve their full potential. Ms. Afroz noted that *Girls Not Brides* Bangladesh has been very successful in bringing about changes to the laws and legislatures of the country. In addition, the coalition has been able to mobilise youth groups and grassroots organisations to challenge the practice of child marriage. *Girls Not Brides* Bangladesh has identified sport as a tool that helps individuals establish their identity, generate income, build communities and change behaviours. They have also recognised that sports helps engage different demographics and break gender taboos and barriers. Ms. Afroz highlighted that some of the challenges that have been observed in Bangladesh in using S4D include access to public spaces, limited opportunities for girls and women, sexual harassment and gender discrimination.

## Group Discussions

The second day of the consultation included two interactive group workshops where participants discussed the knowledge created and learnings from the presentations on the first day. They also discussed challenges and the future scope of implementing S4D programmes.

### *Workshop 1*

Facilitator: Suheil Farrell Tandon (Pro Sport Development)



Participants were divided into groups based on the geographical regions they work in – North India, East India and South + West India. Each group was given 45 minutes to discuss the following questions, before reconvening and sharing their perspectives with all participants:

- What have been the key learnings that have emerged from the different presentations about the use of sports for social and gender norm change?
- What is still not changing through this approach? What is taking time to change? What are the key obstacles to change?
- What has not worked at all and is not worth trying to pursue in the future? What have been the learnings so far?

*Workshop 2*

Facilitator: Yogesh Vaishanv (Vikalp Sansthan)



Participants broke into the same groups as in the previous workshop to discuss the following questions before reconvening and sharing their perspectives with everyone:

- Based on the various presentations, along with your own experiences, what are some of the challenges in using sports as a tool for gender norm change? What are your suggestions to overcome some of the obstacles that you have discussed?
- Who are the people and/or institutions who can help overcome these challenges at different levels of governance and operation?

## Learnings and Recommendations

The consultation resulted in informative and participatory presentations, dialogues and discussions, which have contributed to several collective learnings and recommendations. The participants unanimously voiced that the consultation had been a highly effective platform to learn more about the existing S4D programmes in the country working with girls and women, recognise the various challenges faced by these different programmes and forge the way forward for S4D programmes in India.

The participants voiced that at the end of this consultation they were assured that they were on the right path and that S4D was an impactful method to engage stakeholders in conversations regarding gender. The following are observations made on the impact that sports has had on development programmes:

- Utilisation of sports in development programmes has shown effective results in breaking gender stereotypes and taboos. Girls are gaining the confidence to negotiate with their families and communities, and have received the opportunity to move out of the confines of their homes and learn in a safe environment.
- The impact of S4D is not just at an individual level – changes have been seen happening in families and in communities as well, as well as within local institutions.
- Through the various S4D programmes highlighted in the consultation, a whole generation of grassroots and community level female role models have emerged, giving girls in these communities access to mentors along with the realisation that their aspirations are achievable.
- Sport has emerged as a livelihood option for many girls, especially with a growing demand for female coaches, facilitators and sports professionals.
- Sport is an effective tool to mobilise diverse audiences – it is also a method that is very helpful in bringing together people from different backgrounds.
- Sport is a flexible tool for development programmes – depending on the type of constraints one is facing, programmes, activities and games can be designed to require low or no equipment, and can be conducted in limited and indoor spaces.

Participants, however, also noted that S4D programmes are not without their challenges. Some of these challenges included:

- Access to open public spaces and field infrastructure, along with access to sports equipment, remains a huge challenge, especially in rural and remote regions. Hence, many organisations tend to work with those sports that require low or no sports equipment. Further, ensuring that the field is safe for the girls remains a challenge – till the sporting field is not completely safe, including safety from sexual harassment, girls will not be able to achieve complete independence.

