Khushi Ka Ek Din: Summary of Insights

Introduction

On 15th February, 2020, Udhyam, Kailashpushp Educational Trust and Meteores Trust hosted a day-long event, 'Khushi Ka Ek Din' in Seem, Nainital for 300 women from across the district.

The main objective of the event was to create an opportunity for fun and enjoyment for the women, who ordinarily spend their days working in the fields and tending to the house. Additionally, the event intended to foster bonding between mothers-in-law (saas) and their daughters-in-law (bahus).

The event programme consisted of a variety of activities, including games, food stalls, and a show by Pawan Pahadi, a YouTube personality from Pithoragarh. The day also featured two screenings of the Bollywood movie 'Karwaan' in a digiplex—a large inflatable tent set up at the event site, and equipped with a full-size screen, surround sound and air conditioning. With a view to better understanding how the different elements of the event were received by the attendees, feedback was collected from the women during the event.

The primary data collection tool used was a feedback survey, which consisted of both close-ended and open-ended questions in order to gain quantitative and more qualitative insights. Additionally, a three-point smiley scale was used to measure participant perception of the various activities during the event.

Sample Description

A total of 70 women were surveyed at the event. The age of the respondents varied between 20 and 65 years of age, with 36 respondents falling between the younger age group (below 40 years), and 30 falling between the older age group (above 40 years).[1]

Respondents came from 7 villages across district Nainital. The highest representation was from Byasi and Seem, with 19 and 9 respondents respectively. Additionally, 2 and 1 respondents belonged to Bageshwar and Almora respectively.

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[1] There were 6 cases where respondents were perceived by the researchers to be older than they reported. For the purpose of the analysis however, we have adhered to the age reported.
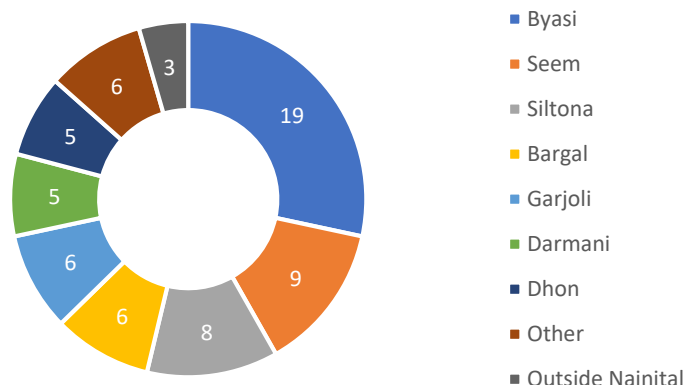
Figure 1 Chart representing village-wise sample surveyed

The majority of women (52 respondents) reported being engaged in housework, followed by agriculture (32 respondents). The table below presents the occupation-wise sample surveyed. In a number of cases women were engaged in multiple occupations, most often being engaged in both housework and agriculture. 12 women reported being involved in professions other than agriculture and housework. These included women who are ASHA workers, teachers, social workers and entrepreneurs.

Table 1 Occupations of women surveyed

Occupation	No.	%
Agriculture	32	47.8
Housework	52	77.6
Other	12	17.9
Unemployed	2	3.0

Respondents were asked whether they had come for the event with someone or by themselves. 49 respondents reported being accompanied by someone for the event, compared to 15, who came by themselves. The table below presents the various relatives/friends/acquaintances who accompanied the respondents to the event. Of the 49 respondents who came along with someone, 19, i.e. 38.78%, came along with their mother-in-law, and 6, i.e. 12.24%, came with their daughter-in-law.

Table 2 Summary of individuals who accompanied the respondents to the event.

Who did you come with?	No.	%
Mother-in-law	19	38.8
Sister-in-law	11	22.5
Friend/s	7	14.3
Daughter-in-law	6	12.2
People from village	6	12.2
Daughter/s	4	8.2
Husband	2	4.1
Other	2	2.0
Mother	1	38.8

Activity-Wise Feedback

Activity Participation:

Respondents were read a list of activities and asked which ones they participated in. Over 98% participated in the Games, followed by 96.9% who watched the Pawan Pahadi event. 87.7% reported watching the film. The activity with lowest participation was the Beauty Stall, with 32.3% participation, followed by visiting the Shopping Stalls (64.6%).

