

छात्रा!

Revisiting Sangeeta

A brief view into what has shifted in her life

Based on Formative Research, January 2022



WE SPOKE TO :

Girls

Boys

Mothers

Fathers

VIA :

Depth

interviews,
Focus groups,

TEGA

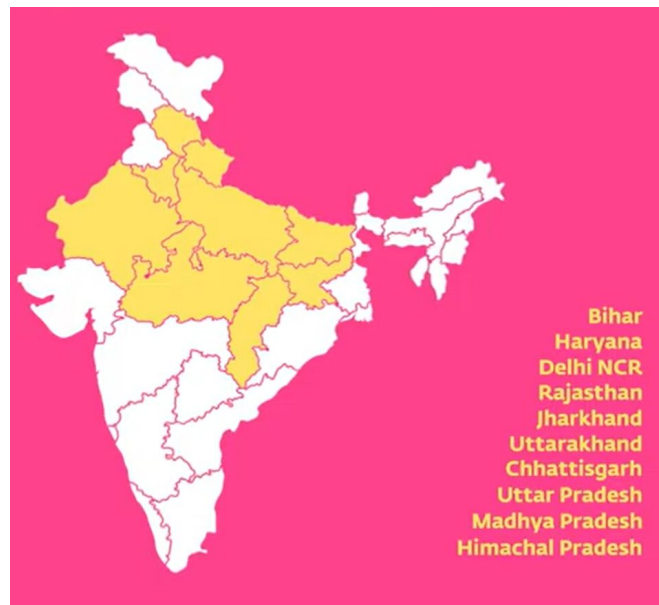
Adolescents of
age
13-22 y.o.

160 survey
respondents
(90 girls)

Adequate representation of
caste, ethnicity as well as
impact of pandemic on
education and employment

SEC B,C,D

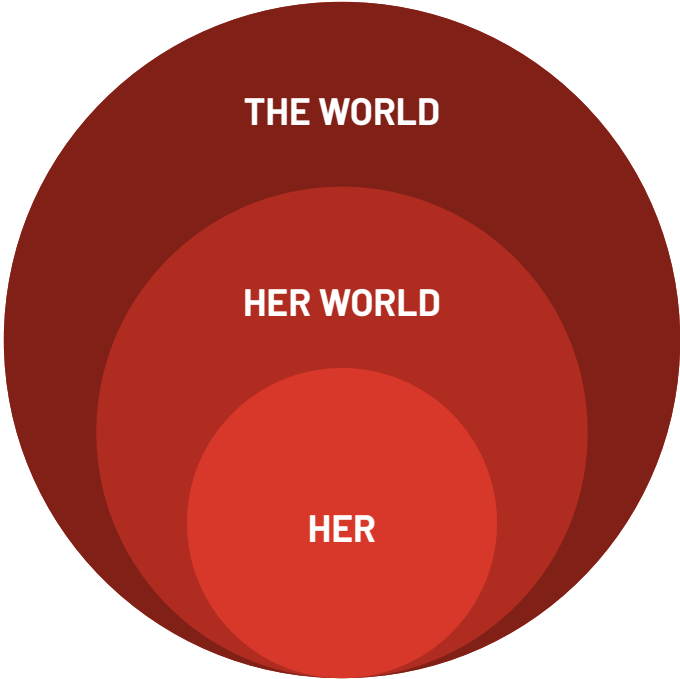
Hindi belt representative
sample from Delhi NCR, Jaipur
and Indore [**Urban & Peri Urban**]



