



# **MOST SIGNIFICANT CHANGE STORIES**

## **A Report**

**Submitted to**

**Breakthrough**

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CMS endeavours to work towards equity, social development and transparency in governance through research, advocacy and capacity building.

## REPORT ON MOST SIGNIFICANT CHANGE TECHNIQUE STORIES

### 1. Background

In the community leadership-training programme (peer education programme); Breakthrough unravels the interlinkages between sexuality, gender, domestic violence, HIV/AIDS, women's vulnerability within the human rights perspectives. Apart from the 360 degree mass media campaign on 'Bell Bajao' towards ending domestic violence, the community leadership training programme(peer education training) endeavours towards raising awareness among the community and specially the youth about gender, sexuality, HIV/AIDS and particularly on Protection of Women from Domestic Violence(PWDV)Act (2005). In order to measure the impact of both mass media campaign and the peer education programme CMS had proposed a comprehensive research design.

### 2. The Research Component

The research has three components of **Baseline**; which establishes the prevailing knowledge, skills, attitude of target audiences on gender based violence, domestic violence, women's rights and especially the PWDV Act 2005, their media habits and information sources used and preferred before the intervention, **Monitoring**; where efficacy of the communication campaign are evaluated in waves in terms of its impact, best practices and progress towards the campaign goals and an **End line assessment of** the impact of the BCC (Behavioral Change Communication) campaign in context of identified communication goals and the shift of knowledge, attitude, skills as a result of the intervention.

The Baseline was conducted before the intervention. The End line study is intended to be an evaluation of the BCC strategy after rounds of Tracking. It would record the change in KAP of the target audience using the same indicators that were used for the Baseline.

For concurrent appraisal CMS suggested two designs – 1) **built in monitoring system** within the program and 2) **rapid assessment** by CMS. The rapid assessment was essentially a quantitative one done in waves after each media burst and was conducted by CMS. Two rounds of Rapid Assessment Surveys have been conducted. The built in part is a continuous monitoring of changes taking place and identification of best practices by the programme implementers. This process has been captured through using the **Most Significant Change Technique** for monitoring and evaluation.

CMS was responsible for training the selected team on most significant change technique, for stories collection, selection further editing and producing case studies from the same.

The present report is on the Most Significant Change Technique for monitoring and evaluation.

### **3. Most Significant Change Technique**

Most Significant Change Technique (MSCT) is a form of participatory monitoring and evaluation. It is participatory because project stakeholders are involved both in deciding the type and degree of change to be recorded and in analyzing the change documented. It's a form of monitoring because it occurs throughout the program cycle and provides information to help people manage the program. It contributes to evaluation because it provides data on impact and outcomes that can be used to help assess the performance of the programme as a whole.

Essentially, the process involves the collection of significant change stories emanating from the field level and the systematic selection of the most significant of these stories by panels of designated stakeholders or staff. The designated staff and stakeholders are initially involved by searching for project impact. Once changes have been captured, various people sit down together, read the stories aloud and have regular and often in depth discussions about the value of these reported changes.

It is important to note that changes happen gradually and that the intensity of change increases with time. So initially, it is expected that there will be only reporting on knowledge or information gain. At a later stage with reinforcement the reporting may manifest significant changes in terms of intention to act and actual actions.

### **4. Process**

CMS as a part of their Research Support Contract in discussion with Breakthrough trained the identified volunteers of Breakthrough. Breakthrough had identified story collectors and selectors from the NGOs/CBOs and youth from the universities as well as from marginalized communities, the people they are working with. The aim was to identify people who work closely with the community and disseminate information to them. In a way these community outreach workers will be instrumental to identify the change stories and collect them for selection.

Two training programmes of two days each were conducted in the intervention districts of UP and Karnataka with a group of 15 volunteers and story selectors in each district.

CMS conducted training in two districts; Lucknow, Uttar Pradesh and Dakshin Kannada, Karnataka among these groups on the MSCT;

The training comprised of the following:

**Collecting stories of change**

*Looking back over the last month, what do you think was the most significant change in the quality of people's lives in this community?*

*OR*

- What was the most interesting thing that happened to you yesterday? (Get the details)
- Why do you think that this was the most interesting
- Which of the two stories is most interesting, and why? (Ask for reasons)
- The whole group then chooses a story and gives reason for why did they do so.

- The technique – and its significance,
- The Process - how to collect stories, selection, validation, filtering, putting under domains etc.
- The Collection of Stories- Steps, questions, reasoning, selection
- Pointers for documentation - name of the story teller and collector, location, gender, consent, problems they faced and what changed happened and due to what etc.
- Do's and Don'ts
- Defining the reporting period- In what frequency the stories are to be collected.
- Mock practice of the process in front of the trainers of CMS
- Selection of story selectors

The organizations heads were identified as story selectors who would verify the stories and select the best stories among the stories sent by the story collectors.