Table 3 Table representing which activities the respondents did and did not participate in

Activity	Yes	No	Yes %	No %
Film	57	8	87.7	12.3
Games	64	1	98.5	1.5
Pawan Pahadi	63	2	96.9	3.1
Beauty	21	44	32.3	67.7
Food stalls	60	5	92.3	7.7
Visited shopping stalls	42	23	64.6	35.4
Saas-Bahu	59	6	90.8	9.2

Reasons cited for non-participation in activities at the event were money, limited time, and preferring to do another activity instead.

Over 67% of respondents did not participate in the Beauty Stall. Not liking/wanting to do makeup, shyness/shame, and preferring to do another activity instead, emerged as some prominent reasons for not engaging in this activity. The table below captures the various reasons cited.

Table 4 Summary of reasons cited for not participating in Beauty 3activity

Reason for not participating in Beauty Activity	No.
Did not like/want to do makeup	9
Long line at the beauty stall	2
Not age appropriate	2
Not needed	3
Preferred doing another activity instead	3
Feelings of shyness/shame	5
Other (Did not know about the beauty stall, find threading painful)	2
Total	**26**

Favourite Activities

Participants were asked to rank their favourite activities from the day. Pawan Pahadi (31.25%), Saas-Bahu program (29.69%) and Games (18.75%) were ranked by most respondents as their favourite activity of the day.
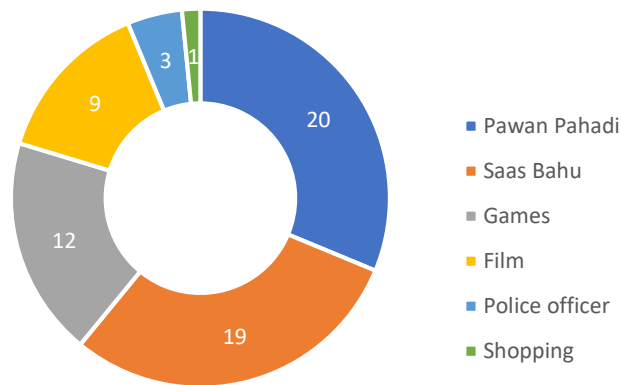
Figure 2 Favourite activities reported by women surveyed

Pawan Pahadi, Saas-Bahu event and Games also most frequently entered participant's top two activities. The table below captures the number of respondents who mentioned each of the activities as either their first or second favourite activity of the day.

Table 5 Table representing activities featuring in respondents' top two rankings

Activity	No.	%^{2}
Pawan Pahadi	31	26.1
Saas-Bahu	29	24.4
Games	26	21.9
Film	19	16.0
Food	7	5.9
Police officer	4	3.4
Beauty	1	0.8
Dancing	1	0.8
Singing	1	0.8
Total	**119**	**100.0**

The most commonly cited reason for liking the **Pawan Pahadi** event was relatability. Participants spoke about him being a local, *'pahadi',* and speaking in the local language. "He talks about the mountains and the culture of mountains," and "he uses our language" were some reasons mentioned. They also reported liking his content on saas-bahus, as well as his comedic sense.

With regards to the **Saas-Bahu event**, participants felt that it gave women an opportunity to speak on stage, as well as improved relations between mothers-in-law and daughters-in-law.

The main reasons cited for liking the **Games** were 'fun', and that they were getting an opportunity to experience something new. Women reported having played such games for the first time. One 45-year old woman from Byasi spoke about the fact that people in the village have seen such games on television, but never had the chance to play before.

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[2] Percentage is calculated out of total number of responses and not total number of women.

The **Film** was the fourth highest-appearing activity in respondents' top two rankings. Additionally, for the older age group (40 years and above), it was the highest appearing activity in top two rankings, with 26.42% women of this age group citing it as either their first or second favourite activity [see appendix].

Khushi-meter

During the first half of the event, feedback was collected from participants immediately after they engaged in an activity. This feedback was collected using a three-point scale with smiley faces representing whether one liked the activity/did not like it/thought it was okay. The scale was explained to participants and they selected the emoji that best described how they felt about the activity.
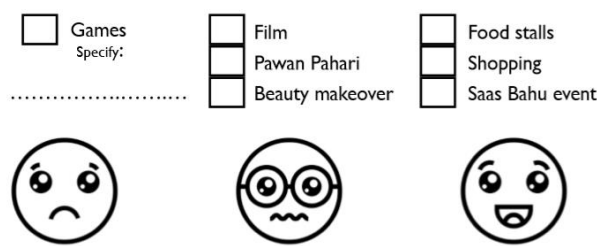

Image 1: The Khushi-meter tool used to collect responses on perception of activities during the event

The primary purpose of this tool was to get a real-time sense for how the attendees were feeling during the event, as well as to create an opportunity for more qualitative discussions with the attendees.