WHAT WE KNOW

WHAT HAS SHIFTED

WHAT HAS HEIGHTENED



THE WORLD

**FINANCIAL
INSTABILITY
IMPACTED
MANY
FAMILIES**

**LOCKDOWN
LED TO
CHANGE IN
FAMILY
DYNAMICS**

**EVERYONE
MOVED TO
THE ONLINE
WORLD**

HER WORLD - PARENTAL ATTITUDES

THEN

PARENTS
ASPIRED FOR
CHILDREN TO
BE
**FINANCIALLY
INDEPENDENT
EVENTUALLY**

NOW

PARENTS **NOW
NEEDED
CHILDREN'S
SUPPORT** TO
MANAGE
FINANCIAL
CONSTRAINT

IMPLICATION

DAUGHTERS
NOW GOT THE
**IMPLICIT
PERMISSION TO
GO OUT AND
WORK**

HER WORLD - PARENTAL ATTITUDES

THEN

MOTHERS **DID NOT WANT THE SAME STRUGGLES** FOR DAUGHTERS AS THEY DID

NOW

WORSENERD FAMILY DYNAMICS MADE **THIS CONVICTION EVEN STRONGER**

IMPLICATION

MOTHERS **VOLUNTARILY PARTICIPATE TO FIND JOBS** FOR THEIR DAUGHTERS

HER WORLD - PARENTAL ATTITUDES

THEN

DIGITAL
ACCESS IS
CONSIDERED
**BAD FOR
CHILDREN**

NOW

DIGITAL
ACCESS
GRANTED
**BASED ON
EDUCATIONAL
PRIORITY AND
LESS
GENDERED**

IMPLICATION

PHONES ARE A
PART OF THEIR LIFE
- **CHILDREN ARE
TECHNOLOGICALLY
ADEPT**

HER



**INCREASED
DIGITAL ACCESS**



PRE PANDEMIC

1-2 HOURS PER DAY on shared phones

NOW

5-6 HOURS PER DAY on shared or owned phones

NOW

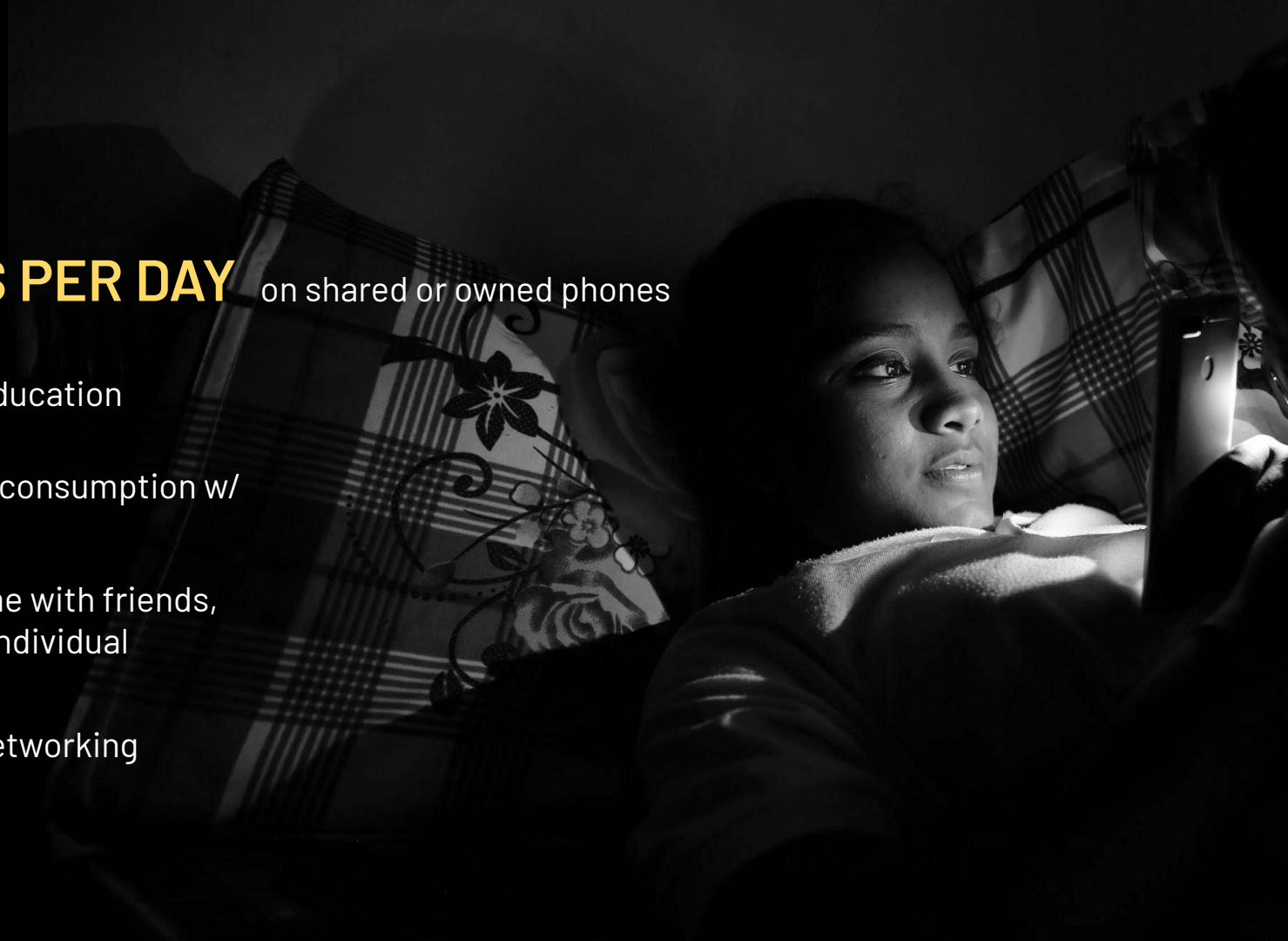
5-6 HOURS PER DAY on shared or owned phones

