



*Project Report
Folklore and Communication
for Social Change in Assam*

Implemented by the Department of Cultural
Studies, Tezpur University



Supported by UNICEF
May - December, 2018

Report on Folklore and Communication for Social Change in Assam, 2018

The Project "Folklore and Communication for Social Change in Assam" under the Department of Cultural Studies, Tezpur University in collaboration with UNICEF in the period May 2018 to December 2018 covered Sonitpur District and Kokrajhar District with trainings of adolescents and organizing live shows.

The objectives of the Project are-

- To achieve social development by equipping adolescents with information and life-skills
- To identify and sensitize the group of adolescents (boys and girls) on their rights and entitlements and issues affecting their lives such as early marriage, exploitation, child labor, gender-based violence along with other complementary issues such as health, nutrition, education and sanitation.
- To promote inter-gender dialogue among adolescent boys and girls; and intergenerational dialogue among adolescents and the elders of community to address key vulnerabilities experienced by adolescents in general.
- To encourage and mobilize them to create awareness on the above mentioned issues so that they, in turn, motivate and mobilize their peers and elders.
- To be able to create a ripple effect throughout the community of the messages transmitted by adolescents through folklore performances conducted at both formal and informal platforms.
- To demonstrate an effective model of working with adolescents to empower them and the communities to collectively address vulnerabilities faced by adolescents in.
- To get the adolescents involved with above-mentioned issues through the creative practices of their respective cultural traditions

The project was introduced to Kokrajhar District by NERSWN and NEDAN foundation under this period and ToTs and Adolescents training were organized along with live shows in different rural areas of Kokrajhar.

Data Collection of Kokrajhar district for mapping of Communities and Adolescents is also done in this period.

One day orientation of Representatives on the website "Communication4NE.com" on 18th September, 2018 is concluded in Guwahati.

Folklore trainings are organized in Balipara Block of Sonitpur District. A total of 2 trainings are concluded with 4 live shows in the Block.

Mid-term Evaluation of the Folklore program is concluded in Sibsagar District with personal interviews, quantitative and qualitative analysis on questionnaires, FGDs etc. as tools from Community members, parents, teachers, folk artists, adolescents and volunteers. The data is provided herewith:

