



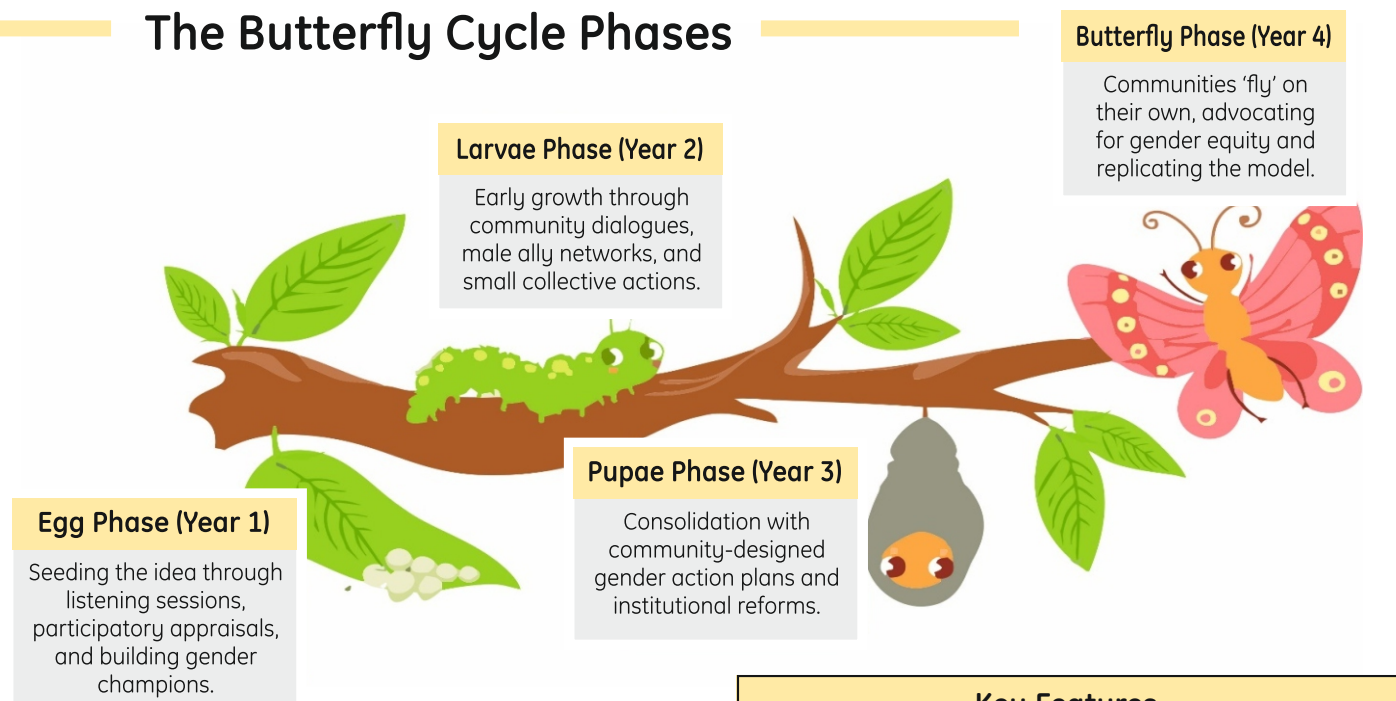
Gender Transformation

Why invest in Gender Transformative Approach

Chhattisgarh Agricon Samiti (CAS) is launching a unique gender-transformation initiative that moves beyond traditional women's empowerment models focused only on Self-Help Groups and livelihoods. Our approach addresses deep-rooted gender norms, works with men and boys alongside women, and strengthens community institutions to drive long-term change.

We call this model the Butterfly Cycle – a four-phase process (Egg, Larvae, Pupae, Butterfly) designed to plant the seed of gender equity, nurture community-led solutions, and institutionalize sustainable change.

The Butterfly Cycle Phases



Pilot and Scale Plan

Years 1–2

Implement in 10 pilot villages in Kabirdham district; develop champions and proven strategies.

Year 3

Expand to 15–20 neighbouring villages through peer learning and champion-led replication.

Years 4–5

Institutionalize practices at district level and integrate with government schemes.

Key Features

Inclusive – Engages men, boys, women, youth, PRIs, and community platforms equally.

Norms Focused – Goes beyond economic activities to address power imbalances and harmful norms.

Community-Owned – Villages design and own gender action plans, making solutions sustainable.

Institutionalized – Embeds gender equity into PRIs, FPOs, schools, and community committees.

Why Kabirdham?

Kabirdham district in Chhattisgarh presents an opportunity for transformative change. Despite progress in development indicators, the district faces persistent gender gaps:

- Limited women's participation in local governance and decision-making.
- High burden of unpaid care work and social restrictions on mobility.
- Low engagement of men and boys in gender conversations.

Existing working team of CAS & community structures (PRIs, FPOs, youth networks) provide a strong foundation for embedding gender-transformative practices.

How can we create a tangible impact?

Women and men share household and community decision-making.

Gender-based violence is reduced, and harmful norms are challenged.

Women's voices are amplified in PRIs, FPOs, and local governance.

Community-led gender equity structures are self-sustaining and scalable.



Why Partner With CAS?

- **18 years of expertise** in rural development and institution building.
- Deep-rooted **community trust** with strong convergence with government departments.
- Strategic partnership with **Commonland Foundation** for landscape restoration in Kabirdham.
- Active member of the **CHiRP coalition** network and working alongside **UNICEF** and other partner organizations.
- Technical support from institutions such as **NIPHM** (National Institute of Plant Health Management) and **IGKV** (Indira Gandhi Krishi Vishwavidyalaya).



Your Investment

Investments will be strategically utilized to catalyse community-driven gender transformation:

- **Gender Transformation Facilitator** – Dedicated community facilitators will drive engagement, dialogue, and change processes.
- **Training and Capacity Building** – Build capacities of champions, PRIs, FPOs, and community groups.
- **Monitoring & Evaluation** – Strengthen systems to track norms change and measure impact.
- **Community Campaigns and Dialogues** – Support innovative communications and dialogues that challenge harmful gender norms.
- **Replication and Scale-Up** – Establish mechanisms for inter-village learning and replication.

Call to Action

We invite funders, CSR partners, and development agencies to co-invest in the Butterfly Cycle. Together, we can catalyse gender-equitable communities that thrive.

Contact

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