



“WE CAN CAMPAIGN”

Amrai Pari Paribarik
Nirjaton Protirodh Jot

Annual Report 2012



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PREFACE

The worldwide subordination of women is more visible in our country for various reasons. Women have to face different kinds of discrimination and violence at every level-ranging from family to society and the state. Despite the tremendous effort put in place to uphold women's rights, improvement in their personal life has been insignificant so far. In this circumstance, in a country like Bangladesh it is not an easy task to talk about discrimination and violent acts within family, expose those acts in public, and to take stand against the violence and discriminations either individually or even collectively. To accomplish this overwhelmingly challenging mission WE CAN campaign, supported by OXFAM, started its journey in Bangladesh along with rest of the South Asia back in 2004.

Through WE CAN campaign, the initiatives taken were not meant to blame individuals as perpetrators of violence. Rather emphasis was given on identifying the violent and discriminatory behaviours within the four walls of family, exposing those to a greater audience, correcting and keeping in practice individual's discriminatory behaviours and forming a visible collective stand against domestic violence. In doing so, effort has inundated every possible setting - from rural to urban with men and women, individuals and organizations. WE CAN campaign has united almost 9 hundred thousand Change Makers who have connected themselves and their individual stories of change contributing to the larger movement.

Over the 7 years of movement with the campaign, we have felt that this method of changing attitude to prevent violence against women has worked successfully and realized that to make a change in the society this change in individual attitude needs to be sustainable. For this reason, rather than a project-based approach, we tried to run the campaign in a pro-movement fashion and decided to carry out our activities through collective actions from each and every one involved with WE CAN. As a result, activities under WE CAN have escalated to a higher dimension this year under the leadership of ***WE CAN Alliance to end Domestic Violence***.

Ushering and sustaining a collective platform preventing violence against women throughout the country was quite challenging. I express appreciation for the organizations involved with the alliance, particularly those working at the grassroots level, and more importantly all the Change Makers to take up such a challenging job. I also thank all the well-wishers who have inspired and encouraged in this journey to end domestic violence.

I highly expect, our collective efforts will continue until we are able to stop every kind of violence against women.



Sultana Kamal

Chairperson

Amrai Pari Paribarik Nirjaton Protirodh Jot

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INTRODUCTION

Over the years a number of initiatives were taken towards empowering women in Bangladesh. Regrettably, within family life Bangladeshi women cannot enjoy the benefits from these initiatives. One of the major reasons behind this is the subordination of women in families and the society. This subordination is manifested by domestic violence against women. There is a culture of silence against such oppression in the society. It is mostly seen as a so-called 'internal matter' of a family. A family's matter is concurrently considered as a personal affair, hence, very few cases are found where people stand against family or domestic violence. Particularly when a woman faces domestic violence, any protest from her end gets her under critical review by the family and society. In this backdrop, in 2004, WE CAN campaign was launched in 6 South Asian countries including Bangladesh with an aim to stop all sorts of violence against women. The idea of WE CAN campaign is to break the silence, denial, shame and stigma around the issue of domestic violence against women and bring it under the public domain, collective consciousness and accountability. WE CAN campaign started at a time when domestic violence against women was not considered as a violence under the legal system in Bangladesh. As an outcome of continuous social movement arrived the milestone of Domestic Violence (Prevention and Protection) Act, 2010. Nevertheless, in the context of Bangladesh, the continuous unfortunate incidences in daily life of Bangladeshi women strengthen our belief that the legal system alone is inadequate to stop domestic violence against women. It is pertinent to change the existing social culture that legitimise to domestic violence.

The 7 years' journey as a campaign has seen achievements and learning and experienced lot of changes in the context. WE CAN is now transforming into a social movement which started as a mere campaign programme. In 2011, during the annual general meeting (held on 20th April), the member organisations and individuals decided to continue the campaign by the self identity of **WE CAN Alliance to end Domestic Violence (Amrai Pari Paribarik Nirjaton Protirodh Jot)**. Following the decision emerged the independent platform Amrai Pari Paribarik Nirjaton Protirodh Jot in Bangladesh.

The present report documents the journey of WE CAN during January 2012 to December 2012. However, it also documents the highlights of the campaign's seven years' journey which has established the new face of WE CAN.

OBJECTIVES OF WE CAN

The goal of WE CAN is to reduce social acceptance of domestic violence against women and enhance the process of gender equality in family, society and state and make Bangladesh safer for women.

To reach this goal, WE CAN Alliance; Bangladesh is working towards attainment of four objectives -

1. Fundamental shift in social attitudes and beliefs that support violence against women.
2. Collective and visible stand on violence against women by different section of people.
3. Create a favorable environment for formulating and implementing gender sensitive programme at every sector.
4. Coordinate all efforts whether local, national, regional or international to end all kind of violence against women.



WHY WE CAN IN BANGLADESH

- According to a study on domestic violence, published by Centre for Policy Dialogue (CPD)¹, 93 percent women in Bangladesh are victims of physical torture. 91 percent women suffer from economic and 84 percent women suffer from psychological torture. Besides, 13 percent women are sexually abused within domestic sphere.
- According to published reports² and features in numerous dailies and magazines, within the period of January- September 2012, 190 women were murdered by their husbands. Moreover, 22 women were tortured and 49 women were murdered by the family members of their husbands.
- According to a study report³ published in 2007 and conducted by National Institute of Population Research and Training (NIPORT), 60 percent women in Bangladesh face physical violence in their marital lives by their husbands.
- According to a baseline survey⁴ conducted in 2012 by ICDDR,B and Population Council among low-income inhabitants of Dhaka city,
 - 92 percent women's behavior is controlled by their husbands
 - 69 percent women opined that they are tortured more by their husbands if they do not give consent to sexual interaction as per husband's will

PRESENT POSITIONING OF WE CAN CAMPAIGN

According to Nobel Laureate Amartya Sen⁵, due to maltreatment and violence against women 50 million women are estimated to be “missing” throughout South Asia. This huge number of women are recorded as “missing” due to malnutrition, lack of health care (including pre-natal and post-natal health care as well as unsafe abortions), physical and sexual abuse and acid throwing. In Bangladesh, dowry related violence is also included in the above mentioned categories. Sporadic attempts have been made by the state and other institutions to stop these crimes against half of the population, but the fact remains that violence against women has only gone up with each new decade. So, at the outset WE CAN campaign planned to mobilise 5 million Change Makers (See the page 14 to know who is Change Maker) throughout South Asia, each of whom were supposed to reach out at least 10 persons individually. As a result, 5 million Change Makers were supposed to reach out 50 million people in total with anti-violence messages. Though this number was a symbolic one, but the initiative to enrol 5 million Change Makers was significant indeed.

As part of a South Asian campaign towards end violence against women WE CAN campaign was initiated in Bangladesh with the assistance of OXFAM GB. Until 2011, OXFAM GB, OXFAM Novib, OXFAM Australia and OXFAM Hong Kong directly provided assistance to their respective partners involved in the campaign to implement the activities under the campaign in Bangladesh. In 2011 this process came to an end. The organisations involved in the campaign as well as a section of progressive citizens designed a unique profile for the campaign. Hence a development programme supported by OXFAM transformed into a platform after 2011.

1. Missing Dynamics of Spousal Violence Discourse in Bangladesh: 2010:Khatun F:Jahan F:Yousuf F
 2. Collection from the organisation of Ain O Salish Kendra Collection
 3. Bangladesh Demographic and Health Survey 2007
 4. Baseline Report on Sexual and Reproductive Health and Rights and Violence Against Women and Girls in Dhaka Slums 2012:SAFE: Naved R and Amin S
 5. More than 100 million women are missing- Amartya Sen, The New York review of books, December20,1990

THEORITICAL STAND OF WE CAN CAMPAIGN

CHANGES IN PERSONAL LEVEL -DRIVING THE CAMPAIGN

WE CAN campaign believes in the power of individuals. In this context, the campaign emphasises the changes in personal attribute and individual initiatives to challenge domestic violence against women. The prime focus of the campaign is to promote the individuals who will not wait for assistance, rather will initiate steps towards preventing domestic violence against women. As individuals change themselves into 'Change Makers'⁶ and stand against the social acceptability of domestic violence against women will gradually transform others in society. During the process, WE CAN campaign works as the catalyst. Any individual who will bring changes in her/his attitude and practice ending domestic violence will be considered as a Change Maker. Change Maker, irrespective of their class, profession and gender, is a voluntary identity and the engine of the campaign. During the course of last 7 years, almost one million people in 55 districts of Bangladesh vowed to become Change Makers.

