Merging the social with the technical

Social Consciousness-raising Exercises: Tools for a Gender Transformative Approach

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GAF 7: Gender Transformative Approaches in Fisheries and Aquaculture: an exploration of strategies and emerging outcomes
Women-targeted technologies
## Targeting women with technologies

<table>
<thead>
<tr>
<th>Why target women?</th>
<th>How?</th>
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<tbody>
<tr>
<td>Close to home for easy access (time and labor burden, mobility and access constraints)</td>
<td>Selection based on interest and close proximity to resources</td>
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<tr>
<td>More control over homestead assets</td>
<td>Technical knowledge transfer through short-duration trainings</td>
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<td>Income opportunity from an underutilized resource (without hindering other usage)</td>
<td>Coaching</td>
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<td>Enhanced resilience through diversified food and income options</td>
<td>Demonstration set up for practical learning and scaling out</td>
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<tr>
<td>Nutritional consumption enabled through small fish</td>
<td>Linkage events</td>
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Studies evidencing need for GTA
Technology users are embedded in a range of relationships

- WorldFish project staff, officers
- Group of adopters
- Household of adopter
- Woman adopter

Technical approaches/gap filling can accept/reinforce inequity

Gender integration without social change limits sustainability of impacts

Need to engage with both women and men & address unequal power relations
Multi-scale look into constraints

Credit, finance, storage, markets, jobs
Tenure rights
Hiring policies
Reputation, norms, stereotypes, Security
Household support
HH responsibilities
Individual knowledge
Capabilities and skills
Strength
Risks
Opportunities
Gender Integration Continuum
Gender-transformative research

Integrates efforts to redress gender disparities in resources, markets and technologies with complementary actions to address underlying social norms and power relations.
How we approach GTA in Bangladesh

Capacity Development

Action (Applied GTA)

Evidence & Learning

Coalitions & Influence

WorldFish
Examples of GTA incorporation
Tools to facilitate critical reflections
Promundo

Changes focused on: Gender transformation takes place through women and men
1. Learning through questioning and critical reflection on gender norms to develop new attitudes and skills
2. Rehearse equitable and non-violent attitudes and behaviours in a comfortable space
3. Internalize new gender attitudes and norm and apply these through their own relationships and lives

Nurturing Connections

Changes focused on: Gender transformation takes place through:
1. Behaviour change is a process that requires internalizing of new concepts by men and women
2. Gender norms are driven by community norms and group dynamics
3. Adults learn best through action and experience.
### Case 1: Complement technical with GTA in CSISA-BD homestead pond technology

<table>
<thead>
<tr>
<th>Conventional Technical Training on Homestead Pond Polyculture Technologies</th>
<th>Accompanying Gender Sessions developed from HKI Nurturing Connections Manual: sample activities</th>
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<tbody>
<tr>
<td>Introduction, rules, commitments</td>
<td>Demonstrating and building trust (whole family)</td>
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<tr>
<td>Pond Preparation</td>
<td>Power hierarchies; obstacles to listening</td>
</tr>
<tr>
<td>Stocking Management</td>
<td>Interactions between identity and decision-making</td>
</tr>
<tr>
<td>Post-stocking management</td>
<td>Who decides about the pond (whole family)</td>
</tr>
<tr>
<td>Horticulture and family nutrition</td>
<td>Intra-HH allocations of food and power; self-esteem building</td>
</tr>
<tr>
<td>Harvesting, restocking, marketing, income, expenditure</td>
<td>Assertiveness training</td>
</tr>
<tr>
<td>Gender Awareness/ Nutrition Education</td>
<td>Exploring gendered behaviors (with husbands)</td>
</tr>
<tr>
<td>Linkage event with value chain actors, community members, etc.</td>
<td>Community Theatre skits on gender and livelihoods, Community meeting on gender norms</td>
</tr>
<tr>
<td>Project review, future planning</td>
<td>Change in gender norms over time</td>
</tr>
</tbody>
</table>
CSISA-BD GTA design

- Family members involved
- No demonstration farmers
- Smaller groups
- Technical knowledge merged with social awareness
- Training modularized over the entire production cycle

FGD

Training designed

HKI conducts TOT

Baseline designed and conducted

Sessions conducted
Case 2: Multi-scale GTA approach in promoting Gill net technology in AIN

At the **household level**, tools used include ‘hopes & fears’, demonstrating and building trust, ‘power hierarchies’, access to nutrition, obstacles to change, ‘who decides’, and exploring gendered behavior.

At the **community level**, tools used include ‘hopes & fears’, ‘looking at our attitudes’, ‘acting like a man/woman’, ‘how will we empower each other’, gender equality solutions, ‘the man box’ (masculinities) and a historical timeline of gender changes.
Social consciousness raising exercise examples

Understanding Gendered Perspectives: Video Aids for Nurturing Connections
Demonstrating and Building Trust: Blindfold game
Hopes and Fears
Partial Viewpoints
Good Girls don’t talk loudly, Good Boys don’t listen to Girls
Exploring Gendered Behavior
Happy Family Role Play
My Name is… and I am Good at…
Who Decides? HH decision Making
Asset mapping
Intra-household food distribution exercise

PART 3 SELF-WORTH AND VALUING PEOPLE

3. Describe the scene: “It was dinner time. The wife had cooked rice, kitchuri, some fish and some leaves. She dished up for everyone:

- a big plate of food with a bit of everything for her husband
- a smaller plate with a bit of everything for her father-in-law
- a plate with rice, kitchuri, 1 fish and leaves for mother-in-law
- a plate with rice, kitchuri and an egg for the young boy small plates with rice and kitchuri for the girls
- a plate with rice and a few leaves for herself (that’s all that was left).