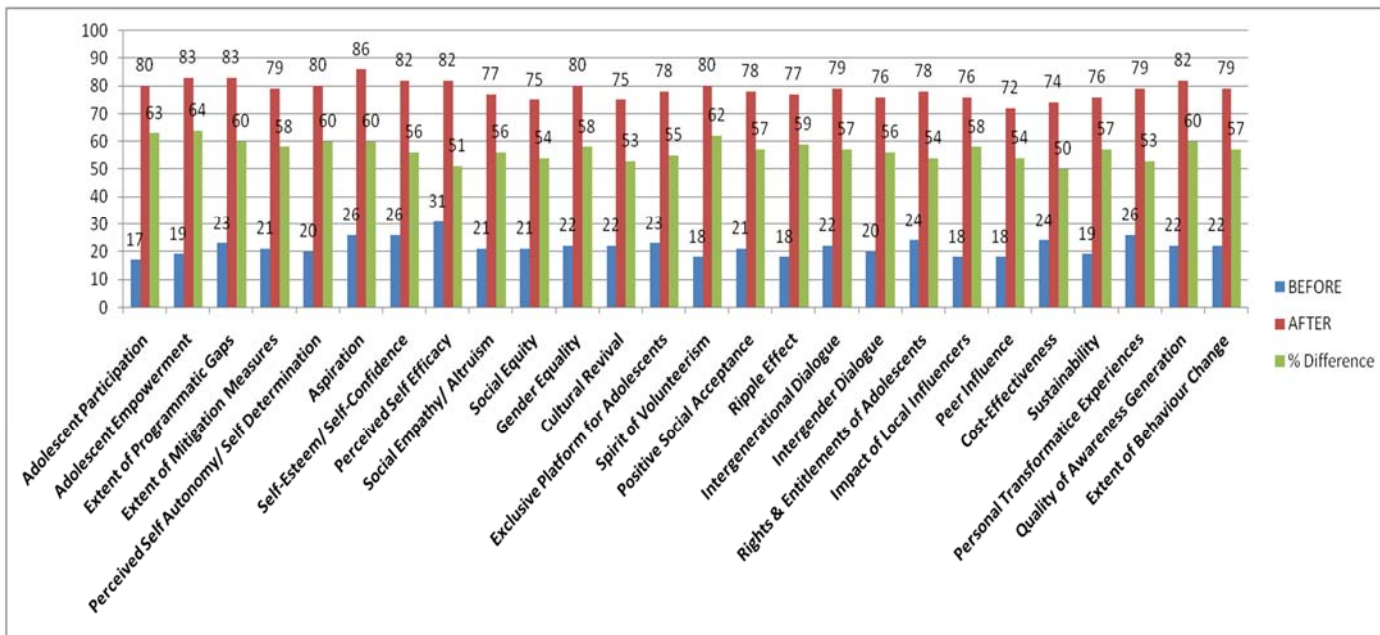
QUANTITATIVE BASIC ANALYSIS

SN	THEMES	BEFORE	AFTER	% Difference
1	Adolescent Participation	17	80	63
2	Adolescent Empowerment	19	83	64
3	Extent of Programmatic Gaps	23	83	60
4	Extent of Mitigation Measures	21	79	58
5	Perceived Self Autonomy/ Self Determination	20	80	60
6	Aspiration	26	86	60
7	Self-Esteem/ Self-Confidence	26	82	56
8	Perceived Self Efficacy	31	82	51
9	Social Empathy/ Altruism	21	77	56
10	Social Equity	21	75	54
11	Gender Equality	22	80	58
12	Cultural Revival	22	75	53
13	Exclusive Platform for Adolescents	23	78	55
14	Spirit of Volunteerism	18	80	62
15	Positive Social Acceptance	21	78	57
16	Ripple Effect	18	77	59
17	Intergenerational Dialogue	22	79	57
18	Intergender Dialogue	20	76	56
19	Rights & Entitlements of Adolescents	24	78	54
20	Impact of Local Influencers	18	76	58
21	Peer Influence	18	72	54
22	Cost-Effectiveness	24	74	50
23	Sustainability	19	76	57
24	Personal Transformative Experiences	26	79	53
25	Quality of Awareness Generation	22	82	60
26	Extent of Behaviour Change	22	79	57

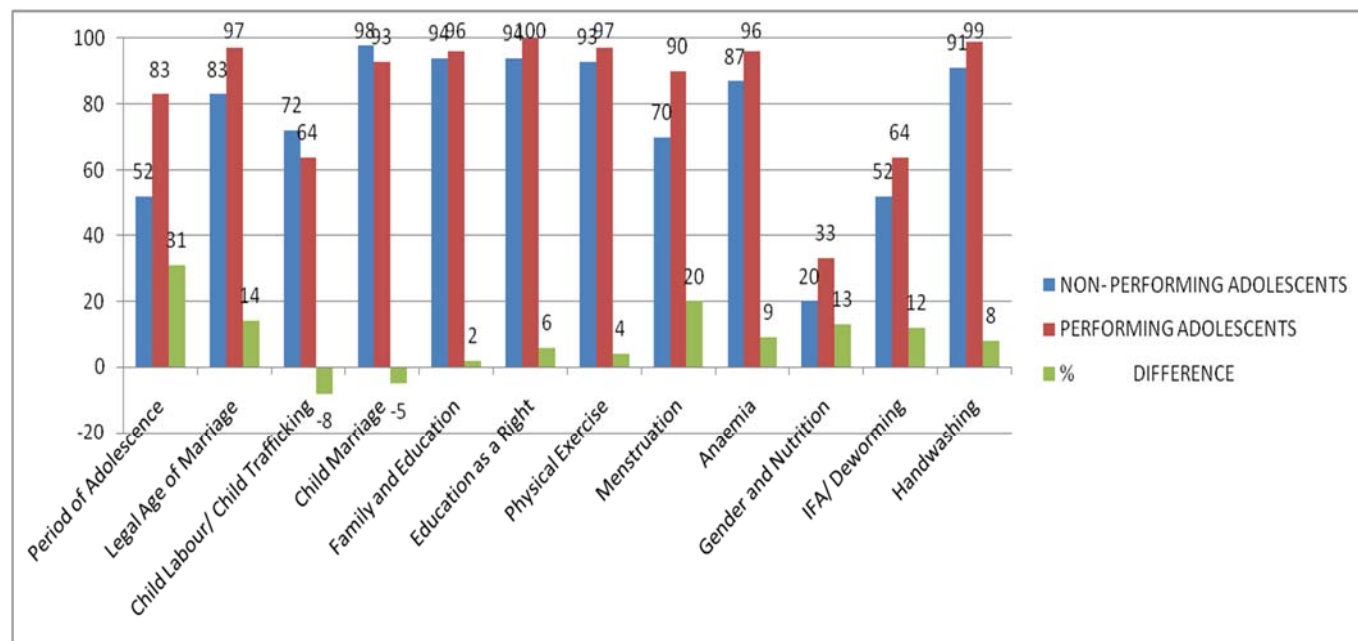
SN	KNOWLEDGE-ATTITUDE-SKILLS (KAS)	NON-PERFORMING ADOLESCENTS	PERFORMING ADOLESCENTS	% DIFFERENCE
1	Period of Adolescence	52	83	31
2	Legal Age of Marriage	83	97	14
3	Child Labour/ Child Trafficking	72	64	-8
4	Child Marriage	98	93	-5
5	Family and Education	94	96	2
6	Education as a Right	94	100	6
7	Physical Exercise	93	97	4
8	Menstruation	70	90	20
9	Anaemia	87	96	9
10	Gender and Nutrition	20	33	13
11	IFA/ Deworming	52	64	12
12	Handwashing	91	99	8