Online education

Content consumption w/
family

Play game with friends,
family , individual

Social networking



**SOCIAL MIRRORING OF OFFLINE
ON ONLINE**

Social Media is the new college canteen

THEN

PEER
PRESSURE AND
WANTING TO BE
PART OF THE
CLIQUE WAS
ALWAYS BIG
PART OF HER
IDENTITY

NOW

THIS
VALIDATION
NOW BECOMES
**PUBLIC IN THE
DIGITAL WORLD**

"Logon ne photo like kiya hai, toh acchi lag rahi hongii"

Fear and loss of control

OFFLINE
SURVEILLANCE
OVER HER PHONE
USAGE

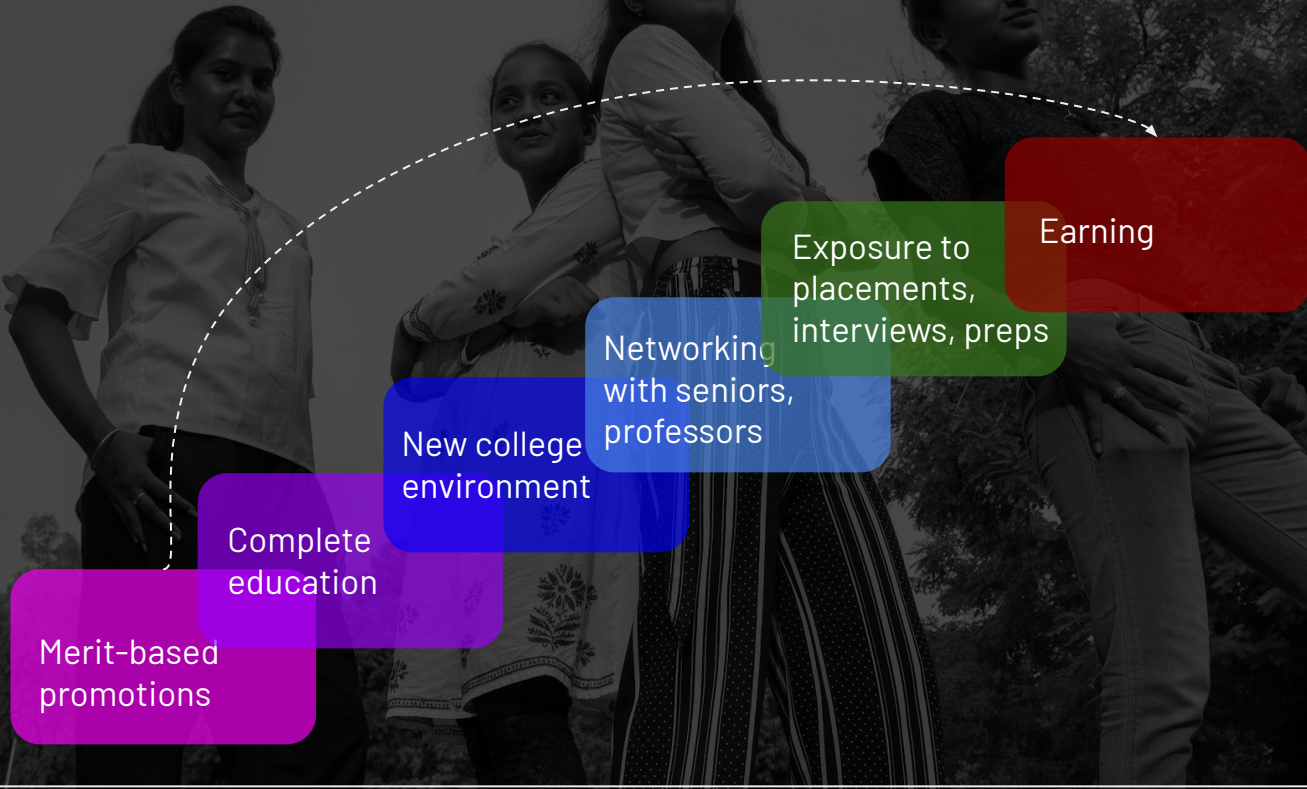


ONLINE
SURVEILLANCE OF
HER SOCIAL MEDIA
ACTIVITIES

**MISSED
CONNECTIONS**

She missed key moments of transition

Time



Transition into adulthood

The need for sisterhood heightened

THEN

HER GIRL FRIENDS
WERE HER GO-TO

NOW

SHE IS SEEKING
CONNECTIONS
ONLINE WITH OTHER
GIRLS

(need for girls-only safe spaces)

**ROADBLOCKS
TO
ASPIRATIONS**

Digital access is expanding her vision of opportunities..



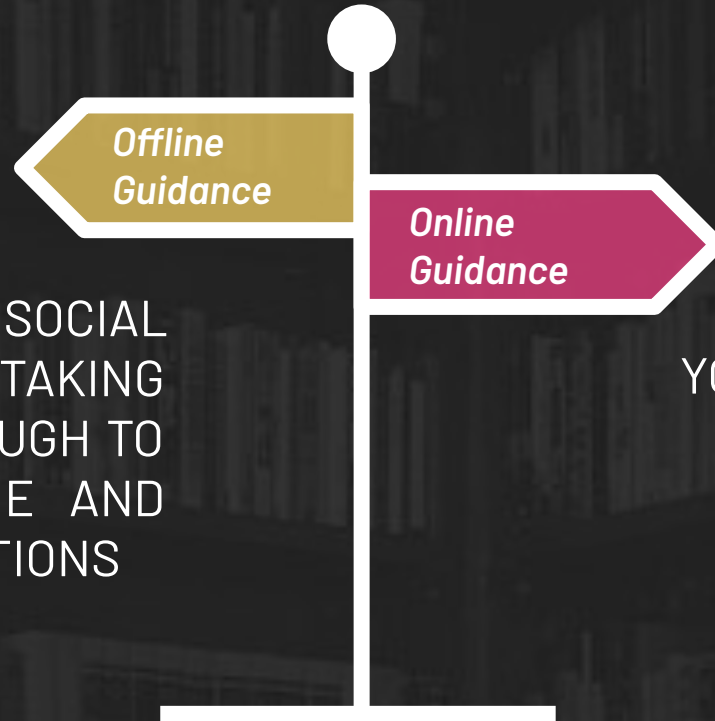
OFFLINE INSPIRATIONS

*Police officer,
teacher, banking*

ONLINE INSPIRATIONS

*Make-up artists, fashion
designing, vlogger,
baker*

..but when she wants to know more, there is lack of guidance