The training was conducted on 7-8 January, 2009 in Karnataka and on 4-5 March 2009 in UP. Experienced Trainers from CMS facilitated the process in Karnataka and Uttar Pradesh. Around 15 participants each in both districts from various organizations participated in the training.

## 5. Story selection process

The first set of 34 stories arrived from Lucknow, Uttar Pradesh and Dakshin Kannada, Karnataka. In the month of May 2009 in Lucknow and June 2009 in Dakshin Kannada, the story selection process was carried out. In the story selection process, heads of the organizations or the officers who are coordinating with the story collectors participated in selecting the best five stories in each district. Breakthrough Monitoring and Evaluation Officer facilitated the process. (List of story collectors and selectors attached).

The following process was followed:

- Serial number was assigned to each story.
- Copies made for selectors.
- Stories were read thoroughly and five best according to them were selected from the seventeen.
- Stories receiving maximum votes from the selectors were put up for processing. The decision for the remaining was taken through consensus.
- Once all five stories got selected, ranking was allotted to each story in order to see the most significant story. The regional language stories were translated aptly.
- The selected stories along with the collected ones were sent to CMS for a review.
- The CMS researchers along with a Breakthrough representative sought for more clarification on the stories that were collected to make them complete. These were sent back to the respective centres and story collectors. The stories were re written to make them complete and meaningful.
- From both the states, a total of 10 best stories were selected and were put under some domains of change.

The 10 stories selected from the states are presented below.

This is the first round of story collection and selection. The participants were too excited to try out their newly learnt technique of collecting change stories. So were the story tellers and the story selectors. Every little change in their knowledge, attitude and practice were enthusiastically told, documented and selected. Whatever little change is being reported is important, and it is hoped that with rounds to come the process of collecting and selection of stories would mature.

## 6. Most Significant Change stories

### DOMAIN: Individual Level

**Story 1. Change of attitude towards women:** Suresh was born and brought up in a village called Stritady, Dakshin Kannada, and Karnataka. He was educated till class VI and started working in Mangalore as a young boy. He was 25 when he was diagnosed HIV positive. Initially he was very depressed and couldn't accept this fact. Gradually, with some help and after participating in the Breakthrough training programme (Hongirana network of positive people) he developed a positive attitude towards life.

After this training, he was determined that he wanted to bring about changes in his life and those of others around him. He reports that he realized that he has developed a sensitive attitude towards women after an event. While working in a lodge he came across a young couple having an affair for a long time. He saw them breaking up and found that the boy got married without any second thought. He felt the humiliation that the girl experienced. Suresh realized that this was unfair and made sure that the girl was not harassed anymore. He feels that this sense of understanding came to him after the Breakthrough training.

He further reports that he started realizing the burden of household chores on women. He saw his mother putting in extra efforts to prepare special Sunday meals while the men of the house were relaxing around. He started sharing domestic work with his mother, during weekdays and especially on Sundays.

In the occasion of his brothers marriage Suresh took extra care to see that the bride's family was treated with respect. He sang a song on the day of marriage which was about 'how a groom should treat his bride with equality and justice'. He reports that he could feel the impact of the song on his relatives and neighbours. They congratulated Suresh. He says that it surely takes a lot of courage and strength on the part of an individual to take such steps in community gatherings. He reiterates that all this was possible because of the training that he got from Breakthrough.

He participated in the Breakthrough's Bell Bajao campaign especially during video van movement, which traveled in two districts (Dakshin Kannada and Mandya) of Karnataka. He continues to disseminate information on domestic violence and HIV/AIDS.

**Story 2. Confidence building through information -bringing about change in the community:** Ms. Savita, a resident of Gubiga Village, Chickmagalur district, Karnataka. She is a widow belonging to a tribal community. She came in touch with a volunteer of Breakthrough who worked in her area and she shared the problems of her area with this volunteer.

She shared that people in her area lacked basic amenities such as proper roads, electricity, drinking water etc. She approached the volunteer to seek guidance on how to go about addressing these issues. The volunteer guided her and motivated her that everyone should fight for their rights and promised possible help. She came in for a Breakthrough training representing a local CBO which works towards tribal rights and women empowerment. This training created awareness about one's rights and also helped her to realize that nothing is impossible and one has to fight for one's rights.