THE THEORY FOLLOWED BY THE CAMPAIGN

The WE CAN campaign was modelled along the lines of the adapted version of the Stages of Change Theory⁷ used successfully by Raising Voices, a Uganda based non profit organisation that works extensively on violence against women and children. It begins with changes in individual and then leads to changes in community. The first step involves awareness building and then it unites the community against violence against women and ensures a push forward to each other.

STAGES OF CHANGE THEORY

The first stage is **Raising the Awareness** and promoting reflection on violence against women by engaging, convincing and inspiring the community.

The second stage is **Building Networks** by preparing the community members (who vow to take action against



violence against woman) to take a stand and action in public on violence against woman.

Third stage is the **Integration of Action** by bringing the groups together to work and address the issue of violence against women.

The fourth stage is to **Strengthen the Community** and organizational capacity to prevent violence against women through appropriate strategies and actions.

THE NEW THEORY FOLLOWED DURING THE POST-2011 PERIOD

After its emergence as an independent platform, the new theory, followed by the campaign also included. At present greater emphasis on reconnecting the Change Makers and extending the area covered by the achieved successes. Towards this end, a planned and coordinated action plan is being followed to deepen the changes. According to this theory, the changes brought in the Change Makers will improve at a geometric rate. As a result, it will deepen the changes in the Change Makers and will bring collective changes in the people under the Circle of Influence of those Change Makers. Through this change, a favourable environment will be established to undertake different activities to end violence against women.

6. WE CAN strategy paper 2012-2014

7. Prochaska J, Diclemente C, Norcross J. (1992). In search of how people change: Applications to addictive behaviours, American psychologist.

Circle of Influence: The group of people who can be family members, friends, relatives or neighbours of Change Makers and have been influenced by the Idea and attitude of that Change Maker is called the COI of that Change Maker. COI can be a support group for a Change Maker to act gender sensitively. With the support of COI Change Maker can turn the personal change to collective change.

RE-ENGAGEMENT OF CHANGE MAKERS

Re-engagement is a process through which the campaign remains alive, with different activities organised by Change Makers ranging from the grassroots to the national level. Re-engagement is needed to escalate change and deepen personal transformations, hence working as an important factor within a continuity of change of a Change Maker. Considering this fact, WE CAN campaign initiated Re-engagement process since 2009. Study report⁸ shows that most of the Change Makers in Bangladesh are linked to the campaign in different dimensions. It was also found from above analysis that other campaign's regular activities, certain motivating factors worked particularly in facilitating Re-engagement process. These factors do not directly reflect the attributes of Re-engagement process rather these factors are interrelated and work together complementing each other. More than one factor served to Re-engage Change Makers and thus these factors reinforced and enriched

the process of Re-engagement. The factors and their interrelation are shown below:



DEEPENING OF CHANGE

A Change Maker changes her/himself, and at the same time brings changes in the people within her/his Circle of Influence. To bring changes in her/himself or to call for changes in someone's attitude is not an easy task. Hence, the Change Makers face several challenges. Particularly the Change Makers should have deep knowledge about the practices which are in violation of human rights but have become natural and acceptable in the society (e.g. child marriage, dowry & related tortures, discrimination towards girl child, negligence towards sexual & health demands of women etc.). It is obvious that every Change Maker will not be an expert on these issues; however, for sustaining efforts/practices towards changes they must have clear ideas.

Deepening Change implies a journey in the transformation being experienced by the Change Maker. It entails the following:

- A progressive movement from one point to another within the change process continuum.
- A sequence of actions/thinking during the change process.
- A movement from awareness to 'awareness +', which implies a shift from the point where a Change Maker was at the time of signing in for the campaign, to where s/he is now.



8. WE CAN : A model of Behavioural Change Concerning Violence against Women 2013; Rakib M A: Razan A.

Through Re-engagement in the campaign activities, the Change Makers manages to strengthen and deepen the changes brought to them. Re-engagement plays a primary role in deepening the changes in the Change Makers.

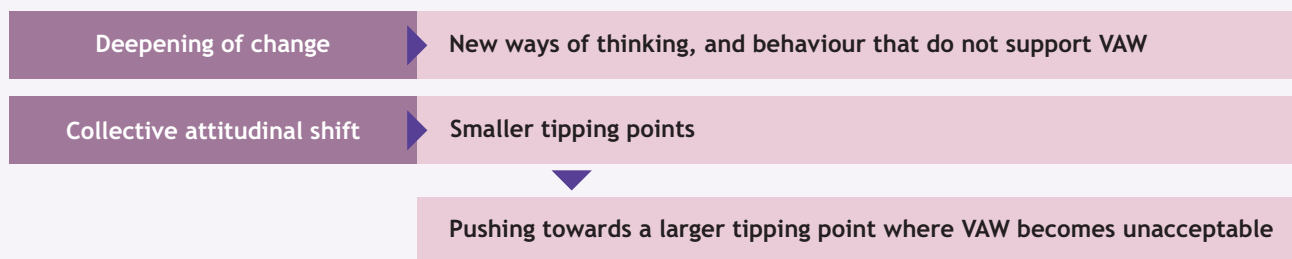
A number of indicators are observed as the process of deepening of changes including the perception of the Change Makers about violence against women, discussion with others on the issue of domestic violence, changes in the practices and activities in a Change Maker's life, and assistance towards bringing changes in others' lives.

In Bangladesh, 3 types of deepening of changes are found
1) Significant deepening of change, 2) Some deepening of change, 3) Awareness and some action.

COLLECTIVE ATTITUDINAL SHIFT

The notion of Collective Attitudinal Shift draws its conceptual framework from Malcolm Gladwell's⁹ theory of 'Tipping point' and 'Whole systems'¹⁰ thinking. Whole systems thinking is an analytical method that, instead of studying the parts of a system in isolation, looks at interrelationships of the constituent components. This framework proposes that social change is the combined product of individual change and its impact on others within the same system by virtue of the relationship, each of them share with each other. In the context of WE CAN campaign, the tipping point would be when widespread acceptance of domestic violence is replaced by its non- tolerance through a collective attitudinal shift (change in whole systems thinking).

Principles of tipping point theory are as below:



Five interrelated and continuous key changes contributed in reaching the tipping point in Bangladesh. Those are:

- A) Emergence of women leadership
- B) Increased participation of man in household work
- C) Escalation in women's education
- D) Multi dimensional efforts to stop sexual harassment
- E) Evidence of collective efforts in resisting child marriage

EMERGENCE OF LEADERSHIP: THE TIPPING POINT PHASE

In the course of fighting against violence they have faced in their daily life, the female Change Makers have gradually developed their leadership characteristics. Inspired by the belief that violence can be prevented even without help from others, they have taken initiatives to enhance their capacity. Sometimes they have endeavoured for economic empowerment, in other cases, took part in social and political leadership. Above all, involvement of these Change Makers with the WE CAN campaign have made them conscious of their leadership ability which they can practice in influencing their life, family, society or even the country. Hence, the effort to minimize domestic violence is in another way upholding the women empowerment and leadership. This has been currently visible as the tipping point phase and is acting as a limiting factor in resisting infestation of domestic violence to the unacceptable level.

9. Gladwell, Malcolm (2000): The Tipping Point: How Little Things Can Make a Big Difference, Great Britain: Little, Brown

10. Whole systems thinking is a method of analysis that looks at the interrelationships of the constituent parts of a system rather than narrowly focusing on the parts themselves (<http://pathtree.com/whole-systems-living>).

THE STORY OF NUSRAT

"My father was a very hot tempered man. In my childhood, I used to feel angry when my father used to rebuke my mother or beat her. I felt that it is unjust." said Nusrat Jahan Nadira (21). Nusrat, a student of Honours First year is now a successful woman entrepreneur even at such a young age. Nusrat has grown up in a conservative family at Ambarkhana in Sylhet. She is the eldest one among her five brothers and sisters. In her childhood, when her brothers used to have bat and ball, she had dolls and catering pots and pans for playing. Nusrat used to think why she cannot play with a bat and a ball!

In her childhood Nusrat used to ask her mother, "You are also made of same flesh and blood as father then why do you tolerate his unjust practices?" her mother used to answer, "...It has to happen when you are a girl, girls have to endure these." She used to get upset with mother's answer. Why she has to tolerate the torture from the men because she was a girl? At this time, her school introduced the activities of a local NGO, Sylhet Jubo Academy. She received a tailoring training from the Jubo Unnayan (Youth Development Training Centre) and was awarded with a sewing machine from the Government for good results.