- There are very few qualified female coaches available who can be involved in S4D programming. Participants, and their families and communities, remain apprehensive towards being trained by male coaches.
- Political interference and corruption are issues that many organisations have faced, and they make it a difficult and unsupportive environment to implement S4D programmes.
- The S4D domain remains unexplored by mainstream development practitioners – hence, it has been difficult for S4D programming to gain traction in the development field. This includes a lack of funding opportunities and the ambivalence of primary and secondary stakeholders. Further, since monitoring and evaluation in S4D programmes is usually qualitative, it can be difficult to ascertain the true impact that the programmes are having, and in turn it becomes harder for mainstream development to take S4D seriously.
- Breaking patriarchal norms remains a tough challenge – indeed, most of the change has been at a personal or community level, but systemic change is difficult to bring about. It was also noted that while many girls are successfully breaking mobility barriers, sport has now become an additional burden they face along with their other daily chores. Further, it is difficult to retain girls in the programmes once they hit puberty – communities are still apprehensive of the optics of girls playing sports, since it does not align with societal notions of ‘womanhood’.
- S4D models, on many occasions, converge with the field of sport development, wherein participants from the S4D programme want to excel in their chosen sport or take up sports coaching and administrative opportunities. However, in order to help certain participants progress within the sport development field, organisations find it a challenge, both in terms of the expertise as well as the associated costs, especially since there are no subsidies provided by government or sports federations with regards to coaching licenses, sports facilities and training costs

Envisioning the future of S4D in India, the participants also created a set of recommendations to paving the way forward:

- It should be ensured that the S4D field does not become a conduit for neo-colonialization. Indigenous knowledge and expertise should be recognised and incorporated in the programmes. Traditional indigenous sports should be integrated to ensure that the local context is taken into consideration.
- Strategies should be designed to create a safe environment for girls. This includes a need for strong child protection and sexual harassment policies and mechanisms to be developed in S4D programming. Participants emphasised that S4D programmes should be trailblazers in enforcing strong and impactful regulations regarding these issues.
- The documentation of S4D programmes, both written and audio-visual, should be strengthened, especially at the grassroots, in order to present to various stakeholders the

impactful work taking place. Moreover, the monitoring and evaluation of S4D programmes should move towards more standardised systems of evaluating impact, which are contextualised to geographies and cultures. Documentation, monitoring and evaluation should be prioritised in the larger context of strengthening advocacy for S4D at various levels – starting from families and communities all the way to state and national governments, as well as national and international donors.

- The S4D sector should focus on collaborations and partnerships with different stakeholders, both at national, state as well as local levels. Participants suggested that partnerships can be explored with the Ministry of Youth Affairs and Sports, Rajiv Gandhi National Institute of Youth Development and MNREGA at national level; school boards at the state level, and; *panchayats*, schools, *anganwaadis*, municipalities, parents and ASHA workers at the local level.
- The urgent need to advocate for the S4D sector cannot be stressed enough. The lead for this can be taken by large development institutions and corporate social responsibility initiatives. Since the SDGs are gaining traction in the development field, S4D should highlight and advocate how sport can be used to achieve SDGs, especially in relation to gender equality, which is embedded within most SDGs. In order to make these convergences stronger, impactful and continuous lobbying is required to take forward the dialogue with different stakeholders.

## Conclusion

The two-day consultation *Changing the Game* resulted in spirited and energetic sharings and discussions regarding the work being done in S4D programmes currently, and participants felt excited and hopeful about the future of S4D in India to overcome gender-based violence and end child, early and forced marriages. The stories shared by the various youth leaders about their personal journeys and development through sports were extremely encouraging and reinforced the impact that sport can have on bringing about social change.

One recurring theme reiterated by many presenters and participants was the need for increased collaborations and synergies to be developed between different S4D organisations. Many felt that a collaborative spirit is imperative to help S4D initiatives grow in India, as it allows for different organisations to bring their own expertise to the programmes. Further, collaboration allows for collective learnings to be realised. Indeed, this consultation, itself a collaboration between Pro Sport Development (PSD) and *Girls Not Brides*, was the first step in initiating collaborative conversations on S4D and gender-based projects in the country. Many participants were able to share their learnings and challenges, as well as share contact information to continue this discussion beyond the consultation. PSD and *Girls Not Brides* hope to see the growth of S4D in India, especially for gender-based programmes, and the continuance of this collaborative spirit in S4D programming.