HUSBAND FATHER-IN LAW MOTHER IN LAW SON DAUGHTER WOMAN/WIFE

AS THE VOLUNTEERS ACT OUT THE SCENE THERE IS USUALLY SOME LAUGHTER - PARTICIPANTS RECOGNIZE THEIR OWN PRACTICES OF UNEQUAL DISTRIBUTION. DO NOT RESPOND AT THIS STAGE.
Gender transformative Value chain Analyses tool
Further areas to apply GTA?
Working through communities of collaborative women farmer researchers

5-10 WOMEN FARMER RESEARCHERS PER COMMUNITY
Aquaculture in challenged ponds (96 Ponds)

**Research Agendas**
- Fish Species and Density
- Feeding Strategies
- Productivity
- Understanding Food Cycles
- Research Capacity Development
- Build in Gender Transformative Approaches

Small Pond Habitat Mgt (60 Ponds)

**Research Agendas**
- Fish Species and Density
- Fish Lifecycles
- Feeding Behavior vs Habitat
- Productivity vs Habitat Type
- Understanding Food Cycles
- Research Capacity Development
- Build in GTA
Analyses and emerging results
How to measure?

Design:
Mixed methods; longitudinal quasi experimental studies

Qualitative:
• Change in norms: GENNOVATE NVIVO to analyze

Quantitative
• Empowerment: WEFI, modified WEAI
• Changes in mindset: attitude scales : GEM
• Self-efficacy, power within: Psychometric measures
• Technology uptake, production, income, consumption
Because our husbands, father in laws, and mother in laws were included in some sessions, it was easier to for them to understand what we told them. They don't create any barriers to our participation (woman SGD participant).

Since they (other family members) were included they heard it from the masters themselves. They believe us now about the benefits of investing (woman SGD participant).
Farmer perceptions from CSISA-BD

There was an exercise with family members on distributing food and on how we usually make sure they eat better before eating ourselves. So usually we don’t have much on our plates. In the past, men didn’t notice this. As long as they got a big piece or the head, they were happy. Now, following this exercise men check what we are eating. They acknowledge that we work hard all day and make sacrifices and should eat equally (Consolidated comments across many women SGD participants).

Our husband’s ask us before purchases more than before. It is because husbands are aware of the benefits of asking their wife’s opinion and since we women were able to learn a lot from the training (woman SGD participant)
GTA+technology emerging results

- Changes in certain attitudes
- GTA softened backlash around technology uptake and new roles for women
- Familial collaboration over technology use
- Changes in self-efficacy amongst women
- Consumption of mola by target group
Survey by HKI around changes after implementing Nurturing Connections

SECTION 3: BEAM BASELINE

How confident are you that
you can delay household work sometimes, without being punished

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<tr>
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<th>BL</th>
<th>ML</th>
<th>EL</th>
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<tbody>
<tr>
<td></td>
<td>99%</td>
<td>89%</td>
<td>33%</td>
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How confident are you that your husband's family will support you, if you have a personal problem or difficulty

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<tr>
<td></td>
<td>96%</td>
<td>90%</td>
<td>35%</td>
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- With some difficulty
- Not at all confident
- Fairly confident
- Very confident
Tools, resources

Tools developed with partners:

• *Nurturing Connections video* & *manual* (a gender transformative tool to foster critical reflection)

• *SILC+GTA manual* (the savings plus internal lending communities + Gender transformative Approach in Zambia)

• *GTA with men and boys: Promundo & WorldFish manual* (Promoting Gender-Transformative Change with Men and Boys: A Manual to Spark Critical Reflection on Harmful Gender Norms with Men and Boys in Aquatic Agricultural Systems)

• *Blogpost and video on Moving forward together manual* (Video stories within a manual to help families overcome gender based challenges in Zambia)

**Communicating GTA to a non-scientific audience**

Animation highlights need to tackle gender norms

**Studies evidencing need for GTA**

• *Understanding the gender dimensions of adopting climate-smart smallholder aquaculture innovations*

• *Gender integration in aquaculture research and technology adoption processes: Lessons learned in Bangladesh*

**Studies evidencing GTA**

• *Gender Relations and Improved Technologies in Small Household Ponds in Bangladesh: rolling out novel learning approaches.*
More Resources

Further resources

- Gender Strategy Brief – A Gender Transformative Approach to Research in Development in Aquatic Agricultural Systems.
- Building Coalitions, Creating Change: An Agenda for Gender Transformative Research in Development Workshop Report
- Transforming gender relations: A key to lasting positive agricultural development outcomes.
- Measuring gender transformative change.
- Gender-transformative approaches to address inequalities in food, nutrition and economic outcomes in aquatic agricultural system
- Measuring Gender-Transformative Change: A review of literature and promising practices.
- Implementing a gender transformative research approach: Early lessons. In Research in development: Learning from the CGIAR Research Program on Aquatic Agricultural Systems.
- Postharvest fish losses and unequal gender relations: drivers of the social-ecological trap in the Barotse Floodplain fishery, Zambia
- Collaborative effort to operationalize the gender transformative approach in the Barotse Floodplain
- Considering gender: Practical guidance for rural development initiatives in Solomon Islands.
Research for development initiatives whose goal is to typically fill “gender gaps” and focus “...on the separate characteristics of women and men rather than on the way that social institutions work together to create and maintain advantages and disadvantages” fail to sustainably reduce gaps in poverty between women and men (Okali 2011)