Suddenly from this meeting Nusrat has got her answer to the question of her childhood. She found a plot to free her mother from her father's torture. She brought the campaign materials from the WE CAN campaign like 'Amader Annando Bari', 'Ratna O Sumoner Golpo' and provided those to her father to read. She provided 'Shajibor Golpo' to her brothers for a reading. Her aunt was a victim of her uncle's torture. She put her aunt as an example in front of her father and started to make him realize. Slowly the physical torture over her mother started to reduce. Nusrat's self-confidence rose up. She founded a shop at her home with the help of her awarded sewing machine. The activities of Nusrat as a Change Maker also continued simultaneously with the shop. Nusrat started attending various rallies like Women's day human chain and yard meetings arranged by the WE CAN campaign.

Nusrat can remember how she had to cross many obstacles. On 12 o'clock at night the neighbours teased her when she was planning to celebrate the Women's day. Moreover when she tried to protest against violence against women in her neighbourhood, they all laughed at her. Once, young



elders of the locale rampaged a yard meeting and insulted her shouting, "being a little girl why do you speak of such things!" Sometimes her father and brothers used to get angry listening to other's complaining about her. Every time she had to convince her family. She has restored her courage only by the help of her friends from WE CAN alliance and other Change Makers.

Encouraged by the spirit of a Change Maker, Nusrat started dreaming larger about her sewing shop. Taking loan from the Women Chamber of Commerce, She expanded her business, initiated her own tailoring training centre, factory and show room. The neighbours amplified criticizing her as, "who has ever heard that a girl runs a shop?". Her brothers disagreed; her father remained in displeasure. Still Nusrat never looked back.

Nusrat has been gathering courage the more she faced challenges. The neighbours and relatives who used to tease her once, after two years they started approaching her looking for suggestions. Within her she repeats one thing "I can do". That is why, in her training centre, not only sewing, one can also know about WE CAN campaign. And she made her trainees to promise to be Change Makers.

By protesting against domestic violence, today Nusrat is the face of the campaign and people, both men and women come running to her looking for suggestions. Her identity is that she is a young businessman. But in her every day fight, she finds courage from the campaign of WE CAN as she is being followed by a lot of other Change Makers. And her dream is to establish an information centre on domestic violence in her front yard to provide information and assistance regarding domestic violence so that other girls can work, like her, against violence, and discover a way to reach a respected position as a woman.

INSTITUTIONALISATION

Institutionalisation refers to the process of embedding a concept within an organization, social system, or society as a whole. Through institutionalisation a specific value, perception or objective get mixed or add to an existing culture, practice and framework of an organisation. Institutionalisation is a continuous process which includes some explicit activities, framework and values in an

organisation permanently. A collective initiative to establish a value completes the institutionalisation process. If an organisation institutionalises the concept of 'end domestic violence', it will be reflected in its objective, mission, practices, policies, and strategies. It will also be maintained in the organisation's day to day activities. Because this campaign has always put emphasis on the fact that for violence against women, the system should be blamed not the individuals.



OPERATIONAL MODALITY OF WE CAN ALLIANCE

In Bangladesh, the implementing member organizations and individuals of WE CAN campaign collectively take decisions as 'WE CAN Alliance to end DV, Bangladesh', in Bengali "Amrai Pari Paribarik Nirjaton Protirodh Jot, Bangladesh". A 33 member committee leads the Alliance at the national level while 48 District Alliances work at the district level. The National Secretariat coordinates among the Alliances.

NATIONAL ALLIANCE

The National Alliance provides strategic directions to the campaign, decides the ideological stand, identifies the campaign message and delivers guidance towards the action plan. The National Alliance also leads and coordinates with the country-wide activities of WE CAN campaign. The Alliance also maintains the required communication with the Global Alliance. Any ideological or action-oriented dispute with regard to WE CAN is resolved by the National Alliance. Two types of members are involved in the National Alliance -

- Implementing Members who directly communicate with the Change Makers
- Endorsed Members

National Alliance is comprised of 18 female and 15 male members. Among them 16 are Implementing Members and the rest 17 are Endorsed Members. The National Alliance includes professionals from different fields including human rights activists, artists, writers, members of trade unions, lawyers, media professionals, researchers, representatives of international and national NGOs, and representatives of indigenous communities. The members believe that domestic violence is an act of violation of human rights. The Alliance members meet biannually. To accelerate the activities of the WE CAN campaign the National Alliance constituted an Executive Committee which includes selective members of the National Alliance. To guide day-to-day activities and response to emergency situation the committee meets every quarter. These meetings monitor the activities of WE CAN campaign and approve the future work plans. This year National Alliance developed 3 years (2012-2014) strategy plan.



DISTRICT ALLIANCE

The District Alliances are involved in implementing the activities of the campaign in the respective districts, providing guidance to the Change Makers and taking the campaign activities to grassroots level. To ensure sustainability of campaign activities at the district level, District alliances work closely with the leading organisations of that district. The Alliances at the district level are comprised of several NGOs, educational institutions, lawyers' forums, civil society representatives/ organizations, journalists, writers and individuals sensitive to women rights working in those districts. The District Alliances are working in 48 districts of Bangladesh. The numbers of members vary across the District Alliances. The total number of members in District Alliances is 1316 among which 537 are female and 779 are male. The member organisations which keep close contact with the Change Makers also lead the respective District Alliance. WE CAN Alliance, Bangladesh is implementing their activities through 325 NGOs across 48 districts. Among these, the National Alliance and campaign secretariat maintain direct communication with 38 organisations. These organisations are also leading the District Alliances. With these 38 organisations, at least 325 development organisations at the grassroots work on different issues.

CASE STUDY-2

DINAJPUR DISTRICT ALLIANCE OF WE CAN PLEDGE FOR BIGGER SOCIAL CHANGE

Lawyers Meherul Islam & Anwarul Islam, NGO workers Shahnaj Parveen & Naaz Begum, convener of a children & adolescent rights organization Yasmin Zaman, litterateur Laila Chowdhury, drama artist Tarekuzzaman and government officer Abu Taher Shah - all of them are renowned citizens of Dinajpur district town and are associated with a variety of social activities. Besides, they are also connected to the WE CAN Dinajpur District Alliance.

In 2004, when the WE CAN campaign started to work in Dinajpur through the local organization Polli Sree, from then, Meherul Islam the Vice President of the District Committee, Laila Chowdhury, Shahnaj Parvin and many others have joined this program as a Change Maker. But the District Committee was not formed then. That happened much later - in 2006. Taking 2 from each of the 13 sub-district Change Maker Committee, a total of 26 representatives and additional 25 people from the district town formed the Dinajpur District Alliance. At present, Dinajpur District Alliance has 51 members in total, among whom, 25 are members in the Executive Committee. They meet once in a month or even twice as required.

In the next level, in the District Alliance, there are Change Maker's sub-district committees, union committees and ward committees. Taking the representatives from the union that was made at the ward level, an Alliance has been made at the union level, and then sub-district alliances are formed by the representatives taken from the union level and lastly, by taking the representatives from the sub district level, the District Alliance was formed in Dinajpur. Following this process, an endeavour was taken to intertwine the Change Makers of Dinajpur district into a singular line through different committees from each level. Polli Sree has been made responsible for the coordination of the Dinajpur District Alliance.

The members of Dinajpur District Alliance were involved with the issue of women rights somehow. WE CAN campaign brought coordination in their initiatives and exacted on the issue of domestic violence. In this case, government officer Abu Taher, a member of the District Alliance, states, "Actually,



previously, it seemed to me that issues like domestic violence are traditional and it will continue. But after joining here, it seems that, bringing changes can be possible, but we were in need of a platform to do these things. And now, it has become much easier for us to do our jobs after having a platform like this." Almost same reaction has been given by writer Laila Chowdhury. The issue of violence against women had already made its way in her writings. But she was alone in her war against discrimination and anomaly. But now she feels that being a Change Maker her lone fight has gained an unified figure.

Besides undergoing personal changes, being united, the members of Dinajpur District Alliance have been successful against many incidents of violence. Still it's not like there is no barrier or challenge left. In 2011, a female student from the local KBM College was sexually harassed by a student from the same college. To protest against the incident when the members of District Alliance moved forward, the father of that girl himself avoided them, so they were unable to doing anything in that case. Again though it was easy, solving problems from the economically backward families, but troubles from higher and middle class families were hard to solve. Especially, according to them, running any fight against people who are politically influential is the greatest challenge.

To turn a campaign into a success, they think that the financial issue is not a huge problem. They put together a subscription every month. In case of any issue-based programmes, they themselves contribute the extra amount. The members of Dinajpur District Alliance think that, to promote the spirit against domestic violence within every class of the society, the most important factor is the individual's self-motivation.