Post training she organized a meeting in her village and tabled all the problems. In one of the government functions in her area, she shared the problems with Tehsildar. The Tehsildar promised to visit the place and do the needful. Later the Tehsildar sent some officials to assess the situation. Breakthrough assisted in follow-ups sending letters to relevant departments and meeting officers. The entire process took nearly six to eight months and now the electricity poles have been laid out, motorable roads have been built. The development work is still on.

Presently Savita is living with her 5-year-old baby in her village and looks after a piece of agricultural land that she inherited. Through this entire process Savita has gained a lot of confidence and her courage is admired by the volunteers of Breakthrough.

**Story 3: Confidence building through counselling-action:** Mrs. Sarawati Nayak, a beedi roller (indigenous leaf cigarettes) by profession participated in Breakthrough training. In the training, she shared her problem that daily one man tried to molest her in the bus and she didn't know what to do. She further said that she was really irritated by this and wanted to do something to end it.

The Trainers gave her several options like - staring back at the molester to embarrass him, bringing it to people's notice so that he stops behaving badly. The trainers specially emphasized that everyone has to fight for their rights, unless she raises her voice against ill treatment, nobody can help her.

In the following training, she reported that in the very next incident of molestation she turned back, took his hand and twisted it and warned him about his behaviour. After that incident, she has never seen that man in bus. She said that she could do all this because of Breakthrough training, which she never could have done otherwise.

**Story 4: Information to awareness to action:** Rajeshwari had a love marriage that had the blessings of their parents. The wedding was a grand affair. Not wanting to embarrass the well-placed in-laws, her parents spent way beyond their means on the wedding. For a while life was peaceful. Gradually her husband started becoming less attentive, extremely argumentative and began putting in longer hours at his workplace. One day he didn't come home. On his return after a couple of days he said that he'd to take a sudden trip out of town. When this happened a few more times, Rajeshwari enquired with his friends and colleagues and stumbled on an affair that he had been having for 10 years.

She traced the woman's whereabouts and dropped in on her. Rajeshwari spotted photographs of her husband and the other lady. She also discovered that the woman was a widow with two sons who were all looked after by her husband. Later that day she confronted her husband. Her husband did not deny the affair and said that he married Rajeshwari only because he needed a wife who was socially acceptable. He was aware that his lover would never be welcomed in his home but had hoped that Rajeshwari would learn to share him with her. Rajeshwari refused to accept this and her husband started beating her. At this point of time Rajeshwari was pregnant, but this fact did not stop her husband from abusing her. After a couple of months she returned to her parents and her husband refused to support her.

One day when her younger sister came home from a Breakthrough training programme, she talked about human rights/women's rights, HIV/AIDS, gender and started telling her about the Domestic Violence Act. She urged Rajeshwari to press for her rights. Rajeshwari went to the police and filed charges. She didn't want a divorce but told Paritosh (her husband) that if he didn't come home, she'd make sure that he paid for the betrayal of trust.

Rajeshwari reports that initially, he resisted and his lover, too refused to let him go. But after several counseling sessions and talks with his parents, they reconciled. Their newborn baby also helped bring them together. She accepted him back even though he'd cheated on her. He has stopped visiting his lover and has stopped abusing her. The nightmare seems to have ended for Rajeshwari.

**Story 5: Information and awareness helps in building self confidence:** Kamlesh started the district level HIV positive people's network in Kanpur in 2007. While working with members in this network, she came across a woman who seemed to be physically very weak, subdued and hassled. Kamlesh tried to ask her about her problems but she seemed reluctant. In the mean time, Kamlesh participated in a Breakthrough training session where she had come to know that a positive woman can claim rights under PWDVA.

After the training Kamlesh was well equipped to handle the case of the positive woman she had met. After several sessions of formal & informal meetings and counselling session the positive woman opened up and shared her plight. This woman said that she, her husband and their daughter are all HIV positive and her in-laws are torturing her, threatening to throw her out of home due to her status. Interestingly her husband was in a denial mode and never stopped his parents from threatening her. She was with her natal family and during her illness when her brother got her tested she came to know that she and her daughter were also HIV positive.

Kamlesh mentioned to her that in the Breakthrough training she had come to know about stigma & discrimination, HIV, Domestic violence, how violence puts women's life at risk, rights of women and that everyone can claim their rights. Kamlesh also assured her that she will fight for her rights and provide complete treatment in terms of ART etc.

Kamlesh also shared her story of struggle and her journey being positive with the woman. She was supported by her parents for a while when her in-laws abandoned her but later she moved out and started living on her own and started working towards this issue.

Kamlesh constantly counseled her and her family and husband on HIV/AIDS and VAW. The whole process took more than three to four months. Kamlesh reports that as a result of this constant counselling, the woman and her husband have started living together in a separate house. He is working in a factory. Kamlesh reports that now woman is leading a peaceful and dignified life.

