

## Management Response to the Streelink Initiative Evaluation

### Management response to the evaluation of *Streelink (2020)*

#### Introduction - Context, background and findings (overarching narrative)

Streelink was a three year program (2016-2019) supported by Laudes Foundation to target women workers working in apparel industries in Delhi NCR. The Program aimed at identifying women as worker and contributor in production, acknowledged and appropriated by the family, community and employers. The objective was to enable a supportive domestic and social condition for women to actively participate in decision making process and also have control over her own earnings. The initiative aimed at preventing gender based violence in factory through strategic alliances with communities and factory management and empowering women and girls. It worked to create garment factory as a safer space for women and girls. Through focused intervention and actions, the program built partnership with women and men of select communities to support collective – building processes that addressed women and girls safety. The program was a unique initiative of an inclusive work place intervention, supported by a community component to promote gender justice. The objective of the initiative is to contribute to promoting positive gender relations in the work place and within families, improving the rights and lives of the women workers, thereby transforming the apparel industry into a safer workplace for women and girls.

For the end line evaluation, Laudes Foundation commissioned an external evaluation agency to assess whether the initiative has met its intended goals and to document the missed opportunities. The purpose was to provide a focused set of recommendations and lessons that will enhance learning and inform the strategies and programmatic decisions of similar initiatives. A mixed method and participatory approach was used based on the key principles of gender responsive evaluation. The evaluation applied the Evaluation Rubric & Rating System (ERS) developed by the foundation. As per the ERS's guidelines, three main dimensions were used to approach the evaluation: (i)



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Initiative Quality; (ii) Intermediary Outcomes; and (iii) Long-Term Value.

Breakthrough's core strength has been in the innovation it brings to the table to tackle issues of VAW using its training and media tools. This was a unique and very ambitious project where Breakthrough agreed to pilot and try and address very difficult gender norm issues in factory spaces. The organization has been very transparent in sharing the progress and contributed to the process of the end line with the zeal to learn and inform its future strategies.

Technically the report is robust and adheres to the evaluation guidelines and the recommendations emerging from it have been discussed, reviewed and action plan has been drawn keeping them in perspective.

The communities where Breakthrough worked were representative host communities, workers in the garment factory were dispersed across and were commuting for work from far and wide. These migrant communities co-existed with the local communities of Haryana. This context would be important from the viewpoint that gender norms cannot change (perception about working women) in 3 years. Viewing the results in this context will be useful to then reflect on why other changes were difficult to achieve. The nuances of the on ground program and the rapport with the intervention communities could have been captured better through physical interactions. But due to Covid pandemic, physical in-person data collection with these communities could not be done.

**Recommendations and Action Plan**

Recommendation	Management Response: (Accepted, Partially Accepted, Not accepted) <sup>1</sup> :	Action Planned	Expected Completion Date

<sup>1</sup> The options for response are: · Accepted, meaning Fully Accepted: the organisation thinks that this recommendation should be completely implemented, and the response should show how and by when that is to be done. · Partially Accepted: the organisation thinks part of the recommendation is in error or not

	If recommendation is rejected or partially accepted, state reasons:		
<p>To validate all the products developed for the project by Breakthrough with the implementing factory management to get a clear intent on the institutionalization of these products.</p>	<p><b>Accepted</b></p>	<ol style="list-style-type: none"> <li><b>1. Training modules for incorporation into Breakthrough’s own training</b></li> <li><b>2. Poster on SH at work place with information on reporting shared</b></li> <li><b>3. Physical set of gender informative games used with their employees in Melas will be shared with them</b></li> <li><b>4. Two videos on emotional violence and verbal abuse will be share for</b></li> </ol>	<p><b>Sharing will be done in March 2021</b></p> <p><b>Ensuring the management has taken action on those products by June 2021</b></p>

applicable and will not be responding to it, but accepts and will take action for the other part. Note that the reason for a partial acceptance must be given. .  
 Not Accepted: the organisation thinks the recommendation is based on inaccurate findings or does not address the findings in the appropriate way. The reason for non-acceptance must be stated.



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		incorporating into the supervisor induction module of the company	
To develop a more robust program at the community level and partnerships at local level to be forged in the initial stages of the program	<b>Accepted</b>	The next phase of the program has been planned with the communities. Forging local level partnerships being part of the initial planning process.	<b>March 2022</b>
To promote collectivization among women workers for creating support structures and to engage with influencers and government service providers	<b>Accepted</b>	Collectivization of youth is being planned so that they can support the issues of violence and harassment of the women in communities	<b>Last quarter of 2022</b>
BT digital campaign strategy with clearer outcomes and focused intervention contributing to project goals and objectives. [L] [SEP]	<b>Accepted</b>	The hyperlocal campaigns will be designed as part of the larger multi-media campaign to make it more specific to local needs	<b>Last quarter of 2022</b>
To progress reporting needs to improve to improve the system of outcome tracking	<b>Accepted</b>	ERP platform has been created for improving the progress reporting of all projects of Breakthrough. The same	<b>Last quarter of 2022</b>



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		platform will be used for reporting of this project as well.	
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