WE CAN SECRETARIAT

The WE CAN Secretariat coordinates all the activities of the campaign. The Secretariat is regularly undertaking a number of activities including delivering the strategic guidance of National Alliance to District Alliances, addressing the challenges faced by the District Alliances and maintaining regular communication with the Change Makers. Although the Change Makers maintain regular communication with the respective District Alliances, efforts have been made this year to make the Secretariat accessible to the Change Makers. The Secretariat is the core of campaign activities such as ensuring publications availability at the district level according to the demand, maintaining regular communication with the media, coordinating with the Global WE CAN campaign and transforming this campaign into a social movement. At the same time the Secretariat is trying to transform itself into a databank. The Secretariat always maintains contact with the organisations which are working towards stop violence against women in the districts. At the same time, Change Makers always find support of the Secretariat in activities related to stop violence against women.

This year Secretariat has developed the Management Guideline of Alliance, HR policy and Finance policy for Secretariat. Organised database software has been maintained from Secretariat where the information of

Change Maker is available. Secretariat always updated its addresses file of Connector Change Maker and member of District Alliance.

CHANGE MAKER COMMITTEE/ CONNECTOR CHANGE MAKER

After being acquainted with the process of behavioural change among individuals, many of the Change Makers have started working against violence within their Circle of Influence. With their own initiatives, they collect information on incidents of violence and connect with similar others. It was observed that they have acted as accelerators in changing personal behaviours. They work as Connector Change Makers from National to District level Alliances and also with other leading NGOs. They act as bridges between the District Alliance and the Change Makers.

A Connector Change Maker forms a group with Change Makers within his/her circle of Influence. This group acts as the Change Maker Committee within the area to fight against domestic violence. In many districts, local Change Maker Committee is functional such as Ward Change Maker Committee or Upazila Change Maker Committee. Though these Change Maker Committees do not have any certain functional structure, but they maintain regular correspondence with National or District level Alliances.



Management and Operational Structure of WE CAN Alliance, Bangladesh

Alliance	Ownership	Management	Operational Structure
National Alliance	National Committee Executive Committee	Chairperson of National Committee	National Secretariat
District Alliance	District Committee	Convenor of District Committee	Implementing Organization
Change Maker	Change Maker Committee (Sub-district, Union, Ward)	Members of Change Maker Committee/Connector Change Maker	Change Maker Committee/Connector Change Maker



WHO IS A CHANGE MAKER

At first, a Change Maker takes vow to change himself or herself, and then his or her surroundings and lastly to try to change the society. A Change Maker not only believes in the prevalence of discrimination between men and women, and the reality of violence against women, but also posits him/herself strongly against such violence.

THE CURRENT DEPICTION OF THE CHANGE MAKERS IN BANGLADESH (According the data base)

Till 2012, the number of Change Makers has become 9,70,388. Among which, 5, 22,641 are women and the

rest 4,47,747 are men. A large number of these people are youths, who are between 14 to 25 years of age. By the end of 2012, the number of young Change Makers has become 4,75,086. On the other hand, the Change Maker, aged between 26 to 45 years, are 3, 55,419 in number. Change Makers aged 45+ are 59,553 in number. WE CAN database has been created where information (e.g. name sex, age, parent's name, occupation, area and registration date) regarding all Change Makers can be found easily. The District Alliances of WE CAN are being motivated to utilize this database when necessary so that they can communicate with all the Chang Makers of that district and direct them when required. The synopsis of Change Maker data base is included in page 32.

JESMIN FROM BAGERHAT: THE ONE WHO HAS FOUND SELF-RESPECT WITH HER IDENTITY AS A CHANGE MAKER

Jesmin sells vegetables at different alleys and lanes in Bagerhat town. She usually sells about 4 to 6 maund (1 maund is roughly 37-38 kgs) vegetables daily on her van. It is hard to find anyone in Bagerhat town who doesn't know Jesmin; and that is for two reasons - her exceptional profession and her activities towards making people conscious against domestic violence and drug addiction.

Financial hardship was permanent in her family as her father was addicted to drugs. After passing class 8, her father prohibited her from studying anymore. When Jesmin was only 14 years old she was forced to marry with an aged man. Jesmin's father arranged the marriage taking money from Jesmin's husband but on the third month, they had a break up. Afterwards, her family planned to get her married again and started beating her up. This time, in fear of going for another marriage, Jesmin fled to Dhaka.

She started working at houses only in exchange of some food. A few years later, she met someone and got married and returned to Bagerhat with her husband. But after a few days the husband ran away and had a road accident. At that time, her family and villagers accused the child she had conceived as an illicit one. In such unbearable condition, she gave birth to a boy in 2004. Her savings were finished in the meantime. After the birth of the baby, she had to starve for 4 or 5 days. Her father and mother did not help her at that time with a bit of food. She begged to her neighbours for food and on the 12th day after giving birth to her son, she came down in search of work even in her weakness. During this time she had to struggle a lot to arrange a little to eat for herself and her son. At that time she used to provide pitcher of water in restaurants for 2 taka. She worked in houses in exchange of food. Sometimes she used to pick vegetables from fields, canals around and sell those house to house. In this way, when little money was saved, she started buying vegetables cheaply from the village haat and selling those to houses. At one time she bought a van, and from then her current profession, selling vegetables by a van, got a start.



In course of selling vegetables at different places, at one time she met Ms. Rizia from a local NGO called Rupantar. She suggested her (Jesmin) to work against domestic violence as well as to become a Change Maker. Jesmin felt good thinking of while nobody ever respected her, neither loved her, spoke ill of her, Ms. Rizia showed her a better way and provided a lot of books including one like "Story of Ratna and Sumon". While reading those books she recalled her own life, she thought that opportunities have been created to help these women who suffered like her.

People used to say awful things about her, have teased her and even have beaten her after she started selling vegetables on a van. Her father and brothers have also beaten her but she never gave up. And after being a Change Maker she got an identity. Today, she is being addressed as 'Change Maker Jesmin' before the name like vegetable trader Jesmin. So many famous and prominent people are there working as a Change Maker just like her and still when someone comes from outside she is the first person to be called. Jesmin realizes that her life's experiences of tortures faced by her has actually turned her into a skilled Change Maker. Now she never hesitates while speaking about her life, which was once full of violence and grief. Jesmin thinks that the main reasons behind domestic violence are lack of education among women, lack of financial liberty and drug addiction among men. That is why, when she visits people to sell her vegetables she tries to promote women's education and independence.

PRESENT ACTIVITIES

Target of the WE CAN campaign over the first 6 years was to develop 5 million Change Makers in South Asia who will speak for the 50 million 'missing' women. For Bangladesh, this target was set to 1 million which was met within the given time by the affiliated organizations. Since 2011, developing Change Makers through organizations or activism have been discontinued; rather, WE CAN campaign focused on continuation of the behavioural changes of the Change Makers while the Change Makers themselves would create new Change Makers. Currently the key activities of the We Can campaign focus on -

- Re-engagement of the Change Makers (see page 7 for Theoretical Description)
- Deepening of Change (see page 7 for Theoretical Description)

REGULAR EVENTS UNDER THE WE CAN CAMPAIGN: IN LARGE SCALE AND SMALL SCALE

Though WE CAN does not expect that the Change Makers would become a gender expert, however, the Re-engagement initiative targets to make positive behavioural changes in individuals that would be visible to others. Small individual contributions will add up to a tipping point phase that will make violence against women unacceptable in all settings. In view of this, the Change Makers attend or organize the large or small scale programmes or events under the WE CAN campaign. This gives them the opportunity to not only showcase and celebrate the changes they have been able to ensure for them, but also to let other people know about these changes they have achieved. In such cases a systematic approach is followed. For an instance, large scale programmes are held twice a year, during March and November, while other small scale programmes are organized by the Change Makers around rest of the years. The large scale programmes provides them with opportunity to express their collective attitudinal shifts. This inspires other Change Makers and provides a chance to bring forward those Change Makers who were not been able to make them-selves quite visible.



The Change Makers exhibit their initiatives through small-scale programmes or events. These small-scale programmes or initiatives thus essentially involve activities against violence at the individual levels or involving the members within the influence circle. These initiatives include meetings with members and their circle of influence, door-to-door campaign, poster pasting, distribute materials, organize cultural programmes, etc. These small personal initiatives of the Change Makers are called as a part of the 1000 initiatives¹¹.

Maintaining the tradition, this year, 2 large scale programmes have been staged - a 7 days long campaign during March on the occasions of 'International Women's Day' (8 March) and a 16 days long campaign in November centred around the 'International Day for Elimination of Violence against Women' (25 November). On the very first hour of March 8, 'International Women's Day' was celebrated in 48 districts jointly with other like-minded organizations and individuals upholding the slogan "Special Oath for enlightenment against darkness of mind". This campaign demanded for safety of women in both home and outside, both in day and night. On the same date, 'International Women's Day' has been celebrated in Dhaka at the Central Shaheed Minar (Language Martyrs' Monument) in association with the University of Dhaka, the most prominent public university of the country. A concert titled 'Songs for women's freedom by women singers' was held for the youth. As a part of the March campaign, Change Makers and

11. www.wecanendvaw.org

members of the District Alliances organized a number of activities including door-to-door campaigns, human chain, rally and road-shows.