ELDERS IN HER SOCIAL CIRCLE ARE NOT TAKING HER SERIOUSLY ENOUGH TO TAKE OUT THE TIME AND DISCUSS CAREER OPTIONS

YOUTUBE FOR LIFESKILLS

UNRELATABLE ONLINE
ROLE MODELS

LACK OF CREDIBLE
INFORMATION ONLINE

***She is anxious around the temporality of her job...
... and feels lost on how to get back on track***

JOB



CAREER

Her current job is
short-lived and low-skills

There is a gap in her
aspirations and the job she
is doing currently

Her journey to self fulfillment...



Her Motivations

Parental Pride

Respect & Honor

Defer Marriage -right to make a choice

Route to emancipation



Her unfiltered aspirations

Travel abroad, study in a metropolitan
Obtaining degrees like Ph.D, MBA
Take up hobbies as jobs / business
Have expensive lifestyle products

Lack of Funds

Restricted mobility

Lack of guidance -
information and role
models

Financial instability due
to covid

Gendered expectation

Lack of Money
Management



Her current situation

Drop out of school / college

Part time job like helper,
assistant as retail stores

Home based trades - cooking, sewing

Taking up risky behaviour to seek
jobs



For now she is
contributing to
her family's
financial
stability

..but she is
motivated to
go on and
achieve
more..