**Story 6: Awareness bringing back self confidence:** Savitri attended the community meetings organized by Breakthrough partners and HIV Positive People's networks in the villages and shared her problems with them. She is a widow who was constantly being harassed by her family and neighbours. The harassment started after her husband died of AIDS. Savitri was a postgraduate and was tested HIV negative but due to prevailing myths and misconceptions was facing discrimination. The Trainers and counsellors approached her several times and convinced her to attend meetings regularly. After constant counseling and becoming aware of the issues, Savitri developed confidence. She expressed her desire to the trainers that she wanted to start a beauty parlour and needed financial help. The trainers despite their financial constraints pooled in money to support her. This, together with her own savings helped her to start the parlour.

She is now running her beauty parlor successfully and earning around 100 to 150 per day. She actively educates those who come to her parlour on domestic violence and HIV/AIDS. She continues to attend the monthly meetings and contributes financially. Initially the community created problems, but as the

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positive network worked with the community on these issues, things have changed for better. Overall, continuous efforts, information on the issues, and other support helped Savitri to gain her confidence and self-esteem.

**Story 7: Being self confident and vocal:** Hina, a student in Lucknow who underwent the Breakthrough training said that before attending the training she was a very shy person, who could never talk about condoms, sexuality etc. But now she feels comfortable and confident while talking about these issues.

After the training she started sharing the information with her peers and took action against violence too. One of her relative was a victim of domestic violence and she was unable to take any action against this because neither she had confidence nor any legal knowledge of it. Hina educated her relative on the issue and extending support continuously along with other volunteers who were trained by Breakthrough. Now Hina has become more vocal about these issues.

**Story 8:** Kamal Rizvi from Family Planning Association of India wanted to share the impact of Breakthrough training on him. He reported that his domestic help who has been working in his house for three years has been facing domestic violence. Her husband married another woman and used to beat her and take away her earnings. She spoke of this to Kamal and his wife and cried in front of them.

Before the Breakthrough training, Kamal recalls he was oblivious of such problems. But after the Breakthrough training, and specially after seeing the Bell Bajao campaign, he started noticing changes in himself. He started sharing information with his family and friends. Motivated by the campaign he wanted to take action against the abusive husband. He called him one day and explained about domestic violence and related law and told him that in case of any further violation he would take action against him. He continuously kept asking his maid about her husband's behaviour. The maid reported that he did not beat her. . For Kamal this is an achievement as initially what seemed to be impossible became possible because of the information that he got and could use.

### **DOMAIN: Individual to Community level**

**Story 9: Awareness on rights to community action:** Kamini has participated in Breakthrough human rights training. She is married and resides in a Bangalore slum with her two children.

She reported that in her area, every night, a man used to throw alcohol bottles on the road and often his bottles fell on the children and injured them. The nuisance went on for quite a long time, making the locality extremely unsafe for the women and children. Though the neighbours were disturbed and irked by his behaviour, no one had the guts to inform the police about him.

Kamini along with a few girls of the neighborhood who had also participated in Breakthrough training took the initiative to report the matter to the police and claimed that their right to life, liberty and personal security was being violated. Since the man was from the minority community, the police refused to take any action, as they felt it would cause communal problems. The area where Kamini lives has seen incidences of communal violence.

The parents of the other girl's opposed this move by saying that girls should stay at home, not raise their voice and certainly not involve themselves with police. But Kamini and the girls for over a period of four months persistently demanded for their rights and eventually the police agreed to punish the man involved.

They mentioned while sharing this story that before the training, they used to think that this kind of action was a man's job. After the training, they realized that they too can actively participate against any violence or rights violations happening around them. Through their collective action they are no longer facing any problems and have gained lot of respect from the community.

**Story 10: Information sharing and counselling to community action:** Anita has been involved with Breakthrough for the past three years. She reports that she has become a more informed and a self-confident individual. Every month she organizes support group meeting and in her discussions she educates men and women about HIV/AIDS and reducing stigma and discrimination faced by HIV positive people. She narrated a story on how her counselling sessions made a difference in the life of a positive lady named Kalavati Yadav.

Kalavati Yadav, is a HIV positive woman whose husband died of AIDS. She lives in a village near Varanasi with her two children. She used to work as a cook for a school canteen. Due to the prevalent fear of HIV/AIDS her husband was taking his medicines in secrecy and it was only after his death that his family members & villagers came to know about their HIV Positive status. School authorities and the villagers stopped interacting with her. The school authorities fired her.