During the large scale November campaign, mobile van campaign was organized. On this occasion which centred around the 'International Day for Elimination of Violence against Women', messages on elimination of violence against women and making people aware about the recently enacted Domestic Violence (Prevention and Protection) Act, 2010 were publicized in 46 districts including Dhaka. Change Makers conveyed the messages to people by all types of vans including rickshaw-vans and pickup-vans. Besides Change Makers organized road-shows on 'Human Rights Day' and essay competitions in schools on 'Begum Rokeya Day'. They also get involved with government during observation of other such days. Besides these, the National Alliance arranged an art camp and cultural ceremony at the Rabindra Sarovar, Dhaka. Famous artists expressed their position on violence against women through their artworks. Renowned cultural activists also protested through various cultural events. People including the Change Makers enjoyed such exceptional events. Similar to others, new Change Makers were enrolled through these events.

Small scale programmes included door-to-door campaign, distribution of campaign materials, court yard-meetings, road-shows, tea stall meeting etc.



PUBLICATIONS OF THE CAMPAIGN MATERIALS

Materials (IEC and BCC materials)¹² and publications of the campaign play vital role in changing the values. These publications also help in deepening of changes. For the Change Makers, a number of communication materials/ publications are brought about including booklets, leaflets, posters, stickers, flipcharts etc. These materials are developed in a way that they would be suitable for people of all ages and types - young and old, male and female, rural and urban. One interesting characteristics of these communication materials are that they do not offer suggestions to solve any problem. Rather they point out the different dimensions of the problems so that individuals corroborating to the problem can decide and act themselves in overcoming such problems. This year, WE CAN published a booklet "Domestic Violence Act 2010 in Chameli Sagar's Life" to explain the recently enacted Domestic Violence (Prevention and Protection) Act, 2010. Besides this, 2 leaflets were published for the programmes organized by the WE CAN campaign. To introduce the WE CAN campaign as an independent platform, a brochure has been published. 125 billboards containing a certain message of the campaign have been put in place in 30 districts this year. All the communication materials published during 2012 particularly focused on introducing and explaining the newly enacted Act on domestic violence. In this year, a total of 3,203,177 copies of 17 such publications were distributed in 50 districts.



12. Information Education Communication and Behaviour Change Communication

CAPACITY BUILDING ACTIVITIES

To be a WE CAN campaign Change Maker or a member of the District Alliance one needs not be from an elite background. Any person including students, housewives, NGO professionals, grocers, small businesspersons, rickshaw-pullers, farmers, nurses, polices, teachers, government bureaucrats, journalists are part of the campaign. Hence to analyse the unconventional approach of the campaign it is essential to build capacities of the Alliance leaders and Connector Change Makers. Since 2011, the WE CAN Alliance has been taking initiatives towards this end. In 2011, 36 District Alliance members (15 female and 21 male) from 12 districts and in 2012, 140 District Alliance members (77 female and 63 male) from 48 districts participated in capacity building workshops. The capacity building workshops were facilitated by experts of this field including the member of National Alliance. The issues covered during the workshops included management of District Alliance and communication strategies in addition to topics related to gender and development. The distinguished feature of the WE CAN capacity building workshop is that the participants during the event prepared their respective action plan for future implementation. In addition to the members of District Alliances, 89 Connector Change Makers (43 female and 46 male) from 27 districts participated in 2 of the capacity building workshops. WE CAN Alliance also developed a group of expert trainers from national to district level who can provide capacity building trainings on gender issue.



REGULAR GATHERINGS OR MEETINGS

All the individuals, groups or organizations maintain regular contacts with each other. Change Makers think over processes to keep up the efforts of changing attitude; it is important to exchange and share experiences with likeminded individuals or groups. These discussions and meetings also kept the whole platform working in a systematic manner. Though members of the National Alliance sit for meetings twice a year, but examples can be found when they have met more than twice when required. To formulate the strategic plan, this year they have arranged a 2-day long session. On the other hand, members of the Executive Committee meet 4 times a year while members of the District Alliances sit together thrice in a year. However, beyond such planned meetings, this year members of different District Alliances have met on different occasions based as and when required. Ward Change Makers get together almost every month. The Upazila or Union Change Makers Committees schedule and arrange their meetings on their own. To keep all the members aware and in sync with the messages and ideas, and ensure that the mission and vision of the WE CAN campaign is clear to all the Change Makers, it is important that these meetings and discussion sessions are organized regularly. This year efforts have been put in place to keep record of all the meetings. The Secretariat has collected information about all the meetings.

SOCIAL MEDIA CAMPAIGN

In 2012, WE CAN campaign took initiative to disseminate their messages through Facebook, SMS and email. At present, communications with 138 people are maintained through Face book of which most are members of District Alliances and Change Makers. In the past, the Global and South Asian wing of WE CAN campaign had their respective websites. In 2012, the WE CAN Alliance; Bangladesh has launched its website. Besides, disseminating information on campaign activities in Bangladesh, the website has also used Google Map for this purpose. The website has published information on Change Makers and District Alliances along with their geographical locations across the country through Google Map. Hence, people from any part of the world can now communicate with the Change Makers, District Alliance and leading organisations under the campaign.

PARTNERSHIP WITH MEDIA

WE CAN Alliance; Bangladesh believes media can play an important role in changing perspectives of the people. Hence, along with the strong support from the campaign, WE CAN, Bangladesh seeks to maintain a liaison with the media. Both print and electronic media gets equal importance from the campaign. Media is not only helping WE CAN, Bangladesh with publicity but is becoming a gender-sensitive partner by highlighting issues of domestic violence and sensitizing the mass about it. In 2012, the campaign organised an opinion sharing meeting with 23 female journalists. Besides, every print and electronic media published news on March and November campaign with great importance. WE CAN Alliance's 3 TV

spots were aired in 2 channels during the campaign seasons. The Alliance also invited people to join the campaign activities through print media during the events. Besides, in several women rights related programme in media the participations of WE CAN Alliance was noteworthy.

INSTITUTIONALISATION

During the March campaign of 2012, 60 educational institutions in 12 districts organised a number of unconventional but positive activities. This year they arranged essay competitions. The subject of the essay competition was - "The role of educational institutions in ending violence against women". The events were led by the Connector Change Makers in the respective areas, along with teachers and student Change Makers. 2890 students participated in the competitions. Later 3-day post-event opinion sharing meetings were organised where 26 teachers of the participating educational institutions were present. Later, in 2012 November campaign, another 60 educational institutions organised similar events. This time once again the Connector Change Makers in the respective areas, teachers and student Change Makers led the initiatives.

To accelerate the institutionalisation process, a forum comprising of the Student Change Makers of the country was constituted. In 2012 year a 3-day workshop was organised where all these members participated. 50 female students and 53 male students from 43 districts participated in the event. During the workshop, the representatives of Student Change Makers prepared their future action plan and took preparation towards implementing them.



MONITORING, RESEARCH AND DOCUMENTATION



This year 2 large scale research have been conducted which looked at - whether the campaign activities brought changes in people's attitude in just 7 years, particularly towards the existing discriminatory practices and violence against women. The actions of Change Makers of 5 countries were evaluated by a team of 5 researchers who were led by an external expert. In Bangladesh the research covered 115 Change Makers and 307 other Change Makers who were under the Circle of influence of the earlier group. The research was undertaken in Sahapara and Kamarjani unions of Gaibandha district and 2 no ward of Sadar upazilla and Akua union of Mymensingh district of Bangladesh. This study evaluated the method of change in attitude of the Change Makers who were involved in the campaign. A summary report¹³ is published with the compile information of 5 South Asian countries.

Under the supervision of an international expert, OXFAM conducted a research work titled "Evaluation of Effectiveness of the Project"¹⁴. The research work was undertaken in 92 villages of 4 districts (Naogaon, Panchagar, Nilphamary and Thakurgaon) of 2 Northern Divisions (Rajshahi and Rangpur). The research surveyed 1159 women and 1154 men to examine whether the campaign activities managed to bring changes in their attitude towards the relationship between women and men ending violence against women. The research

concluded that the result was positive and in areas where WE CAN Campaign's activities were implemented; people are more sensitized about the violence against women.

Another research report (The WE CAN Campaign in South Asia 2004-2011: External Evaluation Report: Michaela Raab) was published with regard to evaluating WE CAN campaign's activities in 3 South Asian countries (Bangladesh, India and Nepal). Field level information was collected in India and Nepal where as in Bangladesh the research used secondary information. This evaluation justified OXFAM's initiative.

