TAKING CARE OF CHILD IS UNIVERSALLY CONSIDERED TO BE A MOTHER’S RESPONSIBILITY – MORE SO BY WOMEN

- **Mothers**
  - Completely agree: 22.14%
  - Agree to some extent: 5.72%
  - Neither agree nor disagree: 1.99%
  - Disagree to some extent: 66.17%
  - Completely disagree: 3.98%

- **Fathers**
  - Completely agree: 8.54%
  - Agree to some extent: 12.31%
  - Neither agree nor disagree: 3.77%
  - Disagree to some extent: 52.01%
  - Completely disagree: 23.37%

* Base (All female respondents): 402
* Base (All male respondents): 398

- **Significant differences in agreement at 95% confidence interval between the female and male respondents**
- **Older respondents showed a higher disagreement to the statement than their younger counterparts**
- **Comparatively more respondents from Allahabad and Ghazipur agreed to the statement than other districts**

* Represents significant difference in the results (%) at 95% CI

All figures in %

An initiative by QUANT
People have different wishes about their kids, what do you want your child to become in the future?
R: Each person wants his child to become policeman or serviceman. But now if you don’t have money, then poor man can’t educate his child much.
R: He can’t collect much money.
R: I just want my kids to not face the financial difficulty that I face today.

- FGD, Fathers, Ballia

In our community we cannot dream of becoming doctor or engineer.
M: What is the reason for the same?
R1: The money we earn from labour is not sufficient as we can either run our family or provide proper education so it is better we cut it out.
M: Ok.
R: My husband is single earning member so how can he spend money on kids’ education

- FGD, Mothers, Sitapur

Externalised locus of control - most feel helpless about securing their children’s future.
Aspirational figures for children limited to people around them
Financial constraints govern the aspirations for a child

Top Aspirations for children: financial stability and good values
In future, in which type of school do you plan to enrol your child into?

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public/government school</td>
<td>62.0</td>
</tr>
<tr>
<td>Private school</td>
<td>3.5</td>
</tr>
<tr>
<td>International school</td>
<td>31.1</td>
</tr>
<tr>
<td>Boarding school</td>
<td>2.4</td>
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</tbody>
</table>

Why a public/government school?

- Cost of education (73.9%)
- More individual attention to children (33.3%)
- Good quality of education (34.9%)
- More parental involvement (19.7%)

In Ballia, close to half respondents had a preference for public/government schools. The proportion was significantly higher than the other districts.

All figures in %

Base (All respondents who indicated private school): 496
Base (All respondents who indicated public/govt. school): 249
PARENTING – KEY TAKE AWAYS

Gender stereotypes & patriarchy

Lack of education, knowledge & awareness

Social norms discouraging individualistic behavior (emphasis on collectivism)

Normalisation of child birth and lack of conscious parenting were influenced by combination of several factors in varying degrees

Number of children

Early Marriages

Low age of mothers at the time of birth of first child.
RECOMMENDATIONS

1. Messages Iterating ‘Right Thing To Do’ Should See An Enforcement Of Correct Action
2. Need for more positive messaging around benefits of immunization

1. Need for Reinforcements of Occasions of HWWS
2. Create more awareness regarding HWWS as preventive behavior (link it to hygiene)
3. HW and HWWS need to be made mutually inclusive

1. Shift locus of control from external to internal - MESSAGING AROUND ‘Health and Success are in your hands!’