PSYCHOLOGICAL IMPACT OF PANDEMIC

***She is stuck at the site of continuity..
..anxious about familial responsibility***

Home

Site of continuity

Public
place

Site of change

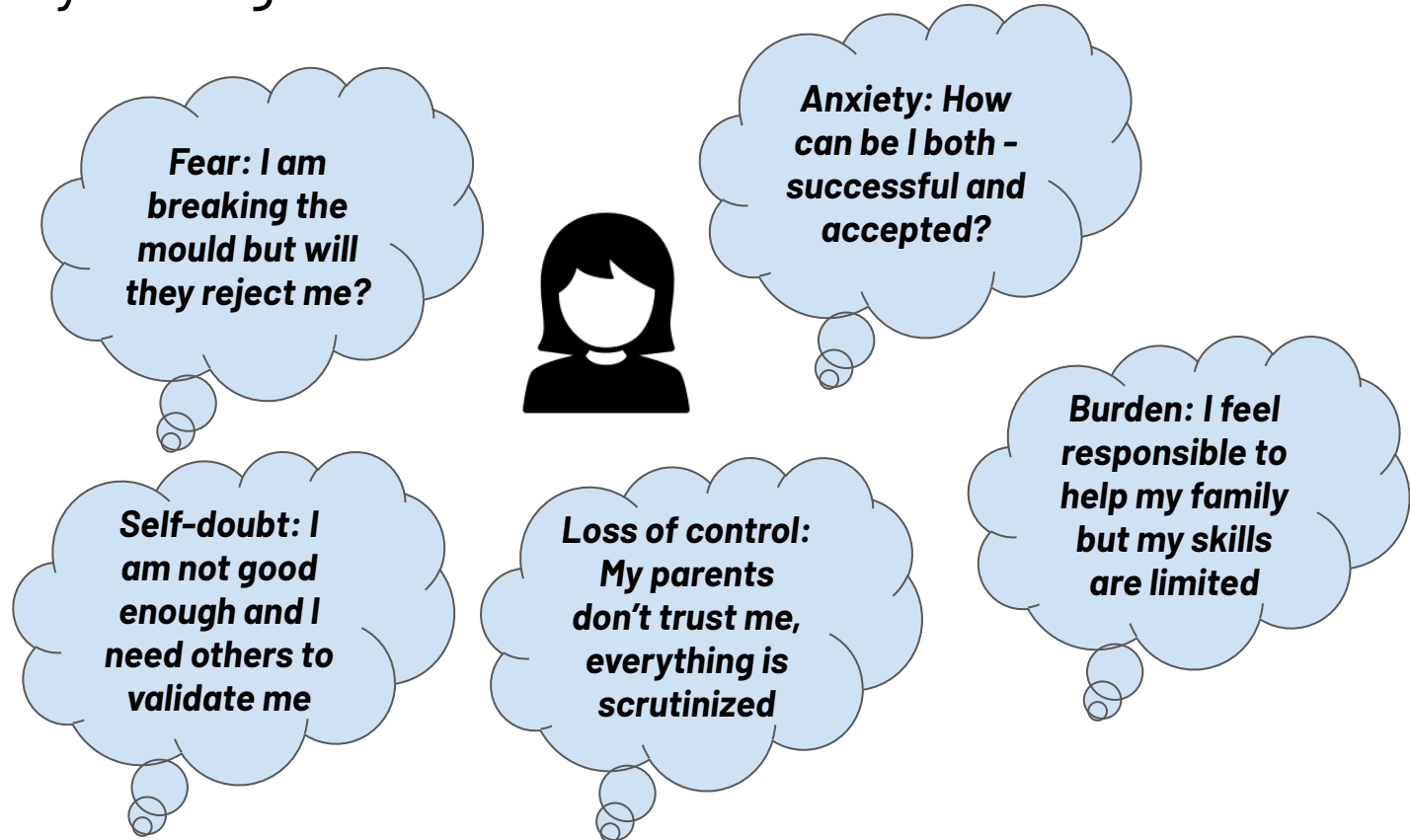


Online interactions do not replicate the offline melting pot experience...