Concurrently, OXFAM took initiative to document their 7 years' journey. This year, a documentary, titled "Ovijatra" (The Voyage) was made based on the experiences of WE CAN. The documentary is based on the Change Maker's changing behaviours and their future plan in WE CAN. It covers the Change Makers from 4 divisions.

This year a baseline has been conducted before the new journey of WE CAN Alliance in Bangladesh. The study is conducted among 230 Change Maker in 8 Districts of 4 divisions.

13. Measuring Change: William S.: <http://wecanendvaw.org>

14. WE CAN Bangladesh Effectiveness Review: <http://policy-practice.oxfam.org.uk>

LEARNING AND CHALLENGES

LEARNING

For a number of reasons, from 2011 to 2012 is a crucial year for the WE CAN Alliance against domestic violence.

EXPANSION AND MANAGEMENT OF DISTRICT ALLIANCES

Through the continuous process of 'capacity building workshop', members of the District Alliances are provided with necessary information and are enriched with issue-based analytics. These workshops not only enhanced their effective communication capacity, but also have created a chance to share opinions to each other and exchange experiences. At the same time a strong network and linkage is being developed. Initiated by the District Alliance members, protesting domestic violence through development and implementation of an annual plan has started since 2011. In view of this, with the help of local Change Makers and leading implementing organizations, the District Alliance is implementing challenging activities. It can also be observed that the District Alliances are developing the penchant for taking responsibility in a self-initiated manner. This reflects their sense of ownership. The tripartite agreement among the District Alliance, Leading Organization and Central Secretariat has influenced this. After the tripartite agreement, a sense of responsibility and accountability towards each other can be observed. This has also ensured the transparency of WE CAN activities.

SECRETARIAT BASED INFORMATION CENTRE AND COMMUNICATION PROCESS

International, national and local organizations affiliated with WE CAN are integrated. Though all these organizations have their own activities, in the case of WE CAN activities, they plan and implement the activities through the Central Secretariat. The united identity of the WE CAN initiatives is defined through the representatives of these different organizations. Though the activities are Secretariat based, still they are multidimensional. The Secretariat is collecting information from the most remote corners of the country. This can be an ultimate stepping stone in fighting against violence against women.



CHANGE MAKER - AN IDENTITY

Organizations affiliated with the WE CAN Alliance also involve their Change Makers in their other social activities. Even organizations that are not affiliated with the WE CAN Alliance, also creates scopes to involve the Change Makers in other activities. As the Change Makers are being invited to share their experiences by journalists or social scientists, they are getting proud of themselves and getting confident about their capacity. This, in turn, has motivated them to participate in other social activities other than WE CAN activities.

USE OF WE CAN PROGRAMME MODEL

OXFAM has adopted the WE CAN model in their different activities. In one way, there remains the opportunity to involve the Change Makers in different programmes such as economic empowerment, climate change adaptation or developing leadership; on the other hand, new Change Makers are being created through these programmes. Many other donors have also adopted the WE CAN model. With the financial assistance from the Embassy of Kingdom of Netherlands; research-oriented project SAFE - which is being implemented by Population Council, Marie Stops, BLAST and Nari Moitri (We Can) under the leadership of ICDDR,B - has adopted the WE CAN model. This SAFE programme is intervened in low income group of Dhaka (Capital city of Bangladesh).

ENACTMENT OF DOMESTIC VIOLENCE (PREVENTION AND PROTECTION) ACT, 2010

Back in 2004, when WE CAN had started its campaign against domestic violence, it was quite difficult to talk about the issue. WE CAN's effort in highlighting such a difficult issue to everyone came to a success in 2010. That year, the government of Bangladesh legally recognized domestic violence as a form of violence against women and formulated the groundbreaking Act. This Act has become the most important weapon in the arsenal of WE CAN to fight domestic violence. Towards enactment of the Domestic Violence (Prevention and Protection) Act, 2010, a coalition named Citizen's Initiative against Domestic Violence (CIDV) was formed involving a number of organizations. WE CAN was with this coalition since the beginning. CIDV has been working closely with the government in effective implementation and enforcement of the Act.

THE GLOBAL WE CAN NETWORK

The WE CAN campaign is currently being implemented in 15 countries across the world. Many of these countries run the campaign on their own identity, while it runs on project based approach in rest of them. In 2011 Oxfam declared to end the formal programmatic relationship with South Asian WE CAN campaign in Culmination programme at Nepal. After that WE CAN has started its new journey in different country. Nevertheless, with all the representatives from all of those 15 countries, a Global Network of WE CAN campaign has been formed. More about the Global Network can be found at www.wecanglobal.org/. This network provides a global platform for active sharing of experiences and arrow heading united initiatives. Bangladesh is also an active member of this Global Network.





CHALLENGES

- As the NGOs have to align their project-based activities according to their annual work plan, it has become difficult for them to run a campaign on their own from an ideological point of view. Especially, due to the fact that these NGOs have little experience in running a continuous campaign on their own without any staff support, they face various problems and dilemma in playing effective roles in the WE CAN campaign. Many of them even failed to comprehend the core vision and activities of WE CAN.
- In some case where the District Alliances failed to flourish as an independent identity, they have become overly dependent on the leading implementing organizations. As a result, these organizations have to spend extra time to keep these District Alliances functional which is quite an extra burden for them. Due to the lack of inter-relationship among the members and not being clear about their responsibilities, effective District Alliances are not developing in many districts. A communication gap with the Change Makers has fueled these unfortunate circumstances.
- In its fight against domestic violence, WE CAN campaign entails a number of activities including awareness raising and active protection and prevention. In doing so, the campaign faces problem in providing contacts of government and non-government organization that provide such services. This has also become an obstacle to motivating people availing those services. Besides the fact that in many cases, the service providing organizations also act carelessly where Change Makers or Alliance members could not do anything. Even though WE CAN campaign stands against certain occurrence of violence, justice often is delayed due to the time required in legal procedures. For an instance, in Shariyatpur, when a women died as a result of a Fatua, the accused persons were caught due to the peoples' pressure, however were bailed free later due to political influence.
- Due to the wider span, it is often difficult to monitor the activities of WE CAN campaign. Particularly, monitoring the self-driven activities of a large number of individuals require an innovative technique, which currently does not prevail within the WE CAN system. The District Alliances are responsible for overseeing the overall activities; however, due to lack of time and capacity, the monitoring system has not been effective yet.
- The process of keeping all the Change Makers connected to the campaign along with intensifying their attitude has been challenging. Besides counting the numbers of Change Makers, identifying those attitudes that drive violence and keep the Change Makers in a practice of avoiding them, particularly within a patriarchal society, was in itself a major challenge. There remains the possibility of that a changed man reverts back to his violent attitude. It needs to be noted that these changed individuals have to go through a lot more mental pressure than other members of the society.

ACHIEVEMENT AND SUSTAINABILITY

- WE CAN Alliance work in 48 districts, 472 sub districts and 2384 Union
- National Committee members are 33
- District Alliance members are 1316. Women 537, Men 779
- Change Makers (According data base): 9, 70,388. Women: 5, 22,641. Men: 4, 47,747
- Connector Change Makers are 10000.
- WE CAN lead Organisation is 38
- 500 CBO, Cultural group, Professional group, Youth club, Trade union are in WE CAN Alliance
- 300 Education Institutes work with WE CAN
- WE CAN Student Change Forums are in 45 districts
- Almost 70 Type of IEC and BCC materials have been developed in WE CAN
- During 2012 basis messages of WE CAN have been disseminated to 5 million individuals through regular social mobilisation programmes by lead organisations, alliance, periodic campaign events, different IEC and BCC materials and massive transmission through radio and TV channels. Existing Change Makers and Alliance member played a vital role to disseminate the messages of WE CAN in their own locality.



CONCLUSION

A social movement is stepping forward from the process of attitudinal change. And WE CAN Alliance to end Domestic Violence has been created to fulfil the dream of WE CAN campaign's goal. First phase of this long walk, which WE CAN initiate in 2004, came to a completion in 2011 and then it entered a second phase 2012 onwards. Not to mention, 2012 was a crucial year for WE CAN. Throughout the year, the campaign has put together enormous number of Change Makers, has covered a huge area under the campaign and has worked with a structure of non-government organizations which has certainly been a commendable effort to change the patriarchal character of the society. This strenuous effort of organizing and directing an enormous group of volunteers focusing on global and local issues - whether natural or social - has made WE CAN ready to face any challenge in the future.