Appendix 1: List of Participants

<b>S.No.</b>	<b>Name</b>	<b>Organisation</b>
1	Lora Prabhu	CEQUIN
2	Afreen	CEQUIN
3	Tarushikha Yadav	CEQUIN
4	Aishwariya Sehgal	UNESCO
5	Shivani Chauhan	She Kicks Football Academy
6	Deboshree Mohanta	Martha Farrell Foundation
7	Yusra Khan	Yellowstreets
8	Rajini Menon	Oxfam India
9	Priyanka Sinha	Breakthrough
10	Mona Mehta	Oxfam GB
11	Smruti Behra	CREA
12	Vaishnavi Kollimarla	CREA
13	Akash Thapa	Pro Sport Development
14	Anju Turambekar	AIFF
15	Rashmi Singh	Independent Consultant
16	Sabbar Tousif	JCB CSR
17	Varsi	JCB CSR
18	Lungben Malangmai	Women Power Connect
19	Chanderkiran Malik	Milaan Foundation
20	Shreya Ghosh	CRY
21	Nandita Bhatt	Martha Farrell Foundation
22	Andrew Mushi	Mzumber University
23	Madhumita Das	Independent Consultant
24	Sai Krishna Pulluru	Anantapur Sports Academy
25	Padma Joshi	MJAS
26	Mamta Jangid	MJAS
27	Sandhya Srinivasan	Magic Bus Foundation
28	Mohit Chhabra	Martha Farrell Foundation
29	Abhijeet Barse	Slum Soccer
30	Yogesh Vaishanv	Vikalp Sansthan
31	Anita	Vikalp Sansthan
32	Annadurai Muthuswamy	CCFC
33	Nancy Anabel	CCFC
34	Ananta Kishore Swain	CYSD
35	Rama Vedula	AJWS

36	Ulrike Reinhard	Rural Changemakers
37	Asha Gond	Rural Changemakers
38	Ajay Kumar	GNB Jharkhand
39	Nitika Pant	SAKAR
40	Punam Toppo	GNB Jharkhand
41	Moumita Das	Thoughtshop Foundation
42	Bhaktamohan Swain	Pro Sport Development
43	Ayesha Khatun	MBBCDS
44	Pratima Kumari	GGMVS
45	Nil Kamal Mishra	Amra Padatik
46	Shwetha Shridhar	Dasra
47	Shirsha Sengupta	CINI
48	Hemlata	Magic Bus Foundation
49	Bhavesh Kumar	Magic Bus Foundation
50	Surbhi Kumar	Martha Farrell Foundation
51	Bhuvnesh Gahlot	Dribble Academy
52	Abhinav Sen Malhotra	Dribble Academy
53	Malini Gupta	JCB CSR
54	Santosh Maharjan	Yuwalaya
55	Fowzia Afroz	GNB Bangladesh
56	Jacky Repila	GNB UK
57	Suheil Tandon	Pro Sport Development
58	Kabeer Arjun	Pro Sport Development
59	Antony CJ	Pro Sport Development
60	Saroj Sahu	Pro Sport Development
61	Akshara Bhargava	Pro Sport Development
62	Tariqa Tandon	Pro Sport Development
63	Chandrashekhar Joshi	PRIA
64	Nikita Rakhyani	PRIA
65	Shipra Jha	Girls Not Brides
66	Divya Mukand	Girls Not Brides
67	Bimal Jha	Girls Not Brides
68	Saudamini Zutshi	Translator

## Appendix 2: Consultation Agenda

### **Changing the Game**

*Sports for Gender Equity and Ending Child Marriage*

5-November-2019 & 6-November-2019  
Lemontree Premier, Aerocity, New Delhi, India