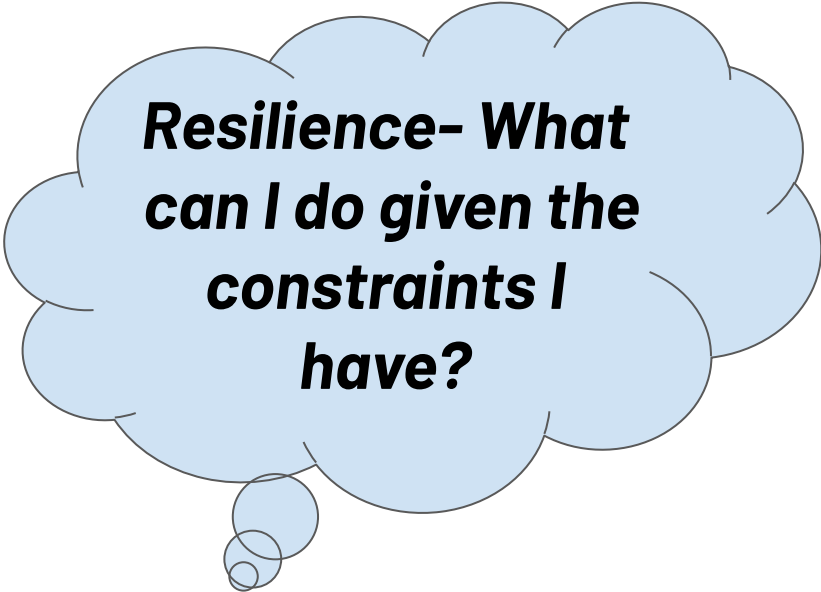
... which leaves her feeling alienated

Ek class WhatsApp group bana lekin uss mein ladke gandi gandi photo bhejne lage toh main chorh diya