OTHER CASE STUDY

CASE STUDY-4

SABINA BULBUL SIMI, DEVOTED IN PREVENTING DOMESTIC VIOLENCE

Among three sisters and one brother, Simi (35) was the youngest. After her father's death during her childhood, her elder sister and brother in law took charge of their family. Her mother's age was only 27 when her father died. For having a dark skin, Simi's family used to consider her an ugly looking girl. Therefore, in exchange of dowry, her marriage was set with a man who was 20 years older than her as well who was not financially strong. Because of her husband's discontent she had to stop her study after HSC. Simi conceived a child within three month of her marriage. But a few days after taking birth, the child died and an inhumane torture came down upon Simi. Simi became weak in health after giving birth to her first child. But she was forced to conceive again for another child to satisfy her husband's yearning for children. Within one year Simi conceived another child and a boy took birth on 1989. After giving birth to the son, physically she became very weak. But Simi's poor health never got any importance to her husband rather her husband's sexual demand gradually made her physically weaker.

When her son started going to school, encouraged by some other parents from that school, she launched an incorporated association in 2000 and registered it. As the association was running well, about a year later she launched a clothing shop for women, right beside her husband's shop. But in the face of barriers created by her husband and his family, she had to abolish her profitable clothing shop. Simi in her distress stopped going out of the house. After a few days she heard that her husband spread rumours that she has fled away with another man.

Simi says, "I couldn't stand it anymore, how long I can go like this, I started to communicate with different NGOs. I restarted my old association and named it as Chitra Development Organization.

Yet again, when the family's pressure and husband's disassociation was on peak, thus in 2004, she got an invitation to attend an event under WE CAN.



For the first time she found a place where she could express herself and became a Change Maker. She started realizing why she was not getting out of the tortures in her family although she has been trying a lot. This time, she applied the techniques to prevent violence against her.

Simi says, "I realized that there are so many others who are also victims of domestic violence just like me, but none of us ever admit this. That's why we have to work together; we have to share our grief with others."

At present, she is the Member Secretary of the Change Maker Committee in Chitolmaari upazila. From the depths of her heart, she believes in the ideology, policy and slogan of WE CAN campaign.

Now her husband doesn't try to control her anymore because of her identity. Even the mother-in-law and sisters-in-laws are now unable to torture her anymore. Now she has a lot of Change Makers around her. Now she is comprehensible to her children, they respect her, and they have become respondent/defendant just like Simi. Now, alongside, she has her son, a student from the last year of Diploma Engineering, as a prominent co-fighter. Simi tries to realize other's sorrow because of the pain she has suffered. She never expects other to have such an unhappy marital life like herself.

CASE STUDY-5

MONI: TEARING UP THE TRAP OF VIOLENCE

“Earlier, I used to think that my husband doesn't like me because my skin is dark and I am a lame girl. By marrying such a lame girl, he has already done a favour to me. So I thought I had to tolerate his tortures. But joining the WE CAN campaign I realized that my face is not the reason behind those tortures and I have no fault for which I have to tolerate any torture.”

At her very early age, Mahbuba Rahman Moni grew up identifying herself as a woman with physical disability because of Polio. This disability of Moni became a worry to her father. To secure her daughter's blissful future, her father stopped her education after passing class 8 and set her marriage in 1995 with a cousin, paying a dowry of 30000 taka. Moni left her father's house at Bagerhat and ended up at her father in law's house in Comilla.

After her marriage, Moni's father used to send clothes, oils, soaps and groceries for her, so that she doesn't have to beg for anything at her father in law's house. Still their marital life was not in peace. Even after having the decided amount of dowry during the marriage, Moni's Husband started to claim for more gradually. In this way, he extracted about 2,50,000 taka in cash and lands in the name of dowry within 4 to 5 years.

On the third month of her marriage, Moni conceived her first child. “Eating much makes the child larger”- saying these kinds of things her mother-in-law deprived Moni from having nutritious food during her pregnancy. Her mother in law used to threaten her saying, “If you fail to beget a boy child then my son will go for another marriage”. But she was not spared even after giving birth to a baby-boy. Her mother in law and husband used to rebuke and scold her without any reason. In her father in law's house Moni was prohibited to do anything for looking good.



If she did a little, her husband used to scold her addressing her lame foot and dark skin. Her husband never wanted to go out taking her along. Beating was a regular matter. After 4 years of their marriage, one day Moni's husband left her at Bagerhat at her father's house. After that Moni never went to her father in law's house again.

In 1999, after returning to her father's house, Moni's father readmitted her in the school. Often her husband used to come at Bagerhat but after passing the SSC, her husband used to say to his father in law that, “Now, after passing SSC, your daughter likes men who wear a tie...” At this moment, Moni got introduced to WE CAN campaign. “I always used to be in unsteadiness, my husband complains, nobody accepted me in my father in law's house. But after joining We Can, I have found the meaning of my life. I realized that even I can be of someone's help. Now I don't tremble before my husband, I don't bother who calls me a lame rather I run towards all to stop violence against women as a Change Maker.” claimed Moni.

CASE STUDY-6

SELF-REALIZATION OF NURUL HAQUE AGAINST DOMESTIC VIOLENCE

“As far as I have heard about some tortures like scolding and beating, I think most of us do these...and it's not like I have never done these before, even I was a very ill-tempered man. After being a Change Maker I realized that it is unjust to scold someone every time. Does any result come out by scolding?.....so, if we can stay away from such practices then at least we will have peace in our family life.”

Nurul Haque is a resident of Basudebpur village of Chirirbandar Upazilla, Dinajpur. He is a sharecropper. He is also a part-time electrician. A father of four children, Nurul married in 1975. He was only 18 at that time and his wife was only 16. After 37 years of conjugal life, when he looks back he could find two different Nurul. A short-tempered Nurul during the first 30 years of their marital life - who did not consider his wife an equal human-being and scolded her often. He is now a new Nurul - during the last seven years who emerged from self-realization and has been a vocal and active person protesting against domestic violence. How did it happen? How did he realize at such an age that he needed to change?

Nurul has been a member of a micro-credit group of Polli Sree for last 12 years. Some meetings of this organization were held at his backyard. Eight years ago, he observed that the Apas of Polli Sree were counselling about violence against women. He was a bit irritated. He thought, “They are talking nonsense. It is very natural that there will some arguments, quarrels and fighting between a husband and wife. Who cares?” He often made fun of them - “You talk so much about violence against women; what about violence against men?” At that time Apas from Polli Sree invited him at their office. Listening to the discussions at those meetings, he realized his longstanding beliefs might be incorrect. He was not exactly sure who is a Change Maker but he enlisted himself - “..... I told them to enlist me, I will attend. Then they trained me, gave me the leaflets. I read them. I received several other trainings, listen to the arguments. I never heard these words”.



Nurul realized through the trainings, leaflets, discussions at the meetings. That the domestic violence incidents, which were very normal to him earlier, are not correct. He confessed - “The forms of verbal and physical abuses which I came to know, we, the males, always perform those.... I, myself did those many times. I was an angry person. I thought scolding women all the time was not right thing to do. They are not right because no one benefits from those... so if we can avoid them there will be peace in our domestic life.” This new realization brought changes in him. It is not right that now he does not feel angry towards his wife and children. But he tries to control himself... “I am a man you know. I have my tensions. If I say I do not become angry any more, I will be lying. But I try not to scold or shout, I perhaps go outside my house, and come back when I feel better. Perhaps I watch television. ... but now my anger is much under control”.

After becoming a Change Maker, he now advocates on preventing domestic violence. He strongly believes, now no one in his neighbourhood can beat his wife. They are conscious of the fact that if Nurul knows about these incidents he will resist. Besides his personal initiative and activities around domestic violence, he is also involved in the organizing role of WE CAN Alliances against domestic violence. At present, he is a Vice-President of Chirirbandar Upazilla Committee. There are 25 members in that committee. During last few years, they have settled many cases of domestic violence in the area. In some cases, they had to file cases to the police.

CASE STUDY-7

THE VOW OF SAYEDUR RAHMAN
AND HIS COMPANIONS TO CHANGE
BISWANATH

Located close to the Sylhet city, Biswanath Upazila shares its border with the Sadar Upazila in West and South. Sayedur Rahman Sayed, a journalist, cultural activist and organiser living at Biswanath, has been working for the daily 'Sangbad' for 13 years. Over his long career as a journalist which started in 1977, he has been known for his protective nature and leadership as an active initiator. He has been actively involved with a number of cultural bodies including the Udichi. His work as a journalist got him acquainted with Sylhet Juba Academi, a Sylhet based NGO that started implementing the WE CAN campaign since 2006 and Syed has been a part of it since then. Currently he is the president of the Change Makers of Biswanath Upazila Committee, and a member of the Sylhet District Committee.