SN	THEMES	BEFORE LIVE SHOW	AFTER LIVE SHOW	% DIFFERENCE
1	Period of Adolescence	39	62	23
2	Legal Age of Marriage	61	95	34
3	Child Labour/ Trafficking	24	42	18
4	Child Marriage	10	21	11
5	Right to Education	62	68	6
6	Menstruation	16	15	-1
7	Anaemia	28	30	2
8	Alcoholism	8	8	0
9	IFA/ Deworming	1	14	13
10	Handwashing	47	48	1

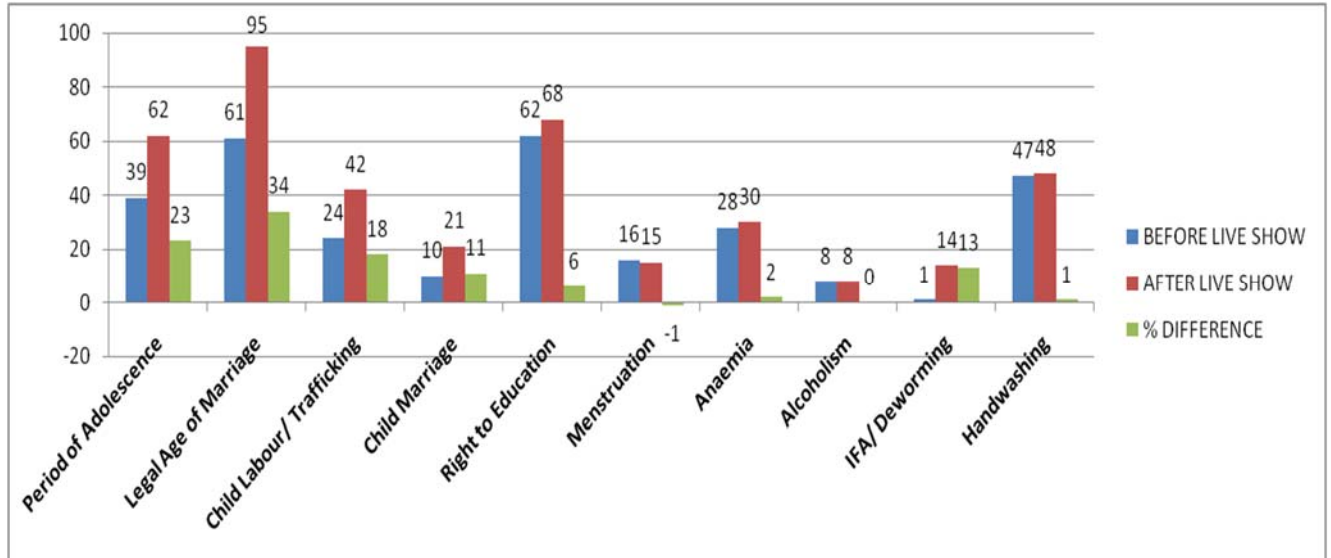
BEFORE-AFTER QUESTIONNAIRE ANALYSIS:



KNOWLEDGE-ATTITUDE-SKILLS (KAS) QUESTIONNAIRE ANALYSIS:



BEFORE-AFTER LIVE SHOW QUESTIONNAIRE (QUALITY OF MESSAGING):



A Documentary Film production completed highlighting the effect of the project on the lives of the participants and creation of a Video diary of feedback of participants.





The issues which were discussed through these training workshops are:

- ✓ School dropouts (reduction)
- ✓ Early marriages (prevention)
- ✓ Early pregnancy
- ✓ Substance misuse (alcoholism and chewing tobacco prevention)
- ✓ Sanitation and hygiene - washing hands with soap, usage of toilet and toilet construction by households, menstrual hygiene
- ✓ Child labor and trafficking.

Folk art forms used during the process of trainings are-

Bodo	Santhal	Tea community
Haba Methai	Lagre Sirin	Jhumoor Geet
Bwisagu Methai	Dasai Sirin	Bhinsuriya Geet
Bagurumba	Sohrai Sirin	Domkoch Geet
Khuga Methai	Baha Sirin	Shaadi Geet
Laokhwr Methai	Dong Sirin	Tusu Geet
Joholao Methai		Rong Geet