She approached the Varanasi Network of HIV Positive People for help. The counsellors met the school authorities and village head and pursued the issue for almost four months. The process of convincing the school authorities and village head was not easy. As part of the Breakthrough's leadership intervention program Anita conducted a series of HIV/AIDS awareness programmes among the teachers, students, school authorities and with the village head. She also organized counseling sessions on one to one basis with people over a period.

The School authorities gave Kalavati her job back and she is cooking food for the primary school children. Anita and the other trainers meet Kalavati during monthly meetings. This story is particularly memorable for Anita as she feels that their intervention helped Kalavati to gain confidence and self-esteem.

## 7. Overview

The stories collected in the first round came mostly from the volunteers and NGO workers who themselves reported changes in their knowledge, attitudes and action as a result of their association with the Breakthrough community leadership training programme. This is unique in the sense that often while attempting to document the changes in the community, the changes within the organization and its people goes unnoticed. Given the format of implementation of the programme and the time duration within which change stories are to be reported, the stories record substantial achievement.

An analysis of the selected stories from the first round indicates that the domain of change is at the individual level. It can be noticed that the changes are more in terms of knowledge gain, awareness generation, building self confidence and changes in attitude towards a particular issue as a result of Breakthrough intervention.

It is also very encouraging to notice ‘actions’ both at individual and community level. Individual actions in terms of counselling and making things move and collective actions in terms of changing the prevalent misconceptions around issues of HIV and around right to life and liberty were reported.

The stories also bring out another very interesting fact. All the changes reported in these stories are the impact of one to one communication, peer education training and continuous counselling with right information done in the Breakthrough Peer Education Training which, cannot be measured otherwise.

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**List of Story Collectors and Selectors**

**1. MSCT participants: Lucknow, Uttar Pradesh**

S.No	Names	Organization	Status
1	Manish	Breakthrough	<b>Story selector</b>
2	Krati Prakash	Breakthrough	<b>Story selector</b>
3	Ashish Dubey	Rights Advocates	Story collector
4	Anuj Dubey	Rights Advocates	Story collector
5	Shivani Pandey	Rights Advocates	Story collector
6	Mitashree	Family Planning Association of India	<b>Story selector</b>
7	Kamal Rizvi	Family Planning Association of India	<b>Story selector</b>
8	Sudha	Family Planning Association of India	Story collector
9	Manjeet	Family Planning Association of India	Story collector
10	Rekha	Family Planning Association of India	Story collector
11	Dwivedi	Family Planning Association of India	Story collector
12	Manorama	Family Planning Association of India	Story collector
13	Pratap	Uttar Pradesh HIV/AIDS Positive Network	<b>Story selector</b>
14	Anita	Uttar Pradesh HIV/AIDS Positive Network	Story collector
15	Kamlesh	Uttar Pradesh HIV/AIDS Positive Network	Story collector
16	Awdesh	Uttar Pradesh HIV/AIDS Positive Network	Story collector
17	Urvashi Gandhi	Breakthrough	<b>Story selector</b>
18	Priyanka Sarkar	Breakthrough	<b>Story selector</b>
19	M.Bindu Madhavi	Breakthrough	<b>Story selector</b>

**2. MSCT participants: Dakshin Kannada, Karnataka**

S.No	Names	Organization	Status
1	Rita	Canara organization for development and peace (CODP)	Story collector
2	Suchita	Canara organization for development and peace (CODP)	Story collector
3	Suresh Tumbe	Hongirana positive peoples network	Story collector
4	Rupa	Hongirana positive peoples network	Story collector
5	Uday	Tharikita kala kammata	<b>Story selector</b>
6	Sudershan	Tharikita kala kammata	Story collector
7	Sunila	Tharikita kala kammata	Story collector
8	Suresh Shetty	Tharikita kala kammata	Story collector
9	Mohan Das	Tharikita kala kammata	Story collector
10	Yasha	Mangalore university	Story collector
11	Santosh	Mangalore university	Story collector
12	Shanti Naronha	Deepa Jyoti HIV Positive network	Story collector
13	Jyoti	Deepa Jyoti HIV Positive network	Story collector
14	Kanmani	Citizens Alliance for Rural Development and Training Society (CARDTS)	<b>Story selector</b>
15	Manjula	Karnataka State Trainers Collective	<b>Story selector</b>
16	Premanand Kalmadi	Jan Vikas Kendra	<b>Story selector</b>
17	Sunita Menon	Breakthrough	<b>Story selector</b>
18	Vani Periodi	Breakthrough	<b>Story selector</b>
19	M.Bindu Madhavi	Breakthrough	<b>Story selector</b>