A cognisant citizen like Sayedur Rahman thinks that Biswanath is still much held back in terms of gender equity and cultural richness. In view of this, a 30 member Biswanath Change Maker Committee has been formed involving President of the Business cooperative, journalists, cultural activists, Chairman of the Biswanath Sadar Union and students. From 2006, they are with the WE CAN campaign for doing something good - something different for the society.

Most of the members of the Change Maker Upazila committee perceive that though they know about the issues of domestic violence, still they were not fully aware of the behavioural change that was needed at individual level. As this fact is clear to them now, Sayedur Rahman thinks, "we would not need all these efforts if our education system could build the social consciousness that all men and women are equal. Sadly our education system failed in doing so. As a result there remained no alternative to these kinds of social campaign". For this, reason, they have tried the most to involve the young generation. The committee has already activated 107 Connector Change Makers at Biswanath who are working in Ward-wise groups to organise thousands of Change Makers. Union and Ward committees are also formed. The Connector Change Makers sit meet twice every month. Sayed said, "...in whichever ceremony, programme or gatherings we go, we try to talk at least for 5 minutes against domestic violence".



Besides organising such activities, a local business leader and member of the Upazila Committee, Madhu Miah has been trying to aware the business community about domestic violence. Comparatively young Change Makers like Kamal Munna and Nabin Sohel informed that they even convey messages against domestic violence even when they gossip at tea stalls. They explained these chats over tea not only aware the young generation but also feed them with information about incidents of violence which they try to sort out with the help of the committee. Stage drama is a regular weapon in their arsenal, used against domestic violence. They have staged about 40 dramas about half of which showcased messages against domestic violence. They said before they joined the WE CAN campaign, they were concerned about bigger social problems. Problems like domestic violence did not seem significant enough to them. But now they have realized the importance of such issues.

Every day, Mr Saiful Haq, Chairman of Biswanath Union has to solve 2/3 cases of domestic violence. Being involved in the local politics as a public representative for 15 years or so, he realized that both the law enforcement forces and the local public administration is now more concerned than ever regarding domestic violence. Campaigns like WE CAN are also playing vital role in raising social awareness on domestic violence.

Biswanath has changed a lot; nevertheless, still a lot of things need to be changed. Members of the Biswanath Upazila Committee shared their collective opinion, where the male-dominance has become the tradition, participation of two, five or ten men are not enough. A larger social change is needed. Towards this, under the leadership of Syedur Rahman, the male community have vowed to change Biswanath.

FINANCIAL REPORT



Toha Khan Zaman & Co.

Chartered Accountants

AMRAI PARI PARIBARIK NIRJATON PROTIRODH JOT

WE CAN CAMPAIGN


FUNDED BY: OXFAM GB AND OXFAM NOVIB, BANGLADESH

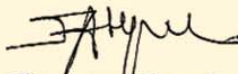
CONSOLIDATED STATEMENT OF FINANCIAL POSITION
(BALANCE SHEET) AS AT 31 DECEMBER 2012

PARTICULARS	NOTE	Oxfam, GB	Oxfam, Novib	Total 31-12-2012
PROPERTY AND ASSETS:				
FIXED ASSETS	4.00	146,861	0	146,861
CURRENT ASSETS:				
Advance	5.00	100,000	38,837	138,837
Cash and Bank Balance	6.00	703,062	3,979,896	4,682,958
Total Taka:		949,923	4,018,733	4,968,656
FUND AND LIABILITIES:				
FUND ACCOUNT	7.00	849,923	750,494	1,600,417
UNUTILIZED FUND	8.00	0	1,086,908	1,086,908
CURRENT LIABILITIES:				
Provision for Expenses	9.00	100,000	2,181,331	2,281,331
Total Taka:		949,923	4,018,733	4,968,656

1.00 Figures have been rounded off to the nearest taka.

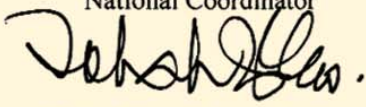
2.00 Annexed notes form part of the financial statements.


(Sabina Yeasmin)
Finance Officer


(Jinat Ara Haque)
National Coordinator

Signed in terms of our separate report of even date annexed.

Dated, Dhaka
04 June 2013


(Toha Khan Zaman & Co.)
Chartered Accountants

NAME AND ADDRESS OF LEADING ORGANISATION

ED: Executive Director F: Focal of District

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Shahida Parvin Shikha [F]
(General Secretary)
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SUMMARY OF CHANGE MAKER DATA BASE

District	Total CM	MALE	FEMALE	Below <14	14-25	26-35	36-45	45+
Bagerhat	38709	19598	19111	5385	16618	8849	4876	2981
Bandarban	13	8	5	2	7	2	2	0
Barguna	296	169	127	6	145	80	52	13
Barisal	73761	33796	39965	966	41367	16901	9338	5189
Barnmanbaria	13972	5421	8551	2692	7041	2136	1091	1012
Bhola	3652	1652	2000	393	1828	786	411	234
Bogra	2542	1358	1184	425	1144	526	290	157
Champur	2231	1628	603	145	1546	361	117	62
Chapainawabganj	40370	19334	21036	1239	23555	9744	4751	1081
Chittagong	39268	16759	22509	2449	23921	7761	3577	1560
Chuadanga	38	31	7	0	31	4	2	1
Comilla	31889	12964	18925	768	16655	8944	3897	1625
Cox'S Bazar	7598	2804	4794	374	4779	1500	670	275
Dhaka	103887	44215	59672	2251	47633	33549	15918	4536
Dinajpur	65247	33125	32122	5481	34753	13145	7600	4268
Faridpur	35998	11432	24566	377	11430	12431	8440	3320
Feni	13991	5869	8122	1218	8309	2370	1367	727
Gaibandha	59730	27064	32666	11001	27368	12082	5913	3366
Gazipur	129	41	88	2	53	50	22	2
Gopalganj	8490	3370	5120	1053	3640	2039	1120	638
Habiganj	5689	4749	940	204	3733	842	458	452
Jaipurhat	5993	2544	3449	654	3259	1129	589	362
Jamalpur	1807	776	1031	126	810	491	271	109
Jessore	10859	6391	4468	2640	5935	1323	653	308
Jhalakathi	16762	8191	8571	32	8411	4018	2580	1721
Jhinaidah	1544	695	849	303	860	187	134	60
Khagrachari	8	7	1	1	4	3	0	0
Khulna	9733	5560	4173	766	5204	1974	1135	654
Kishoreganj	7299	3545	3754	392	4094	1519	717	577
Kurigram	93	71	22	0	48	28	11	6
Kushtia	163	71	92	8	75	51	18	11
Lakshmipur	6278	2719	3559	298	3641	1283	586	470
Lalmonirhat	8560	4232	4328	2097	4323	1020	699	421
Madaripur	21826	13234	8592	2839	10375	3208	3597	1807
Maguria	231	164	67	5	132	55	21	18
Manikganj	1445	698	747	153	943	188	122	39
Meherpur	28	14	14	0	19	4	4	1
Moulavibazar	10689	5685	5004	333	5780	2881	1269	426
Munshiganj	1498	627	871	108	877	293	154	66
Mymensingh	19052	9166	9886	962	12476	3023	1645	946
Naogaon	8780	3733	5047	389	4301	2010	1357	723
Narayanganj	40	15	25	4	26	3	5	2
Natore	7052	3750	3302	3003	2978	562	307	202
Netrokona	6131	3479	2652	217	3274	1440	792	408
Nilphamari	3853	1337	2516	188	1837	918	544	366
Noakhali	18009	8429	9580	1941	9710	3342	1860	1156
Norail	6425	3747	2678	551	3402	1416	660	396
Norsingdi	53	41	12	1	23	17	8	4
Pabna	21836	10682	11154	4125	11504	3184	2025	998
Panchagarh	6328	2752	3576	1019	4334	529	284	162
Patuakhali	720	427	293	26	314	195	108	77
Pirojpur	7564	3368	4196	1575	3129	1364	890	606
Rajbari	24690	9857	14833	1618	13551	5357	3104	1060
Rajshahi	8791	4532	4259	771	5957	1200	508	355
Rangamati	16	6	10	0	3	4	8	1
Rangpur	27619	12332	15287	5233	11767	6005	3292	1322
Satkira	4059	1920	2139	358	2371	724	361	245
Shariatpur	33991	12914	21077	2749	10421	7935	10292	2594
Sherpur	225	169	56	0	183	29	9	4
Sirajganj	77487	36313	41174	5940	26929	29787	7707	7124
Sunamganj	17515	9925	7590	1991	8701	3892	1955	976
Sylhet	12338	5082	7256	78	5153	4121	2108	878
Tangail	1973	1026	947	96	965	561	242	109
Thakurgaon	3525	2134	1391	309	1431	922	579	284
TOTAL	970388	447747	522641	80330	475086	232297	123122	59553