The table below captures the responses from the exercise.

Table 6 Activity-wise responses collected through the Khushi-meter

Activity	Liked it		It was okay		Did not like it		Total
	No.	%	No.	%	No.	%	No.
Beauty	6	100.0	0	0.0	0	0.0	6
Film	12	66.7	6	33.3	0	0.0	18
Food Stalls	8	88.9	1	11.1	0	0.0	9
Games	69	95.8	1	1.4	2	2.8	72

Reported Areas for Improvement (Activity-specific)

The **Film** received mixed response. 15.97% women placed the film in their top two activities of the day. Watching a film in a theatre emerged as a new experience for a number of participants. "I had seen a lot of these things on Television, but to experience it in person was a whole new experience," a 35 year-old attendee from Siltona remarked.

At the same time, several respondents reported not enjoying watching the film. The reasons for this centered around the atmosphere inside the theatre as well as the selection of film. The most commonly mentioned reasons for not enjoying the activity were feeling stifled/suffocated inside the movie theatre, and not understanding the film because of its English dialogues. There were recommendations from the participants to select a local *Pahadi* film instead.

A few respondents also reported not enjoying the **food** at the event, citing reasons such as the selection of food, excess spice, and being difficult to digest.

Additionally, on multiple occasions during the interviews, respondents asked the researchers why their name had not come up during the **Saas-Bahu** event. One pair of women were disappointed because they felt hardly anyone from their village had been selected, as compared to other villages.

Overall Event Feedback

Respondents were asked for their overall thoughts on the event. All 65 women who responded to this question spoke positively about the event, using words such as '*bahut accha'*, '*badiya'*, and '*sundar'*.

Women spoke about the event giving them the opportunity to have various **experiences for the first time**.

This included the following experiences:

- First time seeing an event such as this one
- First time playing such games
- First time going to watch a film
- First time going out with their mother-in-law/daughter-in-law
- First time women are getting a platform to speak.

A 20 year-old from Siltona who had seen such a movie theatre for the first time spoke about the fact that women in the area are always working and ordinarily do not get a chance to have such experiences.

The **opportunity for mothers-in-law and daughters-in-law to come out together** was widely appreciated. The encouragement for saas and bahus to attend the event together, the saas-bahu activity as well as Pawan Pahadi's content on saas-bahus were all recognized as a way for mothers-in-law and daughters-in-law to come closer together and improve their relationship. A 47 year-old from Suyal said she liked the Saas-Bahu program because it showed the emotional attachment between the two, and helped her learn about the importance of this relationship

When asked for feedback to improve the event, the most commonly mentioned inputs were to host such events more often, and to increase participation (Recommendations included involving men, children, and other villages). Additionally, suggestions were made for other activities that participants would have liked to see at the event. These suggestions are presented in the following table:

Suggestions for activities from respondents

Skits	More music and dance, singing in *Pahadi* language
Games where women play together/against each other	More programs on awareness of women's issues
Awareness about garbage disposal	More *Pahadi* themed activities
Program done by mothers-in-law and daughters-in-law together	More games

Appendix

Table 7 Favourite activities reported by women surveyed

Activity	No.	%
Pawan Pahadi	20	31.3
Saas-Bahu	19	29.7
Games	12	18.8
Film	9	14.1
Police officer	3	4.7
Shopping	1	1.6
Total	**64**	**100.0**

Table 8 A breakdown of the top 2 activities mentioned by women in the younger age group (below 40 years)

Activity	No.	%[3]
Pawan Pahadi	22	33.3
Saas-Bahu	16	24.2
Games	15	22.7
Film	5	7.6
Food	4	6.1
Police officer	3	4.6
Beauty	1	1.5
Total	**66**	**100.0**

Table 9 A breakdown of the top 2 activities mentioned by women in the older age group (40 years and older)

Activity	No.	%
Film	14	26.4
Saas-Bahu	13	24.5
Games	11	20.8
Pawan Pahadi	9	17.0
Food	3	5.7
Dancing	1	1.9
Police officer	1	1.9
Singing	1	1.9
Total	**53**	**100.0**

Participants who came to the event with their saas/bahu were asked how often they spend time together apart from housework/farming. The responses are presented in the table below.

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[3] In Tables 8 and 9, percentage is calculated out of total number of responses and not total number of women

Table 10 Leisure time spent with saas/bahu

Do you spend time together?	No.	%
Yes, very often	12	52.2
Sometimes	9	39.1
Rarely	1	4.4
Never	1	4.4
Total	**23**	**100.0**