#### **Day 1 (5-November-2019)**

Session	Time	Theme	Speakers and Facilitators
<b>Session 1</b>	10:00 am – 10:15 am	Welcome Note	Shipra Jha ( <i>Girls Not Brides</i> )
	10:15 am – 10:40 am	<u>Keynote Address:</u> Understanding sport for development and its impact on social norm change	Sai Krishna Pulluru ( <i>Anantpur Sports Academy</i> )
	10:40 am – 11:30 am	<u>Panel Discussion:</u> Impact of Sport on Youth, especially girls	Sai Krishna Pulluru ( <i>Anantpur Sports Academy</i> )  Pratima Kumari ( <i>Gaurav Gramin Mahila Vikas Manch</i> )  Moumita Das ( <i>Thoughtshop Foundation</i> )  Mamta Jangid ( <i>Mahila Jan Adhikar Samiti</i> )  Mohit Chhabra ( <i>Martha Farrell Foundation</i> )  Moderator: Suheil F. Tandon ( <i>Pro Sport Development</i> )
<b>Tea (11:30 am – 12:00 pm)</b>			
<b>Session 2</b>	12:00 pm – 12:25 pm	<u>Presentation:</u> Coaching and Mentoring Girls	Dr. Shivani Chauhan ( <i>She Kicks Football Academy</i> )

	12:25 pm – 12:50 pm	<u>Presentation:</u> Using Sport to Break Gender Stereotypes	Deboshree Mohanta & Akash Thapa ( <i>Kadam Badhate Chalo</i> )
	12:50 pm – 1:15 pm	<u>Presentation:</u> Women in the Coaching Landscape	Anju Turambekar ( <i>All India Football Federation</i> )

<b>Lunch (1:15 pm – 2:15 pm)</b>			
<b>Session 3</b>	2:15 pm – 2:40 pm	<u>Presentation:</u> Football with Girls in Rural and Urban India	Lora Prabhu & Afreen ( <i>CEQUIN</i> )
	2:40 pm – 3:05 pm	<u>Presentation:</u> Impact of Sport on Livelihoods	Sandhya Srinivasan & Pujara Parvati ( <i>Magic Bus</i> )
	3:05 pm – 3:30 pm	<u>Presentation:</u> Skateboarding for Rural Change	Ulrike Reinhard & Asha Gond ( <i>Rural Changemakers</i> )
<b>Session 4</b>	3:30 pm – 4:00 pm	<u>Presentation:</u> Global Perspective on Utilising Sport for Gender Norm Change	Meg Smith ( <i>Women Win</i> )
<b>Tea (4:00 pm – 4:30 pm)</b>			
<b>Session 5</b>	4:30 pm – 5:45 pm	Film Screening/Impact Sharing Through Videos	

**Day 2 (6-November-2019)**

Session	Time	Theme	Speakers and Facilitators
<b>Session 1</b>	9:30 am – 10:00 am	Recap	Divya Mukand ( <i>Girls Not Brides</i> )
	10:00 am – 11:00 am	<u>Presentation:</u> Regional Perspectives of Using Sport to End Child Marriage	Santosh Maharjan ( <i>Yuwalaya, Nepal</i> ) & Fowzia Afroz ( <i>Girls Not Brides, Bangladesh</i> )
<b>Tea (11:00 am – 11:30 am)</b>			
<b>Session 2</b>	11:30 am – 1:00 pm	<u>Workshop:</u> Sport for Change: Learnings & Challenges across India	Suheil F. Tandon ( <i>Pro Sport Development</i> )
<b>Lunch (1:00 pm – 2:00 pm)</b>			
<b>Session 3</b>	2:00 pm – 2:45 pm	<u>Sharing:</u> Sport for Change: Learnings & Challenges across India	Suheil F. Tandon ( <i>Pro Sport Development</i> )
<b>Session 4</b>	2:45 pm – 4:15 pm	<u>Workshop:</u> Local, State and National Perspectives on Sport for Change	Yogesh Vaishanv ( <i>Vikalp Sansthan</i> )
<b>Session 5</b>	4:15 pm – 4:45 pm	<u>Sharing:</u> Local, State and National Perspectives on Sport for Change	Yogesh Vaishanv ( <i>Vikalp Sansthan</i> )
<b>Session 6</b>	4:45 pm – 5:15 pm	Wrap-up	Jacky Repila & Shipra Jha ( <i>Girls Not Brides</i> )
<b>Session 7</b>	5:15 pm – 5:30 pm	Vote of Thanks	Suheil F. Tandon & Kabeer Arjun ( <i>Pro Sport Development</i> )
<b>Tea (5:30 pm – 6:00 pm)</b>			





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