Current psychological situation



Current psychological situation

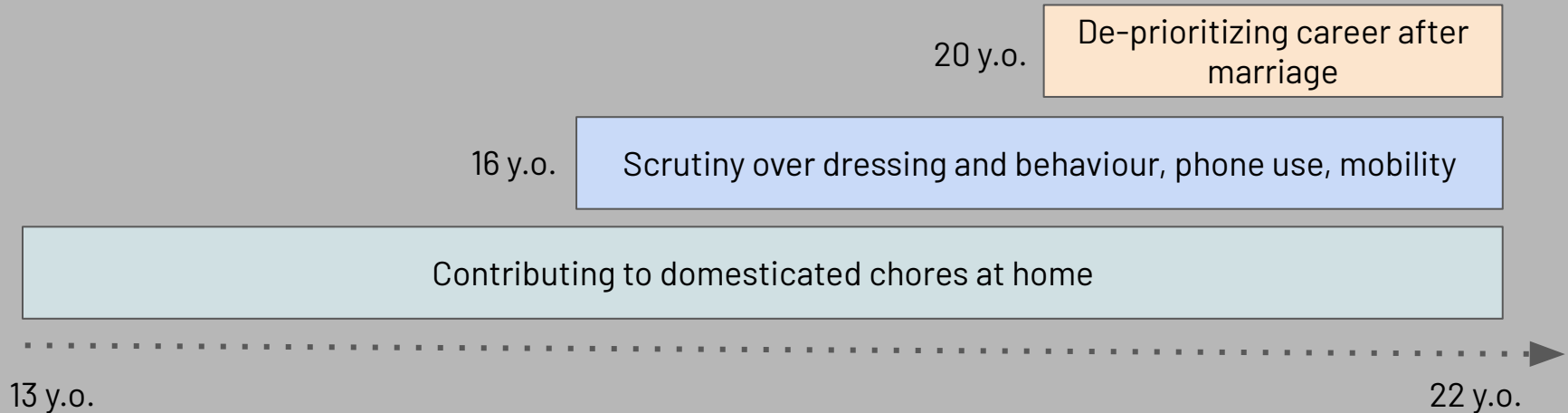


***Resilience- What
can I do given the
constraints I
have?***

13-22 YEAR OLDS

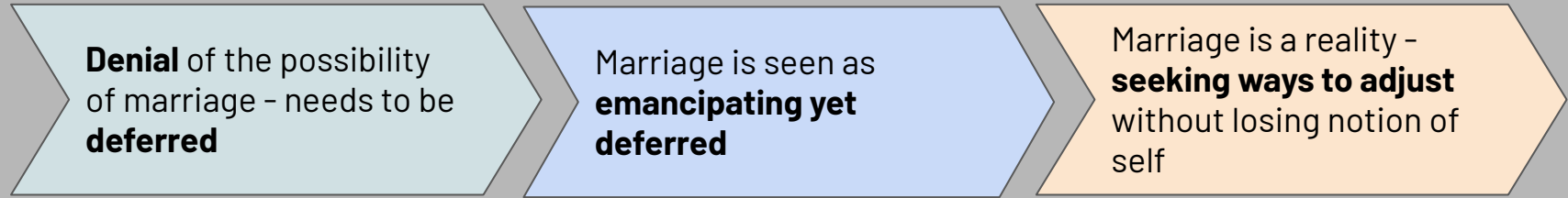
TRANSITION IN HER CHOICES & ATTITUDES

Gendered Expectations



13-15 y.o. 16-19 y.o. 20-22 y.o.

Marriage



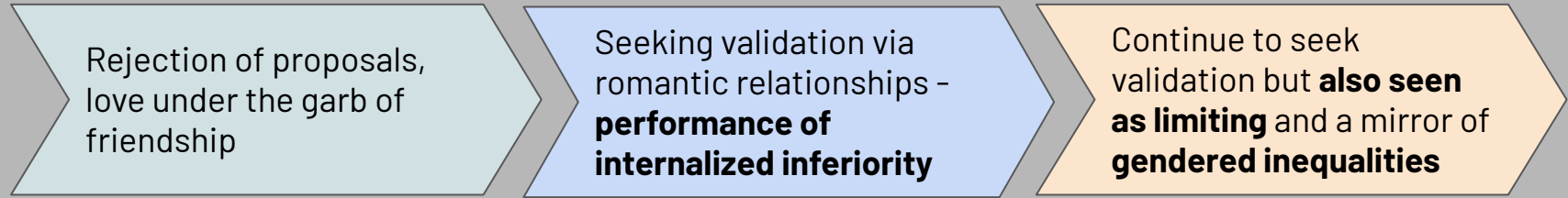
13 y.o.

Constant negotiation of expectation and aspiration

22 y.o.

13-15 y.o. 16-19 y.o. 20-22 y.o.

Love & Relationships



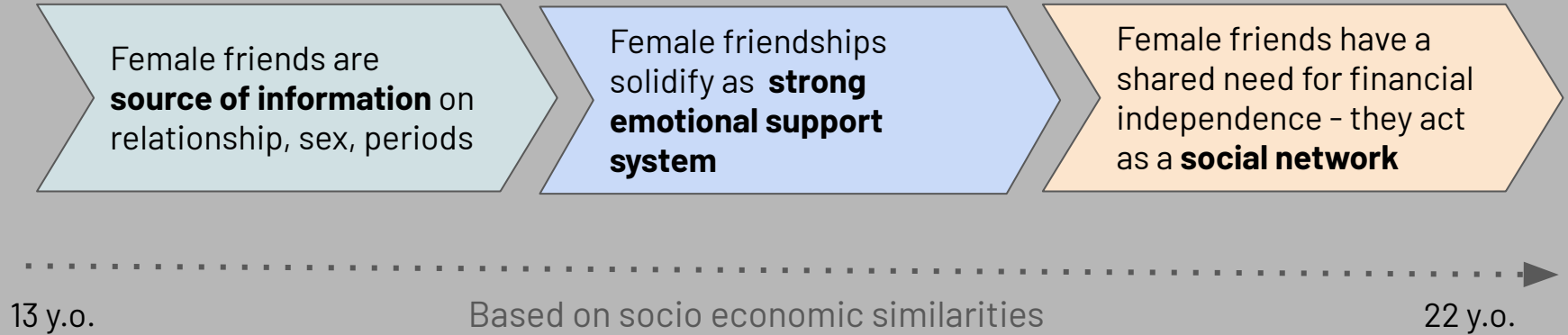
13 y.o.

Need to belong and be accepted

22 y.o.

13-15 y.o. 16-19 y.o. 20-22 y.o.

Female Friendships



13-15 y.o. 16-19 y.o. 20-22 y.o.

NUANCED DIFFERENCES IN COHORTS

MUSLIM	OBC
Centered around religiosity and honour	Centered around finances
Adherence to Norms	Adherence but with Resilience
Low to No Negotiation	Moderate Negotiation
Improving financial situation	Avoiding financial instability

LET'S DISCUSS!